

2024 ANNUAL REPORT

MINNESOTA
DEPARTMENT OF PUBLIC SAFETY

OFFICE OF TRAFFIC SAFETY



Governor's Highway Safety Representative	4
The Office of Traffic Safety Mission	5
Assessment of Minnesota's Progress	6
C-1 Traffic fatalities	6
C-2 Serious (A) injuries in traffic crashes	6
C-3 Fatalities per 100 million VMT	6
C-4 Unrestrained MVO Fatalities	6
C-5 Alcohol-Impaired Fatalities	7
C-6 Speed-Related Fatalities	7
C-7 Motorcyclist Fatalities	7
C-8 Unhelmeted Motorcyclist Fatalities	7
C-9 Drivers Age <21 in Fatal Crashes	8
C-10 Pedestrian Fatalities	8
C-11 Bicyclist Fatalities	8
B-1 Observed Seat Belt Use	8
A-1 Seat Belt Citations	9
A-2 Impaired Driving Arrests	9
A-3 Speed Citations	9
Occupant Protection Program and Activities Overview	10
CPS Hospital Support Liaison	10
Occupant Protection Support	10
Child Passenger Safety Coordinator	11
Seat Belt Survey	11
Impaired Driving Programs and Activities Overview	12
DWI Courts	12
DWI Dashboard	12
DWI Traffic Safety Officers	13
State Judicial Outreach Liaison	15
Ignition Interlock (Vendor Oversight)	15
State Probation/Parole Outreach Liaison (SPOL)	16
BCA Lab Full-Time Technicians	16
e-Charging	17
Drug Recognition Evaluator	18

Integrated Judicial and Administrative Ignition Interlock.....	18
Responsible Beverage Service Training.....	19
Traffic Safety Resource Prosecutor	19
Police Traffic Services Program and Activities Overview.....	20
Cities and Counties Enforcement, Safe Road Zones and Traffic Safety Vehicles.....	20
Enforcement Recognition	21
Law Enforcement Liaisons	22
State Patrol Administrative Support	22
State Patrol Enforcement.....	22
State Patrol Professional Development	23
Evidence-based Enforcement Program Results.....	23
Enforcement Mobilization Participation – Click it or Ticket, FFY24	23
Enforcement Mobilization Participation – Drive Sober or Get Pulled Over, FFY24.....	30
Data Collection & Analysis	37
Citation Disposition Analysis	37
Crash Outcome Data Evaluation System (CODES).....	37
MNIT Support/eGrants.....	38
Data Project Assessment.....	38
MNCrash Updates and Maintenance.....	39
Traffic Incident Management (TIM)	39
MMUCC	40
Community Programs	40
TZD Conference	40
Multi-Cultural Driver Education.....	40
Project Accomplishments Teen Driver.....	41
Senior Driver Work Group	41
Regional Coordinators Toward Zero Deaths.....	42
Safe Roads Coalition	42
Community Outreach and Betterment Education	43
Stakeholder Professional Development.....	43
Community Outreach Liaison	43
TZD Admin Support.....	43
Communication and Outreach	44

Full-Service Media.....	44
Impaired Driving Recap	45
Holiday – DWI Media Summary.....	46
Super Bowl Media Summary.....	46
St. Patrick’s Day Media Summary	47
Motorcycle Media Summary	47
Summer Media Summary.....	48
Labor Day Media Summary.....	48
Community Programs Recap.....	50
Distracted Driving Media Summary.....	50
Seat Belts Media Summary.....	51
Speeding Media Summary.....	53
Move Over Media Summary.....	55
Pedestrian Safety Summary	56
Child Passenger Safety Media Summary	57
Motorcycle Awareness Media Summary	59
Motorcycle Training and Safety Media Summary	59
Media Relations	60
APPENDIX A. AMENDMENTS TO FY2024-2026 TRIENNIAL HIGHWAY SAFETY PLAN	62
Amendment 1	62
Amendment 2	63
Amendment 3	66
Amendment 4	66
Amendment 5	67
Amendment 6	69

Governor's Highway Safety Representative

Greetings,

As the Governor's Highway Safety Representative for the State of Minnesota, it is my responsibility to work for the safety of everyone on Minnesota's roadways. To that end, the Minnesota Office of Traffic Safety is developing new innovations and programs to combat the rising tide of traffic fatalities and push our state towards our goal of zero deaths in Minnesota.

In this document, you will find the annual report for the 2024 Minnesota Highway Safety Plan. This report will explain the results of that plan, its successes and its challenges. This plan was designed to change driver behavior and prevent fatalities and serious injuries.

In working toward the goal of zero traffic fatalities, we have focused efforts around key issues and areas of outreach:

- Minnesota continued its outreach around the National Highway Safety Administration's (NHTSA) extra enforcement campaigns and strengthened impaired enforcement with its ongoing DWI Traffic Safety Officer program.
- Minnesota conducted a seat belt compliance survey of drivers and found that 94.7 percent of drivers were wearing their seat belts.
- Minnesota established the Road Safety Information Center with funding from NHTSA and the Minnesota IT services Technology Modernization Fund. This information center will inform future traffic safety efforts. It will help focus our resources on locations that most need preventative traffic safety measures to save lives and reduce serious injuries.
- The state funded 100 days of extra speeding enforcement over the summer to curb aggressive driving during some of our most active months.
- As part of Minnesota's public participation and engagement efforts, we sponsored the Minnesota Tribal Traffic Safety Summit to solicit feedback related to traffic safety issues from our Tribal Nation partners.

Despite these efforts and an overall decline in crashes, Minnesota still saw a rise in traffic fatalities. Preliminary counts from 2024 show that Minnesota had 471 total traffic fatalities, up from last year's 402 fatalities. Regardless of these challenges, Minnesota remains committed to reaching our goal of zero traffic deaths in the long term.

With new technology being established, we plan to make the most out of our resources and address fatal crashes before they happen. Our approach will include coordinating aggressive, targeted outreach campaigns and using our new Road Safety Information Center to properly address unsafe roads. Working together as a state to slow down, buckle up, stay focused and drive sober behind the wheel, we will save lives and make zero a reality.

Sincerely,

Mike Hanson
Director of the Minnesota Office of Traffic Safety
Governor's Highway Safety Representative

The Office of Traffic Safety Mission

To prevent traffic deaths and serious injuries by changing human behavior in Minnesota through policy development and support, stakeholder engagement, program delivery, leadership, innovation, and research and evaluation.

Our signature traffic safety campaign is a multi-agency, holistic program titled Toward Zero Deaths. In addition to the Office of Traffic Safety, the Bureau of Criminal Apprehension, Driver and Vehicle Services, and the Minnesota State Patrol all work together to support the efforts within the Department of Public Safety to improve roadway behavior.

Toward Zero Deaths encompasses:

- City, county, state, and tribal law enforcement officers
- Courts and prosecutors
- Department of Transportation, roadway engineering related prevention strategies
- Driver and Vehicle Services
- Emergency Medical Services and first responders
- Hospital and trauma oversight by the Minnesota Department of Health
- Judiciary affiliates
- Media relationships
- Stakeholders with direct and indirect interests in traffic safety

The overarching goal of Minnesota Toward Zero Deaths -

To reduce fatalities and serious injuries on Minnesota's roads to zero.

TZD Mission

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

TZD Vision

All programs initiated and supported are designed to reduce the number of people killed in traffic crashes to zero. Related is the desire to minimize the number of severe injuries occurring in traffic crashes. We recognize that fatal and serious injury crashes are not inevitable, and in fact, each is a preventable event.

Assessment of Minnesota's Progress

	2019	2020	2021	2022	2023
Shared Core Outcome Measures					
C-1 Traffic fatalities	Yearly Totals	364	394	488	444
	5-year rolling average	381	378	397	414
	TARGET	420			
	PROGRESS	Not Achieved			
	Reduce fatalities to 401.9 from a current safety level of 420 (2019-2023 rolling average) by 2023.			The OTS will implement programming to reduce fatalities in traffic crashes by conducting public education in counties with the highest fatalities.	
C-2 Serious (A) injuries in traffic crashes	Yearly Totals	1520	1569	1723	1911
	5-year rolling average	1630	1718	1664.2	1676.6
	TARGET	1746.4			
	PROGRESS	Not Achieved			
	Reduce serious injuries to 1,626.6 from a current safety level of 1746.4 (2019-2023 rolling average) by 2023.			The OTS will implement programming to reduce serious injuries in traffic crashes by conducting public education in counties with the highest fatalities.	
C-3 Fatalities per 100 million VMT	Yearly Totals	0.6	0.76	0.85	0.77
	5-year rolling average	0.64	0.65	0.68	0.72
	TARGET	0.72			
	PROGRESS	Pending			
	Reduce fatality rate to 0.78 from a current safety level of 0.72 (2019-2023 rolling average) by 2023.			(The 2023 fatalities/VMT rate is not yet available.)	
Core Outcome Measures					
	2019	2020	2021	2022	2023
C-4 Unrestrained MVO Fatalities	Yearly Totals	74	100	99	78
	5-year rolling average	78	81	86	87
	TARGET	86			
	PROGRESS	Achieved			
	Reduce unrestrained MVO fatalities to 86 from a current safety level of				

	80 (2019-2023 rolling average) by 2023.				
C-5 Alcohol-Impaired Fatalities	Yearly Totals	85	108	137	136
	5-year rolling average	97	95	104	114
	TARGET	113			PROGRESS
Reduce alcohol-impaired driving fatalities to 101 from a current safety level of 113 (2019-2023 rolling average) by 2023.			Not Achieved The OTS will implement programming to reduce alcohol-impaired traffic fatalities by conducting public education in counties with the highest fatalities.		
C-6 Speed-Related Fatalities	Yearly Totals	77	122	167	131
	5-year rolling average	91	99	114	122
	TARGET	123			PROGRESS
Reduce speeding-related fatalities to 117 from a current safety level of 123 (2019-2023 rolling average) by 2023.			Not Achieved The OTS will implement programming to reduce speed-related traffic fatalities by conducting specialized speed enforcement and public education in counties with the highest fatalities.		
C-7 Motorcyclist Fatalities	Yearly Totals	46	66	69	82
	5-year rolling average	55	56	59	64
	TARGET	66			PROGRESS
Reduce motorcyclist fatalities to 62 from a current safety level of 66 (2019-2023 rolling average) by 2023.			Not Achieved The OTS will implement programming to reduce motorcyclist fatalities by conducting public education and training in counties with the highest fatalities.		
C-8 Unhelmeted Motorcyclist Fatalities	Yearly Totals	33	42	44	59
	5-year rolling average	37	38	39	44
	TARGET	45			PROGRESS
			Not Achieved		

	Reduce unhelmeted motorcyclist fatalities to 43 from a current safety level of 45 (2019-2023 rolling average) by 2023.			The OTS will implement programming to reduce unhelmeted motorcyclist fatalities by conducting public education in counties with the highest fatalities.		
C-9 Drivers Age <21 in Fatal Crashes	Yearly Totals	37	55	54	58	55
	5-year rolling average	49	48	49	52	52
	TARGET	-----	-----	-----	PROGRESS	-----
Reduce drivers <21 involved in fatal crashes to 52 from a current safety level of 52 (2019-2023 rolling average) by 2023.			Achieved			
C-10 Pedestrian Fatalities	Yearly Totals	47	45	50	43	42
	5-year rolling average	45	46	44	45	45
	TARGET	-----	-----	-----	PROGRESS	-----
Reduce pedestrian fatalities to 46 from a current safety level of 45 (2019-2023 rolling average) by 2023.			Achieved			
C-11 Bicyclist Fatalities	Yearly Totals	11	10	9	6	6
	5-year rolling average	8	8	9	9	8
	TARGET	-----	-----	-----	PROGRESS	-----
Reduce bicyclist fatalities to 9 from a current safety level of 8 (2019-2023 rolling average) by 2023.			Achieved			
Core Behavior Measure						
B-1 Observed Seat Belt Use	2019	2020	2021	2022	2023	
	Yearly Totals	93.4	N/A	92.4	93.3	94.7
	TARGET	-----	-----	-----	PROGRESS	-----
Increase observed seat belt use for passenger vehicles to 93.3% from a current safety level of 94.7%			Achieved			
Core Activity Measure						
C-12 Motorcyclist Fatalities	2019	2020	2021	2022	2023	
	Yearly Totals	10	11	12	13	14
Reduce motorcyclist fatalities to 14 from a current safety level of 13 (2019-2023 rolling average) by 2023.			Achieved			

A-1 Seat Belt Citations	Yearly Totals	9896	5210	6824	4715	5186
A-2 Impaired Driving Arrests	Yearly Totals	1913	1628	1337	3496	3712
A-3 Speed Citations	Yearly Totals	12515	12065	29700	26174	18567

Occupant Protection Program and Activities Overview

This report summarizes the achievements, expenditures, and performance metrics of the programs funded by the Office of Traffic Safety (OTS) to promote occupant protection in Minnesota during the fiscal year 2024. These programs aim to reduce traffic-related fatalities and injuries by improving awareness and education of occupant safety measures.

