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# Minnesota Annual Evaluation Report

## Forward

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

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

The OTS has experienced both challenges and opportunities this fiscal year. The departure of director, Kathy Swanson, was a difficult milestone that both the office and safety partners accepted. However, trying times also offer new possibilities as the OTS staff and partners pulled together determined to continue moving forward. There were changes in leadership, program coordination, research, and clerical support when individuals retired, were promoted, or found new opportunities. During that same time period, DPS' fiscal office, which provides the OTS financial oversight and support, experienced changes in personnel in the positions that supported the office. Despite these many changes, the program coordinators have worked relentlessly to keep projects moving. This summer, the office welcomed a new director, Cheri Marti, who brings with her new perspectives to enhance Minnesota's traffic safety program.

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

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

- A summary of the major projects pursued in FFY 2007 (October 1, 2006 through September 30, 2007), the results obtained, and the future tactics to consider. The summary is organized under two sections: program overviews and noteworthy projects.
- A report on Paid Media buys and results.
- The traffic safety trends in Minnesota.
- A financial summary of the costs associated with the projects supported in FFY 2007.

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

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

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

Or, visit our website: [www.dps.state.mn.us/ots](http://www.dps.state.mn.us/ots)

# Overviews

## **Planning & Administration**

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

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

A new director of the OTS was appointed in July of 2007. She has continued the OTS' stress on the "Towards Zero Deaths" (TZD) initiative -- a partnership of engineering, enforcement, education, and emergency medical services sharing the vision of ever-decreasing numbers of traffic fatalities.

### **Planning & Administration Program Objectives**

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

### **Results**

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

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

The OTS coordinator who had previously been on leave to the Bureau of Criminal Apprehension (BCA) returned to the OTS in October of 2006 and returned to the BCA in January, 2007. The youth alcohol coordinator the OTS had hired from North Dakota's traffic safety office left to work for the division of Driver and Vehicle Services in February. The director left the office in April, the senior administrative person left in May, while the senior research analyst left in July, and the FARS analyst left in August.

**Future Strategies:**

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

**Occupant Protection**

In 2007, 87.8 % of Minnesotans wore seat belts.\*\* The OTS aims to reach the approximately 1 in 6 that continue to travel unbelted.

Much of Minnesota's traffic safety program is devoted to changing the behavior of those motorists who do not use seat belts or properly restrain children in child safety seats. OTS devotes one program coordinator to administer the OTS' occupant protection (OP) programs. Focusing on efforts which are aimed at teens, adults, and non-users in greater Minnesota, the OP coordinator is involved with law enforcement efforts and educational programs to increase seat belt use. Activities aimed to increase the use of restraints are critical components of enforcement, public information, and teen outreach projects. The combination of enforcing Minnesota's secondary belt law and visible public information about these efforts is a critical mission aimed at increasing belt use statewide. The May and October mobilizations (described in the Police Traffic Services Noteworthy Practices section) are part of the statewide efforts to increase belt use. OTS also devotes a position to coordinate the Child Passenger Safety (CPS) program concentrating efforts to support the education of parents/caregivers on how to properly transport children in child restraint systems. Much of FFY07 that position was vacant; therefore, advocates in the CPS discipline across the state stepped into the role of supporting CPS in Minnesota. In early FFY08 the position was filled.

**Occupant Protection Program Objectives:**

- Increase the rate of seat belt use in Minnesota.
- Educate the public about the benefits of upgrading seat belt laws to standard universal enforcement status.
- Target Minnesota teens to increase seat belt use and safe driving practices.
- Decrease the percentage of unrestrained child occupant fatalities and serious injuries.
- Decrease the percentage of misuse of child restraint systems.
- Partner with other agencies and individuals dedicated to increasing seat belt use and improving Minnesota's seat belt policies.

**Noteworthy Practices:**

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

**Results:**

- Belt use reached 87.8% statewide in 2007.\*\*
- The Minnesota Seat Belt Coalition continued its work on educating the public and law makers on the important benefits of seat belt use. During 2007, the Coalition continued to expand its membership and educated the public as well as the legislative bodies. The Coalition carried the Primary Seat Belt initiative during the 2007 legislature session. Support for primary safety belt enforcement continued to remain around 71% by the general public.

**Future Strategies:**

For 2008, the OTS will implement seat belt enforcement programs in conjunction with the October and May Mobilizations. In addition, the pilot program that was implemented in southeastern Minnesota utilizing extra enforcement dollars and roadway signage continues to be expanded. Efforts will be made to identify successful belt use programs aimed at teen and “tween” (10-14 year olds) in other states for implementation in Minnesota. The OTS will also continue to publicize training opportunities led by certified CPS instructors for advocates interested in CPS. The OTS will continue its work in educating the public and policy makers about the importance of seat belt use and upgrading Minnesota’s occupant protection laws.

\*\*It should be noted that the outcomes observed in the current survey may have been influenced by the catastrophic collapse of the I-35W Bridge in Minneapolis during the evening rush hour of August 1, 2007.