CPS Hospital Support Liaison

Project Number: 24-02-01

Funding Type: 402

Award Amount: \$120,000.00

Amount Expended: \$119,762.25

Project Accomplishments:

- Outreach and Education: Delivered education on proper restraint systems for children under nine years old.
- Car Seat Assistance:
 - Assisted with the installation of restraints for newborns and their families.
 - Distributed 163 car seats to families in need, including specialized requests.
- Training Events: Provided occupant protection training for birth center staff and community members.
- Crash-Related Support: Supported pediatric patients admitted due to traffic crashes with car seat assistance.
- Heatstroke Awareness: Spread awareness of pediatric vehicular hyperthermia.
- Conducted 2,483 car seat consultations (goal: 2,000).
- Educated 330 siblings of newborn patients on proper restraint systems.
- Hosted five community outreach events, including Traffic Safety Day at the Mall of America.
- Responded to all requests for car seat support from ER, Pediatric Trauma Service, and Burn Center.

Occupant Protection Support

Project Number: 24-02-02

Funding Type: 402

Award Amount: \$270,000.00

Amount Expended: \$222,327.54

Project Accomplishments:

- Promoted occupant protection events and educated the public about new laws.
- Recruited and trained 45 new Child Passenger Safety (CPS) technicians.
- Used various communication channels to spread safety messages (social media, newsletters, radio, school visits).

Highlights:

Metric	NE	Northern	Southern	Combined	Average
Local Community Events	16	22	24	62	21

Social Media Posts	29	52	52	133	44
Instructor Courses	0	4	4	8	3
New Technicians Trained	13	31	1	45	15
Car Seat Checks	0	316	24	340	113
Car Seats Distributed	2	85	266	353	118
Award Amount (\$)	90,000	90,000	90,000	270,000	N/A
Spent Amount (\$)	43,326	89,131	89,869	222,328	N/A

Child Passenger Safety Coordinator

Project Number: 24-02-04

Funding Type: 402

Award Amount: \$165,000.00

Amount Expended: \$165,449.00

Project Accomplishments:

- Centralized planning and coordination of occupant protection programs through the Minnesota Safety Council (MSC).
- Launched a new "Buckle Up" website to improve public awareness and enforcement support.
- Educated stakeholders on new Minnesota passenger safety laws.

Performance Measures:

- Supported occupant protection initiatives to reduce traffic fatalities (C-1), serious injuries (C-2), and unrestrained vehicle occupant fatalities (C-4).

Seat Belt Survey

Project Number: 24-02-08

Funding Type: 402

Award Amount: \$90,000.00

Amount Expended: \$90,000.00

Project Accomplishments:

- Conducted the annual seat belt observational survey, compliant with NHTSA guidelines.
- Collected demographic data to identify target areas for future programs.

Key Findings:

- Seat belt use increased to 94.7% (up 0.5% from 2023).
- Young adult seat belt use reached a 10-year high of 93.6%.
- Pickup driver seat belt use increased to an all-time high of 91.9%.
- Regional differences had a more significant impact on seat belt use than road type.

Performance Measures:

- Supported occupant protection initiatives to reduce fatalities (C-1) and unrestrained motor vehicle occupant fatalities (C-4).

Impaired Driving Programs and Activities Overview

This section summarizes the programs and activities funded by the Office of Traffic Safety (OTS) to address impaired driving issues in Minnesota during the fiscal year 2024. These programs aim to reduce alcohol-related fatalities and injuries by focusing on enforcement, education, and rehabilitation for offenders.

DWI Courts

Project Number: 24-03-01

Funding Type: 164AL

Award Amount: \$2,130,000.00

Amount Expended: \$1,956,665.29

Project Accomplishments:

This project supports 19 DWI courts across Minnesota through 12 grants, promoting judicial leadership, multidisciplinary collaboration, and substance abuse intervention for repeat DWI offenders.

- 41% of DWI offenders in Minnesota are repeat offenders, many with serious substance abuse problems.
- The DWI courts aim to reduce recidivism, help offenders reinstate driving privileges, and assist with housing, employment, and family relationship restoration.
- The program also serves members of the Red Lake, Leech Lake, and White Earth Nations of Indigenous Peoples.

Key achievements include:

- Recognizing 120 participants who graduated from the program.
- Since 2007, only 5.36% of participants have had a subsequent impaired driving conviction.
- In FY24, participants experienced a 4.22% recidivism rate.
- 187 participants admitted into the program.
- 120 participants graduated.
- 38 participants terminated.
- 308 participants currently enrolled.
- 13 graduates received another DWI arrest (4.22% recidivism rate).
- 89 participants obtained a restricted license with ignition interlock.
- 18 participants obtained a full unrestricted license.

Performance Measures:

This project supports DPS-OTS programs by reducing fatalities (C-1) and impaired-related fatalities (C-5).

DWI Dashboard

Project Number: 24-03-02

Funding Type: 405D and 405C

Award Amount: \$305,304.00

Amount Expended: \$133,170.19

Project Accomplishments:

This project funded an analyst to integrate state databases relevant to DWI events and supported the update of the DWI Dashboard software.

- The updated dashboard is now publicly accessible, more accurate, and user-friendly.
- It provides GPS locations of alcohol-related crashes and arrests to assist law enforcement in targeting high-need areas.

Key achievements include:

- Cleaned up 610 unmatched DWI locations for improved geocoding.
- Reduced the backlog of unmatched locations to 4,039.
- Completed the DWI Dashboard rewrite and launched the updated software.

Performance Measures:

This project supports DPS-OTS enforcement programs by improving data collection and analysis, enabling targeted enforcement efforts to reduce fatalities (C-1) and impaired-related fatalities (C-5).

DWI Traffic Safety Officers

Project Number: 24-03-03

Funding Type: 402, 405D, 164AL

Award Amount: \$4,760,730.00

Amount Expended: \$3,078,024.18

Project Accomplishments:

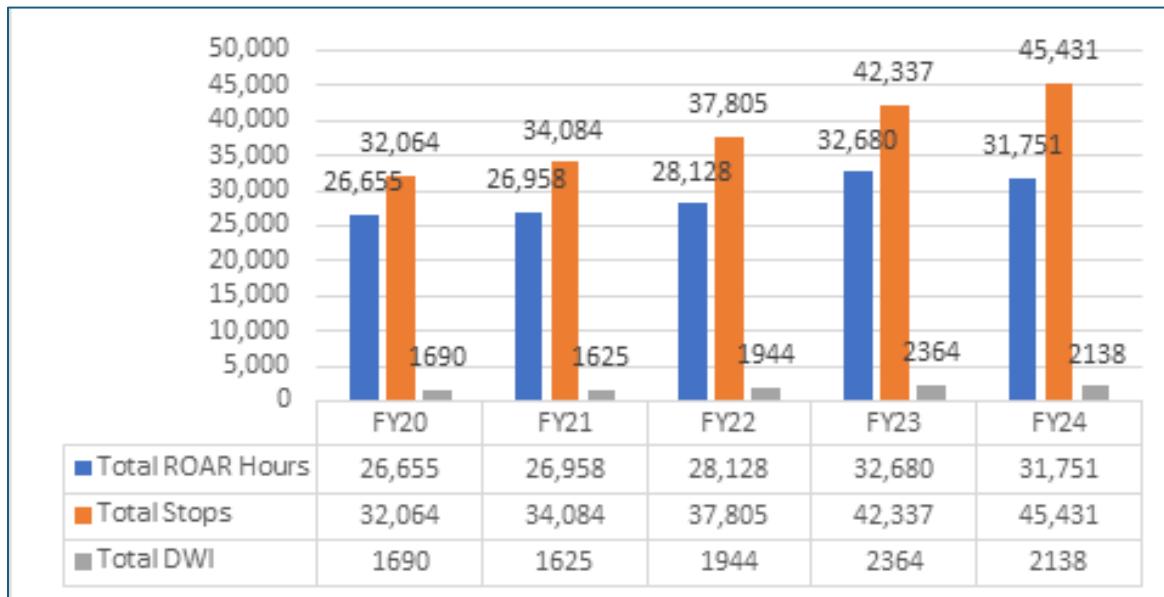
This project funded 29 agencies to support DWI Traffic Safety Officers by providing straight time and overtime funding.

- In 2023, the National Safety Council estimated the cost of alcohol-related crashes in Minnesota at \$284 million.
- Alcohol-related crashes accounted for 23% of serious injuries and 32% of fatal crashes in 2021.
- Officers focus on high-risk times (5:00 p.m. to 5:00 a.m.) and also address speeding, seat belt nonuse, and distraction.

Program outcomes for FY24:

- 45,431 total enforcement traffic stops.
- 2,138 DWI arrests, including 577 for impairment other than alcohol.
- 2,827 total arrests.
- 211 seatbelt and child restraint citations.
- 2,452 speed citations.
- 2,445 citations for driving after license withdrawal (revocation, suspension, or cancellation).
- 672 hands-free violation citations.

Comparison of Traffic Stops by Traffic Safety Officers



Evaluation Tool:

The DWI Traffic Safety Officer Grant has been compared to previous federal fiscal years of DWI Officer Grants. Despite the nationwide trend of reducing traffic stops, FFY24 recorded another record-breaking number of stops made by DWI Traffic Safety Officers and Deputies.

- The 28 DWI Traffic Safety Officers, representing only 0.25% of licensed peace officers in Minnesota, contributed to a significant portion of statewide arrests.
- While one awarded agency was unable to fill its position and five others had to reassign their officers due to staffing challenges, the project demonstrated exceptional results.
- FFY24 saw an 11.3% reduction in overall fatalities and a 32.9% reduction in alcohol-related fatalities within participating counties.

These outcomes highlight the dedication of DWI Traffic Safety Officers and the commitment of participating agencies to improving traffic safety, despite recruitment and retention challenges across the state.

Community Engagement:

- Officers participated in over 60 community outreach events, including school presentations, town hall meetings, and safety fairs.
- Collaborated with local businesses and community organizations to promote the dangers of impaired driving.
- Conducted educational campaigns tailored to youth, addressing underage drinking and the consequences of driving under the influence.

Performance Measures:

The project supports the DPS-OTS enforcement programs by reducing:

- The number of traffic fatalities (C-1).
- The number of serious injuries in traffic crashes (C-2).
- The number of unrestrained passenger vehicle occupant fatalities, all seat positions (C-4).
- The number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above (C-5).
- The number of speeding-related fatalities (C-6).

State Judicial Outreach Liaison

Project Number: 24-03-04

Funding Type: 405D

Amount Awarded: \$50,000.00

Amount Expended: \$47,321.89

Project Accomplishments:

Effective adjudication of impaired driving cases is vital to reducing impaired driving-related fatalities and injuries, especially for repeat offenders. Ensuring consistent court consequences across the state is key to reducing recidivism. The Department of Public Safety Office of Traffic Safety (DPS-OTS) awarded a grant for a State Judicial Outreach Liaison (SJOL) to the American Bar Association (ABA) to serve as a liaison between the National Highway Traffic Safety Administration (NHTSA), DPS-OTS, and judges of all 10 Minnesota Judicial Districts.

The SJOL provides training to judges on new traffic safety laws and DWI court rulings. As poly-use impaired driving continues to rise in Minnesota, the SJOL has provided guidance to stakeholders, including law enforcement, prosecutors, and judges. The SJOL has also introduced Screening, Brief Intervention, and Referral to Treatment (SBIRT) in her court and has assisted other courts in implementing SBIRT to reduce recidivism.

Performance Measures:

This project supports DPS-OTS programs through the reduction of fatalities (C-1) and impaired driving-related fatalities (C-5).

Ignition Interlock (Vendor Oversight)

Project Number: 24-03-05

Funding Type: 164AL

Amount Awarded: \$350,000.00

Amount Expended: \$323,308.44

Project Accomplishments:

This project, administered by DPS Driver and Vehicle Services (DVS) in collaboration with the OTS, promotes increased use of ignition interlock devices in Minnesota. These devices are required for repeat offenders, individuals with high BAC levels, and those whose licenses are canceled due to public safety concerns. DPS continues to evaluate potential legal changes to expand ignition interlock device use.

Key Highlights:

- 16,775 participants, an 8% increase compared to last year.
- 5,598 participants successfully completed the program.
- 9,662 alcohol violations were prevented by the device.
- 806 unannounced service center inspections completed.
- Average 3-day turnaround time for document processing.

Performance Measures:

The project supports DPS-OTS impaired driving programs by increasing the use of ignition interlocks among high-risk drivers, helping to reduce fatalities (C-1) and impaired driving-related fatalities (C-5).

State Probation/Parole Outreach Liaison (SPOL)

Project Number: 24-03-06

Funding Type: 405D

Amount Awarded: \$50,000.00

Amount Expended: \$30,370.72

Project Accomplishments:

Probation and parole officers are key in reducing recidivism by using best practices, including screening tools, ignition interlock systems, DWI courts, and other intervention programs. Offenders with prior DWI convictions are overrepresented in fatal crashes, and targeted interventions can reduce this risk.

The State Probation/Parole Outreach Liaison (SPOL) program bridges communication between county probation offices, the Department of Corrections (DOC), and OTS. The program disseminates research and offers training to probation officers, focusing on effective interventions and technologies to reduce re-offense rates.

Key Highlights:

- Created a probation listserv to facilitate communication and resource sharing.
- Identified the Impaired Driving Assessment (IDA) as a best practice for probation assessment tools.
- Hosted three virtual ignition interlock training sessions for 100 participants each.
- Began gathering recidivism data on impaired drivers under probation supervision.

Performance Measures:

The project supports reducing fatalities (C-1) and impaired driving-related fatalities (C-5) by targeting repeat offenders through effective probation practices.

BCA Lab Full-Time Technicians

Project Number: 24-03-09

Funding Type: 405D

Amount Awarded: \$400,000.00
Amount Expended: \$364,201.56

Project Accomplishments:

This project funds two full-time toxicology scientists and a toxicology supervisor to oversee the alcohol testing operations of the Calibration and Toxicology Laboratories. The toxicologists test blood and urine samples collected by law enforcement from suspected impaired drivers.

With the rise of poly-substance impaired driving in Minnesota, this project helps the Bureau of Criminal Apprehension (BCA) gather more data on substances used with alcohol. This data is shared with stakeholders and informs legislative actions to strengthen impaired driving laws.

Key Highlights:

- 73% of driving-related toxicology cases confirmed the presence of a Schedule I or II drug.
- Average toxicology turnaround time reduced from 67 days in Q1 to 52 days by Q4.

Performance Measures:

The project supports DPS-OTS impaired driving programs by improving the identification of impairing substances and providing essential data to reduce fatalities (C-1) and impaired driving-related fatalities (C-5).

e-Charging

Project Number: 24-03-10

Funding Type:

- 164AL: \$193,000.00 (Amount Expended: \$159,740.39)
- 405C: \$604,459.00 (Amount Expended: \$550,617.62)

Project Accomplishments:

The e-Charging system facilitates electronic workflow, data integration, and signing of traffic-related charging documents, improving communication between law enforcement, prosecutors, judges, and courts.

Integration with the driver's license database provides immediate access to information, streamlining the arrest process and reducing procedural errors.

Key Highlights:

- Processed 27,063 DWI arrests, 100% of submissions for the first time.
- Facilitated 8,654 DWI blood/urine search warrants, an increase of 901 from the prior year.
- Replaced the Breath Alcohol Database (BrAD) with a commercial solution set to launch in January 2025.
- Initiated a rewrite of the DWI Module in e-Charging, expected to complete in FFY25.

Performance Measures:

The project supports DPS-OTS enforcement programs by enhancing the efficiency and accuracy of

DWI processing, contributing to reduced fatalities (C-1) and impaired driving-related fatalities (C-5).

Drug Recognition Evaluator

Project Number: 24-03-12

Funding Type: 405D

Amount Awarded: \$550,000.00

Amount Expended: \$57,799.89

Project Accomplishments:

Funding was provided to the State Patrol to coordinate and deliver traffic law enforcement training courses. Classes were offered at no charge to state, municipal, and county officers, prioritizing those required to take courses before working OTS/NHTSA funded overtime shifts.

The Drug Recognition Evaluator (DRE) coordinator ensures the training and certification of officers to identify drug-impaired drivers.

Key Highlights:

- Minnesota has 358 certified DREs across 151 agencies.
- 588 Drug Influence Evaluations for enforcement purposes.
- DRE evaluations confirmed that 39% of drivers were poly-drug or poly-category users.
- The DRE and toxicology results matched 82% of the time.

Performance Measures:

The project supports reducing alcohol and drug impaired fatalities by training and certifying new DREs and providing critical evaluations used in court.

Integrated Judicial and Administrative Ignition Interlock

Project Number: 24-03-13

Funding Type: 164AL

Amount Awarded: \$494,893.69

Amount Expended: \$370,691.66

Project Accomplishments:

Minnesota's ignition interlock program is primarily administrative, leveraging judicial and probation services to help implement the program efficiently.

Public outreach has significantly increased interest in the ignition interlock program, promoting its use and helping reduce recidivism.

Key Highlights:

- Supported 623 participants in enrolling in the ignition interlock program.
- Prevented 1,035 attempted starts with a BAC of .02 or more.

Performance Measures:

The project contributes to reducing fatalities (C-1) and impaired driving-related fatalities (C-5) by increasing ignition interlock use for high-risk drivers and individuals who may not otherwise afford the devices.

Responsible Beverage Service Training

Project Number: 24-03-18

Funding Type: 164AL

Amount Awarded: \$120,000.00

Amount Expended: \$58,398.12

Project Accomplishments:

The Responsible Beverage Service Training (RBST) Program equips servers and managers with strategies to prevent over-serving alcohol and cannabis-infused beverages. This training aims to reduce impaired driving fatalities by addressing the consumption of alcohol in bars and restaurants.

Key Highlights:

- Conducted 9 training sessions statewide.
- Increased the number of regional trainers to 180 across 58 counties.

Unfortunately, the RBST coordinator passed away unexpectedly in May, which marked a significant loss for the program.

Performance Measures:

The project supports reducing fatalities (C-1) and impaired driving-related fatalities (C-5) through alcohol and cannabis over-service training for communities.

Traffic Safety Resource Prosecutor

Project Number: 24-03-21

Funding Type: 405D

Amount Awarded: \$220,000.00

Amount Expended: \$182,858.16

Project Accomplishments:

The Traffic Safety Resource Prosecutor (TSRP) serves as a liaison between NHTSA, OTS, and county and city prosecutors, providing training and case consultation to enhance the prosecution of impaired driving cases.

The TSRP expanded training and virtual options to reach more rural areas, spreading critical knowledge throughout the state.

Key Highlights:

- Trial Advocacy Training attended by 36 new prosecutors.

- Prosecuting the Drugged Driver Training attended by 65 prosecutors.
- Hosted two live webinars with 74 and 255 participants, respectively.

Performance Measures:

The project supports reducing fatalities (C-1) and impaired driving-related fatalities (C-5) through targeted training for law enforcement and prosecutors on impaired driving cases.

Police Traffic Services Program and Activities Overview

The OTS focuses on reducing traffic fatalities and serious injuries through various enforcement initiatives and strategic partnerships. The following report outlines the accomplishments, expenditures, and outcomes of several key programs under the OTS, including State, county and municipal enforcement, recognition of law enforcement officers, Law Enforcement Liaisons, (LELs) and State Patrol Support.

Cities and Counties Enforcement, Safe Road Zones and Traffic Safety Vehicles

Project Number: 24-04-01

Funding Type	Amount Obligated	Amount Expended
164 AL	\$1,140,000.00	\$850,446.84
402	\$2,592,200	\$2,158,979.75
405H	\$300,000.00	\$256,370.65
State 92A1	\$950,000.00	\$170,905.39
State 92B1	\$1,615,000.00	\$1,292,991.83
State 92C1	\$1,102,000.00	\$933,771.09

Program Overview and Accomplishments

This high-visibility enforcement project focused on drunk driving, speeding, unbuckled motorists, distracted driving, and pedestrian safety. Enforcement was aligned with the National Highway Traffic Safety Administration (NHTSA) enforcement calendar to maximize the impact of concurrent media campaigns. The Office of Communication provided supporting educational materials to agencies.

- **Multi-agency Grants:** 53 multi-agency enforcement grants assisted 294 agencies.
- **Safe Road Zones:** Thirteen agencies were funded to implement the Safe Road Zones program, coordinated with the Minnesota Department of Public Safety (DPS) and Department of Transportation (MDOT).
- **Traffic Safety Vehicle Purchases:** 13 agencies used State 92B1 funds to purchase traffic safety vehicles for enhanced enforcement visibility.

Enforcement Data

Event Type	DWI Arrests	Seat Belt Citations	Speed Citations	Wireless Device Citations	Failure to Use Due Care Citations	Move Over Citations
Distracted	40	280	873	2818	20	14
Impaired Driving	991	300	2486	570	99	55
Move Over	1	3	190	4	0	39
Pedestrian	3	261	1705	961	9	2
Seat belt	27	630	937	548	14	6
Special Projects	39	111	2063	321	30	15
Speed	121	10	7912	471	64	185
Total	1222	1595	16166	5693	236	316

Performance Measures

This project contributes to the reduction of traffic fatalities, serious injuries, and impaired driving incidents, aligning with OTS's key performance measures:

- Reduction in traffic fatalities (C-1)
- Reduction in serious injuries (C-2)
- Reduction in impaired driving fatalities (C-5)

Enforcement Recognition

Project Number: 24-04-03

Funding Type: 402

Amount Awarded: \$12,000.00

Amount Expended: \$7,428.88

Program Overview and Accomplishments

Enforcement recognition is an essential strategy to motivate law enforcement officers and reward excellence in traffic safety enforcement. The Minnesota Department of Public Safety (DPS) acknowledges superior performance through the Commissioner's Enforcement Award, which includes conference attendance and participation in the Toward Zero Deaths (TZD) conference.

- **Challenge Coins:** 52 Challenge Coins were issued to officers for outstanding enforcement.
- **Hat-Trick Recognition:** A total of 116 nominations for achieving three DWI arrests in a shift; 79 officers received custom hockey sticks, and 27 officers received custom hockey pucks for their first hat-trick.
- **Grand Slam Recognition:** Four officers were recognized with customized baseball bats for achieving four DWI arrests in a single shift.
- **ACE Plaque Recognition:** One officer was recognized with an ACE plaque for five DWI arrests in a shift.

Performance Measures

This program supports the reduction of impaired driving fatalities (C-5) and overall traffic fatalities (C-1).

Law Enforcement Liaisons

Project Number: 24-04-05

Funding Type: 402

Amount Awarded: \$387,000.00

Amount Expended: \$387,000.00

Program Overview and Accomplishments

Law enforcement liaisons play a key role in promoting traffic safety strategies, ensuring that law enforcement agencies are effectively engaging with traffic safety initiatives. These officers support the grant application process, provide technical assistance, and actively participate in statewide planning efforts.

- **Site Visits:** 820 funded site visits were conducted across various regions.
- **Meetings and Outreach:** Liaison activities included 234 law enforcement recognition events and 112 Safe Roads meetings.
- **Conferences and Webinars:** A total of 68 traffic safety conferences and webinars were attended.

Performance Measures

The program aims to reduce traffic fatalities (C-1), serious injuries (C-2), and impaired driving fatalities (C-5).

State Patrol Administrative Support

Project Number: 24-04-07

Funding Type: 402

Amount Awarded: \$82,000.00

Amount Expended: \$54,911.91

Program Overview and Accomplishments

This project funded a full-time staff member to assist with the management of State Patrol grants, including reporting, coordination of overtime enforcement hours, and tracking enforcement metrics.

- **Staff Support:** The staff member was responsible for compiling reimbursement claims, providing special enforcement reporting, and supporting the DRE Coordinator.

State Patrol Enforcement

Project Number: 24-04-08

Funding Type: 164, 402, 405B, 405E

Amount Awarded: \$2,222,000.00

Amount Expended: \$1,356,404.72

Program Overview and Accomplishments

State Patrol conducted high-visibility enforcement to target drunk driving, speeding, distracted driving, and pedestrian safety. In total, 40,402 overtime enforcement hours were funded.

- **Special Programs:** Roll-over simulators were purchased to educate the public on seat belt use.
- **Enforcement Activities:** The project included enforcement of seat belts, impaired driving, speed limits, and distracted driving.

State Patrol Professional Development

Project Number: 24-04-09

Funding Type: 402

Amount Awarded: \$50,000.00

Amount Expended: \$29,378.21

Program Overview and Accomplishments

Professional development is crucial to keeping law enforcement officers informed on evolving traffic safety strategies. This project provided funding for State Patrol personnel to attend key traffic safety conferences.

- **Conferences Attended:** Lifesavers National Conference and Toward Zero Deaths (TZD) Conference.

Performance Measures

This program contributes to the reduction of traffic fatalities (C-1), speeding-related fatalities (C-6), and pedestrian fatalities (C-10).