**Impaired Driving**

A decrease in the alcohol-related from 2005 – 2006, thirty-five percent to thirty-four percent – a reduction in the number of alcohol-related fatalities from 177 to 166 – eleven fewer fatalities.

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

Minnesota’s continues to evaluate current impaired driving programs for improvement in addition to seeking out promising new programs that research has demonstrated to be effective in other states. Careful consideration is taken to determine how new programs can be implemented and woven into the current strong impaired driving program. Minnesota has been fortunate to optimize NHTSA funding with Enforcing Underage Drinking Laws (EUDL) funds received from the Federal Department of Justice, Office of Juvenile Justice & Delinquency Prevention. These funds are designed to be administered to enforce underage drinking laws and to reduce youth alcohol access and use. The two funding programs complement each other and, consequently, the OTS has developed a strong impaired driving program concentrating on both youth and adult programs.

**Impaired Driving Program Objectives:**

- Decrease the percentage of alcohol-related fatalities and alcohol-related serious injuries.
- Design projects targeted at populations identified as over-represented in alcohol-related crashes.
- Increase the number of Driving While Impaired (DWI) arrests. An arrest is a key deterrent for impaired driving.

- Increase public awareness of the risks of driving impaired and the impaired driving enforcement efforts (high visibility enforcement).
- Educate key stakeholders of the impaired driving arrest process (both law enforcement and the courts) on proper procedures and the importance of their role in the procedure.
- Promote the development of problem solving DWI courts that closely monitor repeat impaired driving offenders and consequently reduce recidivism.
- Evaluate and promote the use of technologies known to reduce impaired driving; i.e., ignition interlocks.

**Noteworthy Practices:**

- Anoka NightCAP
- DWI Courts
- DWI eCharging
- Drug Recognition Expert/Advanced Officer Training
- NightCAP
- Traffic Safety Resource Prosecutor

**Results:**

- The number of alcohol-related fatalities decreased from 177 in 2005 to 166 in 2006.
- Alcohol related severe injuries remained relatively similar from 431 in 2005 to 440 in 2006.
- Minnesota greatly increased DWI arrests from 36,953 in 2005 to 41,953 in 2006. Preliminary numbers for 2007 do not indicate a continuation of this increase.
- All law enforcement officers that work funded programs are trained in Standardized Field Sobriety Testing (SFST) and Occupant Protection Usage and Enforcement (OPUE). Officers were required to take a DWI Update (Update) course if the SFST course was completed more than five years ago.
- NightCAP impaired driving enforcement saturations focused on the 13 Minnesota counties with the highest number of alcohol-related fatalities and severe injuries. NightCAP saturations statewide resulted in 2,229 DWI arrests and 229 saturations.
- Two statewide impaired driving mobilizations were conducted in December and in August through Labor Day. Many law enforcement agencies (335) participated in the December mobilization resulting in 3,414 DWI arrests and 318 agencies participated in the Labor Day mobilization resulting in 2,247 DWI arrests.
- Three new DWI courts started accepting participants, resulting in a total of four operating DWI courts in Minnesota. There are additional drug courts not supported by the OTS office that accept DWI offenders. Ten people have graduated from Minnesota's first DWI court and currently none have recidivated.
- Minnesota created performance standards and program guidelines for implementation of an ignition interlock program. Two companies were certified to provide service in Minnesota.
- Telephone surveys indicate the number of people that heard about increased enforcement rose from 39% to 63%. The emphasis group, unmarried males under 35, rose from 47% to 65%.
- Telephone surveys also indicate the perceived likelihood of being stopped for impaired driving increased from 25% to 31%. The perception of the emphasis group, unmarried males under 35, also increased from 20% to 29%.
- The new "Over the Limit. Under Arrest." slogan was recognized by 34% previous to the Labor Day wave to 48% post Labor Day wave. The emphasis group of unmarried males under 35 showed an increase from 45% to 67%.
- In 2006, 2687 people were arrested for DWI, under the legal drinking age. Further, 31 drivers under the legal drinking age were killed and 13 of those drivers were over the legal limit of 0.08.

**Future Strategies:**

Minnesota will continue to fund programs that reduce the number of alcohol-related fatalities and severe injuries. In FFY 2008, enforcement saturations will focus on the 15 counties with the highest number of alcohol-related fatalities and severe injuries. Strategies to increase the visibility of the enforcement effort will expand into six additional counties. Additionally, the national December and Labor Day Crackdowns will be supported statewide through the *Safe & Sober* program. In 2008, the Labor Day Crackdown will be moved to July due to the lack of enforcement available to execute an effective mobilization as the Republican National Convention is being held in St Paul in September. Paid and earned media will continue to enhance both NightCAP and *Safe & Sober* enforcement efforts. DWI courts, judicial outreach and ignition interlock will be supported in addition to working with the public health community through safe communities and screening and brief intervention training. The traffic safety resource prosecutor will expand the opportunities to reach out to criminal justice stakeholders to educate them on the importance of a DWI arrest and conviction and the proper judicial procedures. Minnesota is on schedule to pilot an electronic DWI arrest system in four counties. The electronic system will greatly expedite the process for both law enforcement and prosecuting attorneys.