Evidence-based Enforcement Program Results

Enforcement Mobilization Participation – Click it or Ticket, FFY24

Click it or Ticket Seat Belt Campaign, May 20 – June 2, 2024		
Agency Name	Seat belt Citations	Child Restraint Citations
Airport Police Department	22	4
Aitkin County Sheriff's Office	0	0
Aitkin Police Department	0	0
Albert Lea Police Department	7	1
Alexandria Police Department	0	0

Annandale Police Department	0	0
Anoka County Sheriff's Office	5	0
Anoka Police Department	5	1
Apple Valley Police Department	1	0
Audubon Police Department	0	0
Austin Police Department	2	0
Avon Police Department	0	0
Baxter Police Department	3	0
Bayport Police Department	0	0
Becker County Sheriff's Office	13	0
Becker Police Department	0	0
Belgrade/Brooten Police Department	1	0
Belle Plaine Police Department	0	0
Bemidji Police Department	0	0
Benson Police Department	0	0
Benton County Sheriff's Office	7	0
Big Lake Police Department	1	0
Blaine Police Department	6	1
Blooming Prairie Police Department	2	3
Bloomington Police Department	37	2
Blue Earth County Sheriff's Office	8	0
Braham Police Department	0	0
Brainerd Police Department	15	0
Breezy Point Police Department	0	0
Breitung Police Department	4	0
Brooklyn Park Police Department	0	1
Buffalo Lake Police Department	0	0
Buffalo Police Department	0	0
Burnsville Police Department	5	0
Callaway Police Department	0	0
Cambridge Police Department	0	0
Cannon Falls Police Department	0	0
Carlton County Sheriff's Office	10	0
Carver County Sheriff's Office	2	0
Cass County Sheriff's Office	0	0
Centennial Lakes Police Department	0	0
Champlin Police Department	0	0
Chaska Police Department	6	1
Chatfield Police Department	0	0
Chippewa County Sheriff's Department	1	0
Chisago County Sheriff's Office	0	0

Chisholm Police Department	0	0
Clay County Sheriff's Office	26	1
Clearbrook-Gonvick Police Department	0	0
Clearwater County Sheriff's Office	0	1
Cloquet Police Department	21	0
Cold Spring Police Department	12	0
Coleraine/Bovey Police Department	0	0
Columbia Heights Police Department	0	0
Coon Rapids Police Department	1	0
Corcoran Police Department	0	0
Cottage Grove Police Department	13	0
Cottonwood County Sheriff's Office	1	0
Crookston Police Department	5	0
Crosby Police Department	0	0
Crosslake Police Department	1	0
Crow Wing County Sheriff's Office	2	0
Cuyuna Police Department	0	0
Dakota County Sheriff's Office	22	1
Danube Police Department	0	0
Dayton Police Department	0	0
Deephaven Police Department	0	0
Deer River Police Department	0	0
Deerwood Police Department	1	0
Dilworth Police Department	8	0
Dodge County Sheriff's Office	2	0
Douglas County Sheriff's Office	2	0
Duluth Police Department	6	1
Eagan Police Department	0	0
East Grand Forks Police Department	6	0
East Range Police Department	0	0
Eden Prairie Police Department	12	0
Eden Valley Police Department	0	0
Edina Police Department	20	7
Elk River Police Department	3	0
Elko New Market Police Department	0	0
Ely Police Department	3	0
Eveleth Police Dapartment	0	0
Fairfax Police Department	0	0
Faribault Police Department	0	0
Farmington Police Department	0	0
Fergus Falls Police Department	1	0

Fillmore County Sheriff's Office	2	0
Floodwood Police Department	0	0
Foley Police Department	0	0
Forest Lake Police Department	4	0
Frazee Police Department	0	0
Freeborn County Sheriff's Office	0	0
Fridley Police Department	0	1
Gaylord Police Department	1	0
Gilbert Police Department	0	0
Glencoe Police Department	0	0
Glyndon Police Department	0	0
Goodhue County Sheriff's Office	9	0
Goodview Police Department	1	0
Grand Rapids Police Department	3	0
Grant County Sheriff's Office	0	0
Hastings Police Department	1	1
Hawley Police Department	0	0
Hector Police Department	0	0
Hennepin County Sheriff's Office	1	0
Hermantown Police Department	2	0
Hibbing Police Department	4	0
Hill City Police Department	0	0
Hopkins Police Department	5	0
Howard Lake Police Department	0	0
Hubbard County Sheriff's Office	0	0
Hutchinson Police Department	1	0
Inver Grove Heights Police Department	5	0
Isanti County Sheriff's Office	0	0
Isanti Police Department	1	0
Itasca County Sheriff's Office	0	0
Jackson County Sheriff's Office	0	0
Jordan Police Department	4	0
Kandiyohi County Sheriff's Office	1	0
Kasson Police Department	5	0
Keewatin Police Department	0	0
Kenyon Police Department	2	0
Kittson County Sheriff's Office	0	0
Koochiching County Sheriff's Office	0	0
Lac qui Parle County Sheriff's Office	1	0
Lake Crystal Police Department	3	0
Lake of the Woods County Sheriff's Office	1	0

Lake Park Police Department	0	0
Lake Shore Police Department	0	0
Lakes Area Police Department	1	0
Lakeville Police Department	8	1
Le Sueur County Sheriff's Office	4	0
Le Sueur Police Department	0	0
Lewiston Police Department	0	0
Lincoln County Sheriff's Department	1	0
Lino Lakes Public Safety Department	1	1
Little Falls Police Department	0	0
Lonsdale Police Department	5	0
Lower Sioux Tribal Police Department	9	1
Lyon County Sheriff's Office	16	0
Madelia Police Department	0	0
Madison Lake Police Department	0	0
Mankato DPS	10	1
Maple Grove Police Department	5	1
Maplewood Police Department	2	1
Marshall County Sheriff's Office	0	0
Marshall Police Department	3	0
McLeod County Sheriff's Office	2	0
Medina Police Department	0	0
Melrose Police Department	0	0
Menahga Police Department	0	0
Mendota Heights Police Department	0	0
Minneapolis Park Police	0	0
Minneapolis Police Department	0	0
Minnetonka Police Department	14	2
Minnetrista Public Safety	0	0
MN State Patrol - District 2100 (Rochester)	116	2
MN State Patrol - District 2200 (Mankato)	38	4
MN State Patrol - District 2300 (Marshall)	43	4
MN State Patrol - District 2400 (Oakdale)	88	5
MN State Patrol - District 2500 (Golden Valley)	178	16
MN State Patrol - District 2600 (St. Cloud)	113	4
MN State Patrol - District 2700 (Duluth)	86	4
MN State Patrol - District 2800 (Brainerd)	31	0
MN State Patrol - District 2900 (Detroit Lakes)	84	0
MN State Patrol - District 3100 (Virginia)	160	4
MN State Patrol - District 3200 (Thief River Falls)	35	2
Montevideo Police Department	1	0

Moorhead Police Department	10	0
Morrison County Sheriff's Office	0	0
Mounds View Police Department	1	0
Mountain Lake Police Department	0	0
Mower County Sheriff's Office	3	0
Nashwauk Police Department	0	0
New Brighton Police Department	9	0
New Hope Police Department	6	0
New Prague Police Department	0	0
Nicollet County Sheriff's Office	0	0
Nisswa Police Department	0	0
Nobles County Sheriff's Office	0	0
North Branch Police Department	5	0
North Mankato Police Department	4	0
North Saint Paul Police Department	0	0
Northfield Police Department	11	2
Oak Park Heights Police Department	9	0
Olivia Police Department	0	0
Olmsted County Sheriff's Office	3	0
Orono Police Department	0	0
Osakis Police Department	0	0
Osseo Police Department	0	0
Otter Tail County Sheriff's Office	0	0
Owatonna Police Department	1	0
Park Rapids Police Department	2	0
Pennington County Sheriff's Office	0	0
Pequot Lakes Police Department	11	0
Pierz Police Department	0	0
Pine River Police Department	0	0
Pipestone County Sheriff's Office	0	0
Plainview Police Department	0	0
Plymouth Police Department	6	1
Polk County Sheriff's Office	2	0
Preston Police Department	0	0
Prior Lake Police Department	8	0
Proctor Police Department	0	0
Ramsey County Sheriff's Office	45	2
Ramsey Police Department	0	0
Red Wing Police Department	0	0
Redwood County Sheriff's Office	0	0
Redwood Falls Police Department	5	0

Renville County Sheriff's Office	1	0
Renville Police Department	0	0
Rice County Sheriff's Office	0	0
Rice Police Department	0	0
Richfield Police Department	18	4
Robbinsdale Police Department	4	0
Rochester Police Department	10	0
Rock County Sheriff's Office	0	0
Rogers Police Department	0	0
Roseville Police Department	28	0
Royalton Police Department	0	0
Saint Paul Police Department	170	9
Saint Peter Police Department	0	0
Sauk Centre Police Department	5	0
Sauk Rapids Police Department	0	0
Savage Police Department	1	0
Scott County Sheriff's Office	4	0
Sebeka Police Department	0	0
Shakopee Police Department	1	0
Sherburne County Sheriff's Office	0	0
South Lake Minnetonka Police Department	5	0
Spring Lake Park Police Department	0	0
St. Anthony Police Department	0	1
St. Charles Police Department	0	0
St. Cloud Police Department	0	0
St. Francis Police Department	21	0
St. Joseph Police Department	0	0
St. Louis County Sheriff's Office - North	0	0
St. Louis County Sheriff's Office - South	0	0
St. Louis Park Police Department	0	1
Stearns County Sheriff's Office	37	2
Steele County Sheriff's Office	2	0
Stevens County Sheriff's Office	0	0
Swift County Sheriff's Office	0	0
Thief River Falls Police Department	0	0
Todd County Sheriff's Office	1	0
University of Minnesota Duluth Police Department	2	0
University of Minnesota Police Department	0	0
Virginia Police Department	3	0
Wabasha Police Department	0	0
Wadena County Sheriff's Office	0	0

Wadena Police Department	0	0
Waite Park Police Department	1	0
Walker Police Department	0	0
Waseca Police Department	0	0
Washington County Sheriff's Office	1	0
Watonwan County Sheriff's Office	5	0
Wayzata Police Department	0	0
West Concord Police Department	0	0
West Hennepin PSD	0	0
West St. Paul Police Department	0	0
White Bear Lake Police Department	0	0
Willmar Police Department	10	1
Winona County Sheriff's Office	0	0
Winona Police Department	0	0
Winsted Police Department	0	0
Winthrop Police Department	0	0
Woodbury Police Department	2	0
Worthington Police Department	1	5
Wright County Sheriff's Office	6	0
Wyoming Police Department	0	0
Zumbrota Police Department	0	0
Total	1922	108

Enforcement Mobilization Participation – Drive Sober or Get Pulled Over, FFY24

Agency Name	DWI arrests from Aug. 16 Sept. 2
Airport Police Department	4
Aitkin County Sheriff's Office	2
Aitkin Police Department	3
Albany Police Department	0
Albert Lea Police Department	7
Alexandria Police Department	6
Annandale Police Department	2
Anoka County Sheriff's Office	12
Anoka Police Department	8
Apple Valley Police Department	4
Audubon Police Department	0
Austin Police Department	8
Avon Police Department	0

Barnesville Police Department	0
Baxter Police Department	13
Bayport Police Department	2
Becker County Sheriff's Office	3
Becker Police Department	2
Belgrade Brooten Police Department	0
Belle Plaine Police Department	1
Bemidji Police Department	12
Benson PD	1
Big Lake Police Department	2
Big Stone County Sheriff's Office	5
Blaine Police Department	14
Blooming Prairie Police Department	2
Bloomington Police Department	13
Blue Earth County Sheriff's Office	3
Brainerd Police Department	7
Breezy Point Police Department	3
Breitung Police Department	1
Brooklyn Park Police Department	6
Buffalo Lake Police	0
Buffalo Police Department	4
Burnsville Police Department	4
Callaway Police Department	1
Cambridge Police Department	5
Cannon Falls Police Department	1
Carlton County Sheriff's Office	7
Carver County Sheriff's Office	12
Cass County Sheriff's Office	5
Centennial Lakes Police Department	0
Champlin Police Department	4
Chaska Police Department	3
Chatfield Police Department	0
Chippewa County Sheriff's Office	0
Chisago County Sheriff's Office	2
Chisholm Police Department	0
Clay County Sheriff's Office	3
Clearwater County Sheriff's Office	0
Cloquet Police Department	4
Cold Spring Police Department	1
Columbia Heights Police Department	7
Corcoran Police Department	0
Cottage Grove Police Department	8

Cottonwood County Sheriff's Office	0
Crookston Police Department	4
Crosby Police Department	5
Crosslake Police Department	4
Crow Wing County Sheriff's Office	0
Crystal Police Department	3
Cuyuna Police Department	0
Danube Police Department	0
Dayton Police Department	0
Deephaven Police Department	0
Deer River Police Department	0
Deerwood Police Department	0
Dilworth Police Department	2
Dodge County Sheriff's Office	3
Douglas County Sheriff's Office	12
Duluth Police Department	6
Eagan Police Department	4
East Grand Forks Police Department	3
East Range Police Department	0
Eden Prairie Police Department	17
Eden Valley Police Department	0
Edina Police Department	7
Elk River Police Department	2
Elko New Market Police Department	0
Ely Police Department	2
Eveleth Police Department	0
Faribault Police Department	4
Farmington Police Department	1
Fergus Falls Police Department	2
Fillmore County Sheriff's Office	0
Floodwood Police Department	0
Foley Police Department	0
Forest Lake Police Department	7
Fosston Police Department	1
Frazee Police Department	0
Freeborn County Sheriff's Office	1
Fridley Police Department	8
Gaylord Police Department	2
Gilbert Police Dept.	0
Glencoe Police Department	2
Glyndon Police Department	0

Golden Valley Police Department	5
Goodhue County Sheriff's Office	5
Goodview Police Department	1
Grand Rapids Police Department	8
Grant County Sheriff's Office	0
Hastings Police Department	6
Hector Police Department	1
Hermantown Police Department	1
Hibbing Police Department	6
Howard Lake Police Department	0
Hubbard County Sheriff's Office	14
Hutchinson Police Department	8
Inver Grove Heights Police Dept	6
Isanti County Sheriff's Office	3
Isanti Police Department	0
Itasca County Sheriff's Office	3
Jackson County Sheriff's Office	3
Jordan Police Department	0
Kandiyohi County Sheriff's Office	4
Kasson Police Department	0
Keewatin Police Department	0
Kenyon Police Department	0
Kittson County Sheriff's Office	0
Koochiching County Sheriff's Office	0
Lac qui Parle Sheriff's Office	1
Lake Crystal Police Department	1
Lake of the Woods County Sheriff's Office	3
Lake Park Police Department	0
Lake Shore Police Department	0
Lakefield Police Department	0
Lakes Area Police Department	1
Lakeville Police Department	4
Le Sueur County Sheriff's Office	2
Le Sueur Police Department	0
Lewiston Police Department	0
Lincoln County Sheriff's Office	0
Lino Lakes Public Safety Department	7
Little Falls Police Department	0
Lonsdale Police Department	1
Lyon County Sheriff's Office	2
Madelia Police Department	2

Madison Lake Police	0
Mankato DPS-Police	22
Maple Grove Police Department	4
Maplewood Police Department	5
Marshall County Sheriff's Office	0
Marshall Police Department	3
McLeod County Sheriff's Office	6
Medina Police Department	0
Melrose Police Department	2
Mendota Heights Police Department	2
Minneapolis Police Department	29
Minneapolis Park Police Department	5
Minnetrista Public Safety	1
MN State Patrol - District 2100 (Rochester)	28
MN State Patrol - District 2200 (Mankato)	9
MN State Patrol - District 2300 (Marshall)	4
MN State Patrol - District 2400 (Oakdale)	45
MN State Patrol - District 2500 (Golden Valley)	129
MN State Patrol - District 2600 (St. Cloud)	15
MN State Patrol - District 2700 (Duluth)	23
MN State Patrol - District 2800 (Brainerd)	7
MN State Patrol - District 2900 (Detroit Lakes)	13
MN State Patrol - District 3100 (Virginia)	14
MN State Patrol - District 3200 (Thief River Falls)	11
Montevideo Police Department	0
Moorhead Police Department	2
Morrison County Sheriff's Office	4
Mounds View Police Department	3
Mountain Lake Police Department	0
Mower County Sheriff's Office	10
Nashwauk Police Department	0
New Brighton Police Department	4
New Hope Police Department	4
New Prague Police Department	1
Nicollet County Sheriff's Office	2
Nisswa Police Department	1
Nobles County Sheriff's Office	0
North Branch Police Department	1
North Mankato Police Department	11
North St. Paul Police Department	0
Northfield Police Department	5

Oak Park Heights Police Department	5
Oakdale Police Department	Unknown
Olivia Police Department	0
Olmsted County Sheriff's Office	9
Orono Police Department	3
Osseo Police Department	0
Otter Tail County Sheriff's Office	5
Owatonna Police Department	2
Park Rapids Police Department	2
Pennington County Sheriff's Office	1
Pequot Lakes Police Department	2
Pierz Police Department	0
Pine River Police Department	0
Pipestone County Sheriff's Office	4
Plainview Police Department	0
Plymouth Police Department	2
Polk County Sheriff's Office	2
Preston Police Department	1
Prior Lake Police Department	3
Proctor Police Department	1
Ramsey County Sheriff's Office	5
Ramsey Police Department	7
Red Wing Police Department	2
Redwood County Sheriff's Office	0
Redwood Falls Police Department	3
Renville County Sheriff's Office	2
Renville Police Department	0
Rice County Sheriff's Office	1
Rice Police Department	3
Robbinsdale Police Department	10
Rochester Police Department	38
Roseville Police Department	6
Royalton Police Department	0
Saint Paul Police Department	41
Saint Peter Police Department	4
Sartell Police Department	2
Sauk Centre Police Department	6
Savage Police Department	6
Savage Police Department	7
Scott County Sheriff's Office	3
Sebeka Police Department	0

Shakopee Police Department	10
Sherburne County Sheriff's Office	6
Sibley County Sheriff's Office	0
South Lake Minnetonka Police Department	3
South St. Paul Police Department	9
Spring Lake Park Police Department	1
St Anthony Police Department	1
St. Charles Police Department	0
St. Cloud Police Department	13
St. Francis Police Department	1
St. Joseph Police Department	2
St. Louis County Sheriff's Office - Southern	11
St. Louis Park Police Department	2
Stearns County Sheriff's Office	8
Steele County Sheriff's Office	2
Thief River Falls Police Department	1
Todd County Sheriff's Office	6
University of Minnesota - Duluth Police Department	0
University of Minnesota Police Department	2
Wabasha Police Department	0
Wadena County Sheriff's Office	4
Wadena Police Department	0
Waite Park Police Department	4
Walker Police Department	1
Waseca Police Department	0
Washington County Sheriff's Office	14
Watonwan County Sheriff's Office	3
Wayzata Police Department	3
West Concord Police Department	0
West St. Paul Police Department	3
White Bear Lake Police Department	5
Willmar Police Department	5
Winona County Sheriff's Office	5
Winona Police Department	4
Winthrop Police Department	3
Woodbury Police Department	18
Worthington Police Department	10
Wright County Sheriff's Office	44
Wyoming Police Department	0
Zumbrota Police Department	1

Data Collection & Analysis

Citation Disposition Analysis

Project Number: 24-04-10

Funding Type: 3000

Amount Awarded: \$250,000

Amount Expended: \$0

Project Overview:

The Citation Disposition Analysis project stems from legislation passed during the 93rd legislature (HF2887/SF3571), which mandates the Department of Public Safety (DPS) and the Center for Transportation Studies at the University of Minnesota to conduct an analysis of traffic safety violations. The initial timeline faced delays due to funding and contractual issues, but the project officially began on July 1, 2024. A final report is due by July 1, 2025.

Challenges and Delays:

Delays in funding and establishing necessary contracts delayed the project's start but the necessary adjustments were made, and work began as planned in July 2024.

Crash Outcome Data Evaluation System (CODES)

Project Number: 24-05-01

Funding Type: 405C

Amount Awarded: \$250,000

Amount Expended: \$206,057.21

Project Overview:

CODES is a data-driven initiative that links state crash data with medical records to assess the Project Accomplishments of traffic crashes on health outcomes. The Minnesota Department of Health (MDH) led the analysis, focusing on factors like speed, substance use, seatbelt use, and trauma care response.

Key Achievements:

- The analysis connected motor vehicle crash data with hospital data, trauma registry data, EMS data, and death certificate data, providing a comprehensive understanding of the medical and economic Project Accomplishments of crashes.
- Collaboration with the alcohol epidemiologist led to a successful presentation at the Toward Zero Deaths (TZD) Conference in October 2024.
- Findings indicated that hospital discharge data cannot be used to define disability cases, highlighting gaps in available data.

MNIT Support and Service ROAR

Project Number: 24-05-03

Funding Type: 402
Amount Awarded: \$30,000
Amount Expended: \$29,588.48

Project Overview:

This project involved the support and enhancement of the Real Time Officer Activity Reporting (ROAR) system, used by over 300 law enforcement agencies and more than 4,500 officers across Minnesota. ROAR is essential for collecting and reporting data on traffic enforcement activities conducted during federally funded overtime shifts.

Key Achievements:

- ROAR is central to DPS-OTS enforcement programs, supporting data collection and analysis to reduce traffic fatalities, including those related to speeding, unrestrained passengers, alcohol-related crashes, and pedestrian fatalities.
- Funding was used to support the development and enhancement of the ROAR system, ensuring more efficient data logging and reporting.

MNIT Support/eGrants

Project Number: 24-05-04
Funding Type: 402
Amount Awarded: \$60,000
Amount Expended: \$32,722.30

Project Overview:

The eGrants system facilitates the management of all DPS-OTS grants, streamlining the application, reporting, and closeout processes. It plays a key role in ensuring accurate tracking of funding and performance measures associated with traffic safety initiatives.

Key Achievements:

- eGrants continues to support all DPS-OTS programs, contributing to the reduction of traffic fatalities, injuries, and crashes by automating grant management and enhancing oversight.

Data Project Assessment

Project Number: 24-05-06
Funding Type: N/A
Amount Awarded: \$0
Amount Expended: \$0

Project Overview:

This initiative aimed to reduce manual data cleanup, automate the analytics and reporting of traffic fatality data, and integrate new datasets (e.g., Toxicology, DWI courts, citations, and EMS data) for better data sharing and analytics. Additionally, the project sought to strengthen partnerships with stakeholders.

Key Achievements:

- Improved automation of traffic fatality data reporting.
- Strengthened relationships with local and state partners to enhance data sharing and integration.

MNCrash Updates and Maintenance

Project Number: 24-05-07

Funding Type	Amount Awarded	Amount Expended
402	\$50,000	\$48,363.30
405C	\$300,000	\$358,553.52

Project Overview:

The MNCrash system serves as the foundation for crash data reporting in Minnesota. This project focused on updating and maintaining the system to capture new data elements, such as tribal boundaries and redacting personal identifiable information (PII) for juvenile offenders.

Key Achievements:

- Enhanced functionality by incorporating tribal name data for crashes within tribal nation boundaries and improved data security for juvenile offenders.
- Facilitated integration of MNCrash with the Road Safety Information Center to improve crash data analysis.
- Updated crash reporting system to align with the latest traffic safety needs.

Traffic Incident Management (TIM)

Project Number: 24-05-08

Funding Type: 402

Amount Awarded: \$100,000

Amount Expended: \$85,307.74

Project Overview:

The Traffic Incident Management program focuses on improving safety for first responders and the public during roadside incidents. This program works to reduce risks and improve response times and safety practices for traffic incidents statewide.

Key Achievements:

- Developed an educational training curriculum that aligns with national best practices and incorporates Minnesota-specific needs.
- Created informational handouts and released educational videos to raise awareness and train first responders.
- Progress made in updating the Open Roads Agreement and developing a Scene Safe Video, which will be completed in 2025.

MMUCC

Project Number: 24-05-09

Funding Type: 405C

Amount Awarded: \$90,000

Amount Expended: \$88,772

Project Overview:

The MMUCC project aims to update Minnesota's crash reporting system to align with the National Highway Traffic Safety Administration's (NHTSA) Model Minimum Uniform Crash Criteria (MMUCC). This year, the project involved reviewing and accepting several MMUCC 6th edition elements.

Key Achievements:

- Reviewed and accepted 113 of the 162 elements of the MMUCC 6th edition.
- The project is currently in the early stages of integrating these elements into Minnesota's crash reporting system (MNCrash), with full implementation expected to coincide with the modernization of the MNCrash system.

Community Programs

TZD Conference

Project Number: 24-06-01

Funding Type: 402

Amount Awarded: \$335,000.00

Amount Expended: \$317,364.33

Project Overview: The TZD Conference, held in October 2024 in St. Cloud, Minnesota, brought together Minnesota Traffic Safety Stakeholders to promote the latest traffic safety strategies and training. The event provided invaluable networking opportunities, program materials, and Continuing Education Credits (CEUs) for participants. It served as an educational platform, equipping attendees with updated knowledge on traffic safety measures and addressing challenges related to traffic fatalities, serious injuries, and other key issues.

Project Accomplishments: The conference supported programs aiming to reduce fatalities and serious injuries, including unrestrained fatalities, impaired driving, speeding-related crashes, and pedestrian fatalities.

Multi-Cultural Driver Education

Project Number: 24-06-02

Funding Type: 402

Amount Awarded: \$335,000.00

Amount Expended: \$317,364.33

Project Overview: Targeting multicultural drivers aged 18 and older, this program aimed to improve traffic safety by addressing cultural and ethnic factors. Through collaborations with local agencies, including Faribault Public Schools, the City of New Brighton, and the Crystal Police Department, the program provided essential driver's education, increasing awareness about safety practices. Evaluations using pre- and post-class quizzes revealed significant knowledge gains among participants.

Project Accomplishments: The program not only provided educational materials but also addressed gaps in driving safety knowledge among multicultural communities. This initiative aimed to reduce traffic fatalities and improve traffic safety awareness in diverse populations.

Project Accomplishments Teen Driver

Project Number: 24-06-05

Funding Type: 402

Amount Awarded: \$125,000.00

Amount Expended: \$101,461.08

Project Overview: This program focused on educating 10th-grade students across Minnesota, with over 3,400 students reached. The program provided information on the importance of seat belt use and the dangers of distracted and impaired driving. Surveys conducted before and after the sessions showed a positive shift in attitudes, particularly around the importance of seatbelt use and the dangers of distracted driving, with a notable increase in students' willingness to speak up as passengers to ensure safe driving.

Project Accomplishments: The program significantly improved students' understanding of traffic safety issues, with measurable changes in attitudes toward seatbelt use and safe driving practices, contributing to reducing fatalities and serious injuries in teen driving.

Senior Driver Work Group

Project Number: 24-06-06

Funding Type: 402

Amount Awarded: \$50,000.00

Amount Expended: \$32,843.20

Project Overview: The Senior Driver Work Group focused on educating older drivers about maintaining independence while enhancing driving safety. Key activities included presentations at community events, the creation of educational materials, and the training of new CarFit technicians across multiple locations. These efforts aimed to help senior drivers better understand the risks associated with aging and improve their safety behind the wheel.

Project Accomplishments: By providing educational resources and supporting senior driver safety initiatives, the project addressed the challenges older drivers face, contributing to reducing

fatalities and injuries among this demographic.

Regional Coordinators Toward Zero Deaths

Project Number: 24-06-07

Funding Type: 402

Amount Awarded: \$385,000.00

Amount Expended: \$302,541.08

Project Overview: This grant paid for the salary and travel expenses of each regional TZD Coordinator.

Project Accomplishments: The TZD Coordinator positions coordinate the Toward Zero Deaths (TZD) Traffic Safety Program by:

- Developing relationships
- Building organizational partnerships
- Encouraging participation and collaboration
- Planning events
- Developing and sharing best practices, planning, and executing media outreach events
- Planning, implementing, and monitoring traffic safety projects and education programs so that traffic crashes resulting in serious injury or fatality are reduced statewide.
- They also acted as administrative coordinator for their respective region's TZD steering committee in their role of developing structure, strategy, initiatives, and monitoring progress.

Safe Roads Coalition

Project Number: 24-06-08

Funding Type: 402

Amount Awarded: \$542,378.98

Amount Expended: \$395,792.97

Project Overview: The Safe Roads Coalition facilitated collaboration among traffic safety stakeholders from diverse sectors, including education, enforcement, emergency services, and engineering. The coalition worked on local initiatives such as conducting fatal and serious injury crash reviews, promoting occupant protection through CarFit events, and running campaigns to increase awareness about impaired and distracted driving.

Project Accomplishments: Through this multi-disciplinary approach, the coalition contributed to reducing traffic fatalities and serious injuries by fostering community collaboration and targeted safety interventions.

Community Outreach and Betterment Education

Project Number: 24-06-09

Funding Type: 402

Amount Awarded: \$300,000.00

Amount Expended: \$0.00

Project Overview: This project aimed to educate and engage communities in traffic safety initiatives. However, no work was completed during the reporting period.

Stakeholder Professional Development

Project Number: 24-06-10

Funding Type: 402

Amount Awarded: \$50,000.00

Amount Expended: \$12,781.64

Project Overview: This program provided financial support for traffic safety stakeholders to attend national and international conferences, enhancing their knowledge and helping them implement best practices locally. In FY24, seven stakeholders attended key conferences, including the Lifesaver's Conference and the International Association of Chiefs of Police Conference.

Project Accomplishments: These professional development opportunities empowered stakeholders to bring new ideas and strategies back to their local communities, contributing to the overall goal of reducing traffic fatalities and injuries.

Community Outreach Liaison

Project Number: 24-06-12

Funding Type: 402

Amount Awarded: \$150,000.00

Amount Expended: \$102,000.00

Project Overview: This initiative focused on enhancing outreach to underserved and diverse communities, including tribal and Spanish-speaking populations. By collaborating with Khoo Consulting, the project aimed to create culturally appropriate traffic safety campaigns and connect with community partners. Key activities included creating educational materials and conducting outreach to address issues such as impaired driving and seatbelt use.

Project Accomplishments: The project contributed to more inclusive and effective traffic safety messaging, particularly in underserved communities, helping to bridge gaps in awareness and education.

TZD Admin Support

Project Number: 24-06-13

Funding Type: 402
Amount Awarded: \$78,000.00
Amount Expended: \$77,612.83

Project Overview: The TZD Admin Support program coordinated activities across Minnesota's traffic safety agencies, ensuring alignment with the strategic direction of the state's traffic safety efforts. This included facilitating discussions among the "Five E's" (education, enforcement, engineering, emergency medical services, and emergency trauma services) and supporting the overall TZD leadership.

Project Accomplishments: The administrative support ensured that traffic safety efforts were well-coordinated, contributing to the success of the state's broader traffic safety initiatives.

Communication and Outreach

Full-Service Media

Project Number: 24-08-01

Funding Type	Amount Awarded	Amount Expended
402	\$667,800.00	\$667,754.00
405D	\$2,330,000.00	\$2,329,545.65
405E	\$325,000.00	\$324,998.75
405F	\$120,000.00	\$119,946.25
405H	\$100,000.00	\$99,978.75
405H2	\$60,000.00	\$60,000.00

Description of what the project accomplished:

The DPS-OTS contracts with Linnihan Foy Advertising to provide creative services for impaired driving, seat belt, motorcycle, speed, distracted driving, and pedestrian safety concepts to place across multiple platforms. As the full-service media agency, Linnihan Foy negotiates, and places paid media buys with media outlets that are pre-approved by DPS-OTS.

Paid media is used primarily in conjunction with enforcement and paired with statewide campaigns targeting seatbelt/child restraint use, impaired driving, distracted driving, motorcycle safety, pedestrian safety and speeding. Minnesota's paid media complements national paid media and enforcement.

Each campaign's purpose is reviewed and evaluated to ensure the right message will be delivered to the right audience, using the most appropriate platforms.

In addition to broadcast/cable TV and radio, other media elements are used to reach the intended targets of each campaign. These include:

- Out-of-home advertising (OOH)

- Digital billboards
- Digital video (Google, YouTube, Waze, diverse placements)
- Indoor displays in restaurants and restrooms
- Light rail train wraps, bus tails, bus kings, truck side wraps
- Social media promoted posts (i.e. Facebook, Instagram and X)
- Gas station Media - TV, fillboards, pump-toppers, concrete floor graphics

For digital advertising, the focus has been using the behavioral targeting competencies of Facebook, as well as the high reaching capabilities of top local websites. The implementations have gone beyond standard advertisements on sports, entertainment, and home pages to include “homepage takeovers” during key high-traffic days/holidays - this includes in-banner video to connect with the audience.

Paid advertising is often negotiated to deliver a value-added return, including bonus public service announcements, additional OOH advertising and digital impressions, programming sponsorships, and radio drive-time, on-air interviews.

Local communities benefit from all media placements.

Impaired Driving Recap

Objectives/Strategy

Execute a statewide reach and impression-driving campaign increasing awareness of impaired driving messaging during peak Holiday and special-event gatherings where alcohol and drugs are likely to be consumed. Ultimately, our objective is to influence behavior and dramatically decrease impaired driving in conjunction with increased DWI patrol efforts.

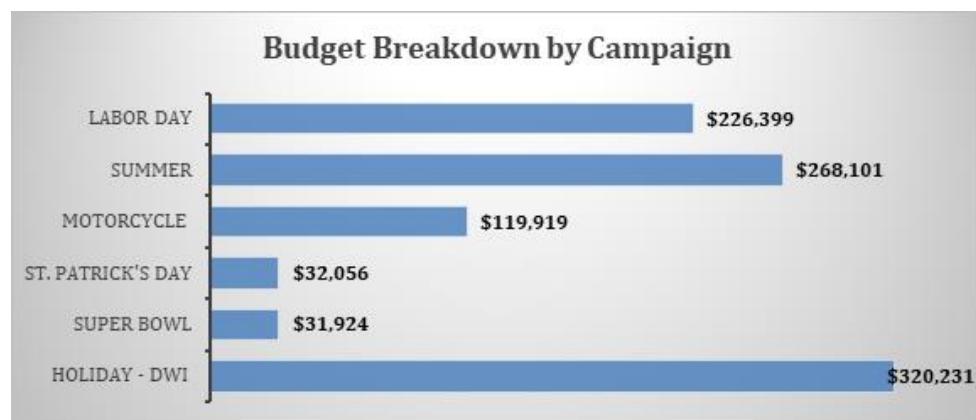
Impaired Details

Total budget: \$1,000,000

Total paid media: \$998,630 (including agency fees)

Primary Demo: A18-49, (Motorcycle Only M25-54)

Secondary Demo: M18-34



Holiday – DWI Media Summary

Flight Dates: 11/22/23 – 12/31/23

Total Campaign Spend: \$320,231 (including agency fees)

Over-the-top Digital Video

Total purchased budget: \$26,600

Total Impressions: 874,703

Markets: Statewide

Radio

Total purchased budget: \$84,306

Total TRPs: 1,006.8

Total Spots: 7,827x

Rated Markets: Duluth, Mpls-St. Paul, Rochester, and St. Cloud

Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Digital Audio

SiriusXM Media - Pandora

Total purchased budget: \$15,000

Total impressions: 648,614

Coverage: Statewide, Hispanic Targeting included

Out-Of-Home

OOH Billboards (49x), Bar/Restaurant Media (65 locations -posters, floor graphics, table tents, mirror clings), Light Rail Wrap (Green Line)

Total purchased budget: \$95,586

Total Impressions: 14,339,817

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud, and statewide coverage

Sponsorships

Gopher Sports – Audio, social, display, in-stadium executions

Total purchased budget: \$11,000

Markets: Mpls-St. Paul

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$49,339

Total impressions: 15,893,681

Coverage: Statewide

Super Bowl Media Summary

Flight Dates: 2/5/24 – 2/11/24

Total Campaign Spend: \$31,924 (including agency fees)

Out-Of-Home/Sponsorships

Light Rail Wrap (Green Line)

Total purchased budget: \$18,261

Total impressions: 275,702

Markets: Mpls-St. Paul

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$9,809

Total impressions: 3,725,738

Coverage: Statewide

St. Patrick's Day Media Summary

Flight Dates: 3/11/24 – 3/17/24

Total Campaign Spend: \$32,056 (including agency fees)

Out-Of-Home

Light Rail Wrap (Green Line)

Total purchased budget: \$18,261

Total impressions: 275,702

Markets: Mpls- St. Paul

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$9,941

Total impressions: 3,065,293

Coverage: Statewide

Motorcycle Media Summary

Flight Dates: 5/13/24 – 9/8/24

Total Campaign Spend: \$119,919 (including agency fees)

Radio

KFAN - Chris Hawkey Endorse Spots

Total purchased budget: \$25,000

Coverage: Mpls-St. Paul

Out-Of-Home

OOH Billboards, Bar media posters, floor graphics, table tents, mirror clings

Total purchased budget: \$55,500

Total impressions: 3,248,930

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$25,019

Total impressions: 9,656,323

Coverage: Statewide

Summer Media Summary

Flight Dates: 5/20/24 – 8/15/24

Total Campaign Spend: \$268,101 (including agency fees)

Over-the-top Digital Video – with Olympic Sponsorship

Total purchased budget: \$51,500

Total Impressions: 1,573,215

Markets: Statewide

Radio

Total purchased budget: \$43,716

Total TRPs: 574.7

Total Spots: 1,340x

Rated Markets: Duluth, Mpls-St. Paul, Rochester, St. Cloud and Ampers radio (diverse targeting)

Digital Audio

SiriusXM Media - Pandora

Total purchased budget: \$15,000

Total impressions: 909,073

Coverage: Statewide

Out-Of-Home

OOH Billboards (7x), Light Rail Wrap (Green Line)

Total purchased budget: \$74,154

Total impressions: 12,591,842

Markets: Duluth, Mpls-St. Paul, Rochester, St. Cloud and statewide

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$49,439

Total impressions: 13,663,655

Coverage: Statewide

Labor Day Media Summary

Flight Dates: 8/16/24 – 9/2/24

Total Campaign Spend: \$226,399 (including agency fees)

Over-the-top Digital Video

Total purchased budget: \$20,295

Total Impressions: 217,631

Markets: Statewide

Radio

Total purchased budget: \$49,992

Total TRPs: 489.2

Total Spots: 5,651x

Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud

Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Digital Audio

SiriusXM Media - Pandora

Total purchased budget: \$10,000

Total impressions: 606,935

Coverage: Statewide

Out-Of-Home

OOH Billboards (47x), Bar Media (58 locations - posters, table tents, floor graphics, mirror clings),

THC Store Media (53 locations – posters, clings, standees), Light Rail Wrap (Green Line)

Total purchased budget: \$95,302

Total impressions: 11,385,677

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud, and statewide coverage

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$25,610

Total impressions: 11,366,358

Coverage: Statewide

Community Programs Recap

Budget Breakdown by Campaign



Distracted Driving Media Summary

Objectives/Strategy

Generate statewide awareness of the dangers associated with distracted driving, while educating and reinforcing key brand position of “Don’t Text and Drive” to targeted demo while ultimately conditioning drivers to change those behaviors causing drivers to be distracted.

Distracted Driving Details

Total budget: \$325,000

Total paid media: \$324,543 (including agency fees)

Flight Dates: 4/1/24 – 4/30/24

Demo: A18-49

Over-the-top Digital Video

Total purchased budget: \$20,000

Total Impressions: 647,259

Markets: Statewide

Cable TV – NBA Timberwolves Playoffs

Total purchased budget: \$6,800

Total Impressions: 283,041

Markets: Mpls-St. Paul DMA – Interconnect coverage

Radio

Total purchased budget: \$76,487

Total TRPs: 879.5

Total Spots: 7,686x

Rated Markets: Duluth, Mpls-St. Paul, Rochester, and St. Cloud

Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Digital Audio

SiriusXM Media - Pandora

Total purchased budget: \$15,000

Total impressions: 877,684

Coverage: Statewide

Out-Of-Home

OOH Billboards (55x), Bus Kings and Tails – 60x, GSTV (Gas Station TV - 455 locations)

Total purchased budget: \$96,662

Total impressions: 26,580,032

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud

Sponsorships

Gopher Sports – Audio, social, display, in-stadium executions

Total purchased budget: \$20,000

Markets: Mpls-St. Paul

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers -

Total purchased budget: \$50,594

Total impressions: 20,005,848

Coverage: Statewide

Seat Belts Media Summary

Objectives/Strategy

Continually raise awareness and drive recall of life saving messaging detailing the importance of always wearing seat belts through a statewide, high-impression media campaign. Ultimately changing non-compliant behavior and informing drivers of extra enforcement periods.

Seat belts - May

Total budget: \$245,000

Total paid media: \$244,918

Flight Dates: 5/20/24 – 6/2/24

Demo: M18-34

OTT/CTV (Over-the-top Digital Video)

Total purchased budget: \$24,942

Total Impressions: 690,506

Markets: Statewide

Cable TV – NBA Timberwolves Playoffs

Total purchased budget: \$12,623

Estimated Impressions: 104,996

Markets: Mpls-St. Paul DMA – Interconnect coverage

Radio

Total purchased budget: \$52,303

Total TRPs: 583.4

Total Spots: 5,537x

Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud

Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Digital Audio

SiriusXM Media - Pandora

Total purchased budget: \$15,000

Total impressions: 846,385

Coverage: Statewide

Out-Of-Home

OOH Billboards (63x), GSTV (Gas Station TV – 720 locations)

Total purchased budget: \$65,650

Total impressions: 27,926,270

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and statewide coverage

Sponsorships

Gopher Sports – Audio, social, display, in-stadium executions

Total purchased budget: \$10,000

Markets: Mpls-St. Paul

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$35,000

Total impressions: 12,726,860

Coverage: Statewide

Seat Belts Details – September

Total budget: \$160,000

Total paid media: \$164,086 (including agency fees)

Flight Dates: 9/15/24 – 9/21/24

Demo: M18-34

OTT/CTV (Over-the-top Digital Video)

Total purchased budget: \$14,841

Total Impressions: 449,986

Markets: Statewide

Cable TV – Sports

Total purchased budget: \$5,840
Total TRP's: 5.8
Markets: Mpls-St. Paul DMA – Interconnect coverage

Radio

Total purchased budget: \$27,416
Total TRPs: 301.3
Total Spots: 2,977x
Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud
Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Digital Audio

SiriusXM Media - Pandora
Total purchased budget: \$10,000
Total impressions: 544,027
Coverage: Statewide

Out-Of-Home

OOH Billboards (63x), GSTV (Gas Station TV – 480 locations)
Total purchased budget: \$37,406
Total impressions: 4,332,440
Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, St. Cloud and statewide coverage

Sponsorships

Gopher Sports – Audio, social, display, in-stadium executions
Total purchased budget: \$30,000
Markets: Mpls-St. Paul

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers
Total purchased budget: \$19,383
Total impressions: 6,422,033
Coverage: Statewide

Speeding Media Summary

Objectives/Strategy

Execute a statewide campaign utilizing highly effective media platforms to increase awareness and consumer recall of the life-saving message around the dangers of speeding, while simultaneously informing and educating citizens of extra enforcement patrols on Minnesota roads. Ultimately, instigating behavioral change and adherence to the speeding laws.

Speeding Details – Summer

Total budget: \$542,800
Total paid media: \$540,341 (including agency fees)
Flight Dates: May, June and August – 9/2/24
Demo: A18-49

OTT/CTV (Over-the-top Digital Video)

Total purchased budget: \$4,000
Total Impressions: 191,864
Markets: Statewide

BSN - TV Twins Sponsorship

Total purchased budget: \$76,551
Coverage: Statewide

Radio

Total purchased budget: \$139,869
Total TRPs: 1406.8
Total Spots: 15,089x
Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud
Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Digital Audio

SiriusXM Media - Pandora
Total purchased budget: \$30,000
Total impressions: 1,548,598
Coverage: Statewide

Out-Of-Home

OOH Billboards (47x), Bus Kings and Tails (60x)
Total purchased budget: \$128,805
Total impressions: 49,389,970
Coverage: Statewide

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers
Total purchased budget: \$95,980
Total impressions: 26,798,983
Coverage: Statewide

Speeding Details – July

Total budget: \$325,000
Total paid media: \$325,753 (including agency fees)
Flight Dates: 7/1/24 – 7/31/24

Demo: A18-49

OTT/CTV (Over-the-top Digital Video)

Total purchased budget: \$20,000

Total Impressions: 615,105

Markets: Statewide

Radio

Total purchased budget: \$73,145

Total TRPs: 677.7

Total Spots: 6,362x

Rated Markets: Mpls-St. Paul

Rated Markets: Duluth, Mpls-St. Paul, Rochester and St. Cloud

Spot Markets: Statewide coverage with Minnesota News Network and Ampers radio (diverse targeting)

Digital Audio

SiriusXM Media - Pandora

Total purchased budget: \$15,000

Total impressions: 844,942

Coverage: Statewide

Out-Of-Home

OOH Billboards (48x), Bus Kings and Tails (60x) Bus Fullbacks (5) and Bus Ultra Kings (5), GSTV (Gas Station TV – 430 locations)

Total purchased budget: \$109,019

Total impressions: 18,169,311

Coverage: Statewide

Sponsorships

Gopher Sports – Audio, social, display, in-stadium executions

Total purchased budget: \$20,000

Markets: Mpls-St. Paul

Digital/Social

Digital Video, Display, Facebook, Instagram, Local and Diverse Publishers

Total purchased budget: \$49,589

Total impressions: 14,672,135

Coverage: Statewide

Move Over Media Summary

Objectives/Strategy

Execute a statewide, multi-media campaign that generates awareness and educates motorists about recent updates to the Ted Foss Move Over Law, which now requires motorists to slow down

and safely change lanes when approaching ANY vehicle on the shoulder with flashing lights or passengers outside of the vehicle, with the goal of changing driver behavior and preventing roadside crashes.

Move Over Details

Total budget: \$160,000

Total paid media: \$159,597 (including agency fees)

Flight Dates: 8/19/24 – 8/31/24

Demo: A18+

Radio

Total purchased budget: \$55,923

Total TRPs: 572.2

Total Spots: 5,172x

Rated Markets: Duluth, Mpls-St. Paul, Rochester, and St. Cloud

Digital Audio

SiriusXM Media - Pandora

Total purchased budget: \$13,700

Total impressions: 887,986

Coverage: Statewide

Out-Of-Home

OOH Billboards (48x), GSTV (Gas Station TV – 440 locations)

Total purchased budget: \$45,814

Total impressions: 7,542,008

Markets: Statewide

Digital/Social

Digital video, Facebook, Instagram, Pinterest

Total purchased budget: \$24,960

Total impressions: 14,568,335

Coverage: Statewide

Pedestrian Safety Summary

Objectives/Strategy

Implement a strategic, multi-media campaign that continues to drive awareness amongst motorists that while operating their vehicles, they need to share the road with and recognize non-motorized vehicles and pedestrians, with the goal of changing driver behavior and preventing unnecessary crashes or fatalities.

Pedestrian Safety Details

Total budget: \$100,000

Total paid media: \$101,345 (including agency fees)

Flight Dates: 9/2/24 – 9/29/24

Demo: A18-49

Radio

Total purchased budget: \$29,455

Total TRPs: 394.2

Total Spots: 880x

Rated Markets: Duluth, Mpls-St. Paul, Rochester, and St. Cloud

Digital Audio

SiriusXM Media - Pandora

Total purchased budget: \$10,000

Total impressions: 637,623

Coverage: Statewide

Out-Of-Home

Bus Kings and Tails (70x) Bus Fullbacks (5) and Bus Ultra Kings (5)

Total purchased budget: \$30,000

Total impressions: 14,662,875

Markets: Statewide

Digital/Social

Digital video, Facebook, Instagram, Pinterest

Total purchased budget: \$19,890

Total impressions: 6,143,246

Coverage: Statewide

Child Passenger Safety Media Summary

Objectives/Strategy

Utilize multi-media platforms to generate significant reach and impression levels to drive awareness around the importance of properly installing and using child safety and booster seats, while simultaneously educating drivers of new regulations and usage requirements for infant, toddler, and young passengers.

Child Passenger Safety Details

Total budget: \$125,000

Total paid media: \$129,848

Flight Dates: 9/15/24 – 9/21/24

Demo: W18-49

OTT/CTV (Over-the-top Digital Video)

Total purchased budget: \$4,999

Total impressions: 164,973

Coverage: Statewide

Cable TV

Total purchased budget: \$5,000

Total TRP's: 11.9

Markets: Mpls-St. Paul DMA – Interconnect coverage

Radio

Total purchased budget: \$19,018

Total TRPs: 281.4

Total Spots: 625x

Rated Markets: Duluth, Mpls-St. Paul, Rochester, and St. Cloud

Digital Audio

SiriusXM Media - Pandora

Total purchased budget: \$4,982

Total impressions: 320,002

Coverage: Statewide

Out-Of-Home

Posters – pediatric hospitals and clinics (39 locations), daycare centers (156 locations)

Total purchased budget: \$61,096

Total impressions: 3,000,000

Markets: Statewide

Digital/Social

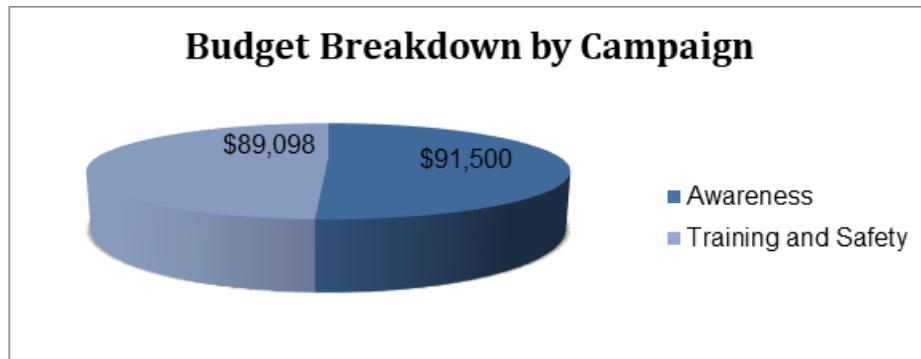
Digital video, Facebook, Instagram, Pinterest

Total purchased budget: \$19,753

Total impressions: 6,767,027

Coverage: Statewide

Motorcycle Recap



Motorcycle Awareness Media Summary

Objectives/Strategy

Influence the general auto-driving population and increase awareness around their responsibility to be highly aware of motorcyclists while driving. Ultimately changing driver behavior and decreasing the number of vehicle and motorcycle incidents.

Motorcycle Awareness

Total budget: \$90,000

Total paid media: \$91,500 (including agency fees)

Flight Dates: 4/15/24 – 5/26/24

Demo: A18-49

Digital Audio

SiriusXM Media - Pandora

Total purchased budget: \$19,200

Total impressions: 1,246,388

Coverage: Statewide

Out-Of-Home

Trucksides – Infinity Wraps (25x), GSTV (Gas Station TV – 506 locations)

Total purchased budget: \$40,000

Total impressions: 17,603,702

Markets: Duluth, Mankato, Mpls-St. Paul, Moorhead, Rochester, and St. Cloud

Digital/Social

Digital Video, Display, Facebook, Instagram

Total purchased budget: \$21,500

Total impressions: 8,810,031

Coverage: Statewide

Motorcycle Training and Safety Media Summary

Objectives/Strategy

Raise awareness and increase enrollment in Motorcycle Training and Safety courses with emphasis on intermediate, advanced and expert course, while simultaneously reinforcing the critical importance of wearing proper safety gear including helmets, ultimately leading to increased adoption. Additional focus on diverse audience to capture potential new riders.

Motorcycle Training and Safety Details

Total budget: \$90,000

Flight Dates: 4/1/24 – 5/12/24

Demo: M25-54

Digital Audio

SiriusXM Media -Pandora

Total purchased budget: \$15,000
Total impressions: 887,943
Coverage: Statewide

Radio

Total purchased budget: \$40,694
Total paid media: \$89,098
Total TRPs: 180.0
Total Spots: 637x
Rated Markets: Mpls-St. Paul
Spot Markets: Statewide coverage with Ampers radio (diverse targeting)

Digital/Social

Digital Video, Display, Facebook, Instagram, Search
Total purchased budget: \$22,604
Total impressions: 8,078,115
Coverage: Statewide

Media Relations

Project Number: 24-08-02

Funding Type: 402
Amount Awarded: \$482,000.00
Amount Expended: \$404,369.75

Description of what the project accomplished:

This focuses on educational efforts to support enforcement campaigns. Enforcement and education are proven countermeasures that work to change dangerous driving behavior that contributes to serious injuries and deaths on Minnesota's roads.

This project provides print and electronic materials on speed, distracted driving, occupant protection, motorcycle, pedestrian, and alcohol-related traffic safety issues, as well as media relations services with a grant through DPS-OOC. The earned media include, but are not limited to, website blogs, social media posts, news conferences, interviews, talking points, and collateral materials such as brochures, posters, other print materials, five Enforcement campaign template materials posted to the website, production costs for public service announcements, and individuals to develop the public information and media relations efforts. Costs also include salaries, fringe benefits, indirect costs, and travel for communications staff.

Significant media relations efforts:

- Educating Minnesotans on new law - Effective Aug. 1, 2024, ([Sec. 169.685 MN Statutes](#))
Minnesota changed its child passenger safety law that affected how children ride in a vehicle. DPS was tasked with developing messaging to increase awareness of this new

law and promoted the messaging through a statewide news release, social media outreach, blog post and many media interviews with DPS spokespeople.

- DPS launched a new version of its website, dps.mn.gov. The site has been redesigned and rebuilt to better serve Minnesotans. Improvements include:
 - Easier access to most popular DPS tasks and services
 - Improved search capabilities
 - Clean, modern design that is mobile friendly
- Blog Posts: Approximately two blog posts per month were posted to the website. A few samples:
 - [OTS: Buckling up habit protects Edina man in rollover crash](#), Oct. 6, 2023
 - [Extra DWI enforcement aims to stop drunk drivers before the worst happens](#), Nov. 22, 2023
 - [Roadside testing project will give traffic safety experts new data on drugged driving](#), Feb. 27, 2024
 - [Summer-like driving behavior behind spike in traffic fatalities](#), March 15, 2024
 - [Child passenger safety law changes aim to protect kids](#), July 23, 2024
 - [Seat belt survey shows more Minnesotans are buckling up](#), Sept. 17, 2024

Performance Measures:

(C-1), number of serious injuries in traffic crashes (C-2), number of unrestrained passenger vehicle occupant fatalities, all seat positions (C-4), number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (C-5), number of speeding-related fatalities (C-6), and number of pedestrian fatalities (C-10)

APPENDIX A. AMENDMENTS TO FY2024-2026 TRIENNIAL HIGHWAY SAFETY PLAN

Amendment 1

September 27, 2023

New Project

24-05-01 CODES Crash Outcome Data Evaluation System

\$250,000 FAST Act 405C Traffic Records 69A3751930000405c

The primary performance measures for this project are EMS/Injury surveillance system integration (I-I), and injury surveillance system data timeliness (I-T-I), measured by the following:

1. Create and validate linked CODES data sets for 2022 through the first quarter of 2024. (Baseline: 0 of 9 quarters linked. Goal: 9 of 9 of quarters from 2022 – first quarter 2024 linked).
2. Transfer the hospital-determined injury severity to the Crash data after each completed crash/hospital linkage. (Baseline: 0 of 9 quarters with severity added to Crash data. Goal: 9 of 9 of quarters from 2022 – first quarter 2024 with severity added to Crash data).

Funds will cover salary, fringe business technology, reasonable in/out state travel for attendance, vending, and/or facilitation to traffic safety conferences to assist in reaching Minnesota goal of reducing serious injuries and fatalities.

Change in project

24-03-10 eCharging

\$200,000 BIL 164 69A37522300001640MNA

\$600,000 FAST 405c 69A3751930000405CMNO

Increase 0310 405c funding from 600,000 to 604,000

Change in project

24-03-02 Dashboard

\$310,000 FAST 405c 69A3751930000405CMNO

\$40,000 BIL 405d 69A3752230000405DMNL

Reduce 0302 405c funding from 310,000 to 265,304

Amendment 2

New Project

24-02-02 Occupant Protection Coordination

\$50,000 BIL NHTSA 402 OP Occupant Protection 69A3752230000402MNO

\$600,000 BIL NHTSA 402 CR Child Restraint 69A3752230000402MNO

\$50,000 BIL 405b M1TR Occupant Protection 69A375230000405BMNH

Centralized program planning, implementation, and coordination to achieve and sustain high rates of seat belt use. Evaluation should be used to revise existing programs, develop new programs and determine progress and success. The contractor should:

- Provide leadership, training and technical assistance to other State agencies and local occupant protection programs and projects.
- Integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs; and
- Evaluate the effectiveness of the State's occupant protection program.

In addition, working with the Office of Traffic Safety media coordinator develop a communication program of a variety of media, including mass media, to improve public awareness and knowledge and to support enforcement efforts to about seat belts, air bags, and child safety seats.

Communication programs and materials should be culturally relevant and multilingual as appropriate. To sustain or increase rates of seat belt and child safety seat use.

Work closely with individuals and organizations that represent the various ethnic and cultural populations reflected in State demographics. Individuals from these groups might not be reached through traditional communication markets. Community leaders and representatives from the various ethnic and cultural groups and organizations will help states to increase the use of child safety seats and seat belts.

Location: throughout the state with a focus on lower than state average equity scores, local partnership, and counties over represent in fatal and serious injury crash

Project agreement number: TBD currently out for RFP

Funds will cover salary, fringe and operating costs / software related to the implementation of an occupant protection program, car seat clinic and instruction related items, other reasonable and necessary supplies and materials related to traffic safety, reasonable in/out state travel, registration fees related to attendance at local and national traffic safety seminars/conferences, trainings and other public engagements.

Change in project

24-02-22 Occupant Protection Program Coordinator

\$120,000 BIL 402 69A37522300004020MNO

Decrease funding 120,000 new total 0.

Change in project

24-04-07 Minnesota State Patrol Administrative Support

\$65,000 BIL 402 69A37523300004020MNO

Increase funding \$17,000 new total 82,000

No change in planned activity

Equipment purchase approval request and increase of funds change in planned activity

24-04-08 Minnesota State Patrol Enforcement

\$655,000 BIL 402 69A37523300004020MNO

\$405,000 BIL 164 69A37523300001640MNA

\$440,000 BIL 405b 69A3752330000405BMNH

\$400,000 BIL 405e Not Available

\$750,000 State Match Funds

Change in activity to allow equipment purchase. (In FY23 two rollover simulators were approved, letter dated November 15, 2022, Amendment 5 however St. Patrol was only able to secure the purchase of one.) State Patrol would like to purchase the second one in FY24. State Patrol will provide match 50%.

Funds will cover equipment*, salary for community outreach and enforcement activities.

*as referenced in HSP approval process, equipment requested will be handled on a case-by-case basis following all federal regulations as well as prior approval for all major purchases as defined guidance documents.

Increase funds BIL NHTSA 402 PT police traffic service \$22,000 New Total \$677,000

The amount we need to increase, and then the following information about the equipment:

\$22,000

- State the per unit cost of the equipment (\$5,000+) and the number to be purchased. One Roll-over simulator = 50/50 reimbursement (50% federal/50% state matching funds by MN State Patrol)
- Cost: \$22,000/+tax (One simulator) = \$22,000 – includes up-charge to maroon paint, decals -final product will match MSP squad cars.
- Total estimated \$22,000 federal funding increase (+ \$22,000 State match)

- Identify the project & project number. Minnesota State Patrol Enforcement = Project: 24-04-08
- Identify the funding source for allocability. FAST Act NHTSA 402 (FAIN 69A37521300004020MN0)

Describe how the equipment is necessary and reasonable for the purposes of the project. The device will be used for public education and outreach at fairs, public events, media events, high schools, safety camps, conferences, and public service announcements. For the use of the roll-over simulator, they will be housed in East and West Metro for troopers to use after completing training on the proper use of the equipment. The simulators will be stored inside MnDOT facilities at Golden Valley and Maryland for protection from the winter weather. The PIOs will be trained and will be able to use these items.

- Advantages of new equipment:
- Easier to maintain
- Public perception
- Quality of equipment
- Safety
- Trailer is 4,000 pounds, 2" ball
- Double-axle trailer
- Hydraulics run quieter
- Windows are functional = Better care for the dummies
- Purchase a carrier box for all equipment for longer lifespan
- State that it is compliant with the Buy America Act. Be sure to keep good records that you know equipment is BAA compliant. The purchase is compliant with the Buy America Act as the vendor will be Ray's Body Shop in Little Falls, MN. They are the only company that makes this type of device. They make roll-over simulators for the military and state police departments.

Change in funding 24-03-03 Enforcement/Traffic Safety

\$1,285,030 BIL 402 69A37523300004020MN0

\$2,765,700 BIL 164 69A37522300001640MNA

Increase funding

\$495,000 BIL 405d M6OT Impaired Driving Low 69A3752230000405DMNL

\$215,000 in 402 BIL NHTSA 402 PT New Total \$1,500,030

The amounts are based on funds that were unspent during the FY23 grant cycle
No change in planned activities

Amendment 3

12/1/2023

24-05-06 Data Project Assessment

\$300,000 BIL 402 69A37522300004020MN0

\$300,000 FAST 405c 69A3751930000405CMN0

\$550,000 State Match Funds

Increase funding

\$930,000 BIL NHTSA 402 TR Traffic Records

Match \$953,000.

Change in what funds will cover: Funds will cover professional services time and materials, approved state travel and related expenses, approved state systems and technologies, training classes related to the effort, and operating expenses/software purchases required to meet state requirements for planning, managing, communicating, and implementing this project.

Amendment 4

Minnesota 12/5/2023

Change in funding /change in planned activity

24-03-12 Drug Recognition Evaluators/DRE Support

\$550,000 BIL 405d 69A3752230000405DMNL

\$10,000 State Match Funds

NEW Add FAST Act 405C M3DA in the amount of \$577,000

The funds would be for the DRE Data Entry and Management project provides for the purchase of software and hand-held tablets for Minnesota Drug Recognition Evaluators (DREs) in Minnesota. The DRE Data Entry and Management System is a comprehensive data collection and reporting tool that improves the efficiency, management and monitoring of the state's DRE program.

The purpose of this project is to improve the accuracy, uniformity and reporting capabilities of the DRE evaluation by providing a web-based platform for DREs to capture their evaluation data in real time, rather than the current process of completion of a paper face sheet.

The new software solution would provide for expanded reporting capabilities and will be tailored to the needs of Minnesota's DRE program with potential for future integration with Minnesota's data

systems. The preferred software includes over 150 data points, compared to the current 20 data point capability.

Performance Measure: This project will improve the core system of Citation/Adjudication data through the performance area of Completeness (C/A-C-1). This will be measured through the data points that would be captured. Currently Minnesota's DREs are collecting 20 data points; however, once this program is implemented, there would be an opportunity for them to collect 120 data points, giving a more complete set of citation and adjudication data. The goal of this program is to allow for Minnesota DREs to collect 120 data points, as opposed to the current 20 data points.

Equipment approval was included in amendment 6 dated September 14, 2023. Minnesota was unable to secure the equipment, so we are moving forward in FY24.

Amendment 5

Minnesota

1/10/2024

24-07-07 Motorcycle Research Study

\$7,500 BIL 402 69A37522300004020MN0

Change in funding 24-07-07

Decrease BIL NHTSA 402 by \$7,500 new total \$0 Removing it from the AGA

24-06-09 Law Enforcement and Community Education

\$300,000 BIL 405i Not Available

Change in funding 24-06-09

Reduce BIL 405i 300,000 Minnesota did not qualify

Add BIL 402CP \$300,000

24-08-01 Full Service Medial Contract

\$2,120,000 BIL 405d 69A3752330000405DMNL

\$210,000 BIL 405d 69A3752330000405DMNL

\$325,000 FAST 405e Not Available

\$90,000 FAST 405f 69A3752330000405FMN0

\$30,000 FAST 405f 69A3752330000405FMN0

\$100,000 FAST 405h 69A3752330000405HMN0

\$667,800 BIL 402 69A37523300004020MN0

\$60,000 FAST 405h Not Available

Change in funding 24-08-01

Reduce FAST Act 405e \$325,000 FAST Act funds are no longer available

Add BIL NHTSA 405e \$63,500 B8LPE

Add BIL NHTSA 405e \$261,500 B8APE

24-04-08 Minnesota State Patrol Enforcement

\$655,000 BIL 402 69A3752330000420MNO

\$405,000 BIL 164 69A37523300001640MNA

\$440,000 BIL 405b 69A3752330000405BMNH

\$400,000 BIL 405e Not Available

\$750,000 State Match Funds

Change in funding 24-04-08

Decrease B8A*PT \$56,000 new total \$344,000

\$344,000 split between (261,000 BIL 405e B8A*PT 85,500 BIL 405e B8L*PT)

Add BIL NHTSA B8ADDLE 56,000

New Project 24-05-02 counter measure Traffic Safety

Speed Camera Study

\$30,000 BIL NHTSA 402TR

To gain an understanding of the use of Speed Safety Cameras in Minnesota. The study will investigate and report on the process and associated policies for the issuance of a citation to the owner of a motor vehicle or the lessee of said motor vehicle resulting from a speeding violation detected by a speed safety camera system. Insight attained from this study will be used to inform or guide future policy.

Funds will cover salary and fringe, reasonable in/out state travel and registration for attendance, vending, and/or facilitation at traffic safety seminars/conferences that assist in reaching Minnesota's goal for traffic fatalities, and operating expenses /software related to the program.

Location: throughout the entire State

Sub recipient: TBD (currently out for application, will update, for approval upon grant awards)

Project Agreement number: TBD (currently out for application, will update, for approval upon grant awards)

Amendment 6

Minnesota 02/06/2024

Change in funding 24-08-01

Add BIL NHTSA 402 667,800 PM

24-08-01 Full-Service Media Contract

\$2,120,000 BIL 405d 69A3752330000405DMNL

\$120,000 BIL 405d 69A3752330000405DMNL

\$325,000 FAST 405e Not Available

\$90,000 FAST 405f 69A3752330000405FMN0

\$30,000 FAST 405f 69A3752330000405FMN0

\$100,000 FAST 405h 69A3752330000405HMN0

\$60,000 FAST 405h Not Available