**Police Traffic Services**

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

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

**Police Traffic Services Program Objectives:**

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

**Noteworthy Practices:**

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

**Results:**

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

- In 2006, 494 people died on Minnesota roadways. The 494 deaths were the lowest number of traffic fatalities on our roads since 1945, and represent 65 fewer deaths than the 559 killed in 2005, a reduction of nearly 12 %.

- To date (December 1, 2007) there are 446 known traffic deaths in Minnesota. This is 6.9% more than the 415 known deaths on this date in 2006.
- Seat belt use, as shown by observational surveys, increased substantially from 83.5% in 2006 to 87.8% in 2006.\*\*
- The number of agencies participating in the OTS enforcement programs and national mobilizations remained consistent at 400 from 2006 to 2007.

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

**Future Strategies:**

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

\*\*It should be noted that the outcomes observed in the current survey may have been influenced by the catastrophic collapse of the I-35W Bridge in Minneapolis during the evening rush hour of August 1, 2007.

**Traffic Records**

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

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

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

The traffic safety information systems covered by traffic records include the following six areas: crash, roadway, drivers' license, vehicle registration, outcome/injury surveillance, and

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

**Traffic Records Program Objectives:**

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

**Noteworthy Practices:**

- Problem identification and analysis performed by researchers.
- DVS Crash Data Interface project.
- Minnesota TRCC Strategic Plan first year implementation.

**Results:**

- Compiling accurate crash data is important to the OTS. Currently, the OTS has two researchers who produce documents concerning Minnesota's motor vehicle crashes. Two major publications produced by the OTS are *Minnesota Motor Vehicle Crash Facts* and the *Minnesota Impaired Driving Facts*. These reports are excellent resources for persons interested in the crashes and impaired driving issues in Minnesota. Staff members continue to be actively involved in the CODES analysis, survey development, and collection of blood alcohol concentration data.
- The DVS Crash Data Interface Project developed an electronic interface for law enforcement Records Management Systems (RMS) to transmit police accident report information electronically to the DVS crash records database. Initial implementation focused on interfacing with the MSP's RMS. NHTSA and FMCSA funds were used to achieve this goal. NHTSA funds were also used to address technical issues with the crash records database, complete functional analyses, data conversion, testing, database administration, and project implementation.
- The Minnesota TRCC began its first year of implementing its 2006 Traffic Safety Information Systems (TSIS) strategic plan. Some challenges have arisen in the form of limited staff resources. However, some projects such as the Crash Data Interface Project and the training module for law enforcement have been moving towards completion. Overall, Minnesota did make measurable progress in all of its TSIS systems.

**Future Strategies:**

For 2008, the TRCC will continue to follow its current path of implementing prioritized projects from the Statewide Traffic Information Systems Strategic Plan. Major projects that are expected to be complete include the Crash Data Collection Training Course and the DVS Crash Data Interface. In February 2008, Minnesota will undergo a Traffic Records Assessment and incorporate recommendations into its third year NHTSA Section 408 grant application and TSIS strategic plan.

## **Community Programs**

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

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

### **Safe Communities Program Objectives:**

- Increase Minnesotans' awareness of traffic safety issues.
- Meet quarterly with coalition partners to provide networking opportunities to focus on traffic safety issues.
- Increase the number and diverse backgrounds of members that are actively involved in local coalitions.
- Use experienced health professional liaisons to increase health professionals' awareness of the importance of traffic safety issues and to obtain their cooperation in focusing on these issues.
- Expand the number of active Safe Communities coalitions to more areas of the state.
- Encourage the formation of regional partnerships.

### **Noteworthy Practices:**

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

### **Results:**

- TZD Stakeholders' breakfasts were conducted quarterly to provide outreach to partners.
- Health professional liaison continued to expand our partnerships in the health field, educate and advocate for support for traffic safety issues in the health community, and provide support for coalitions.
- Telephone and web-based surveys of Minnesotans were conducted to assess awareness of enforcement efforts and self reported changes in behavior (observational surveys of safety belt use were conducted under the occupant protection section).
- Interest in Safe Community Coalitions continues to grow and partnerships were expanded. There were 23 Safe Community coalitions in 2007 compared to 22 in 2006.
- Numerous public information/education activities, as well as paid media, increased Minnesotans' awareness of our programs and traffic safety issues.
- The rising costs of health care and the costs associated with traffic crashes have been a way for the Health Liaison to increase the health community's interest in traffic safety.
- The TZD project continues to coordinate efforts to advance traffic safety with regional and/or partnership projects. These include SE MN (5 counties), Southwest Central Minnesota (5 counties), the Gateway Area (north/northwest of the Metro area - 4 counties). Additional regions in the state began exploring the interest their residents may have in the TZD movement.

### **Future Strategies:**

The OTS needs to continue to challenge the complacency toward traffic crashes through our Public Information & Education (PI&E) and paid media efforts as well as working through the Safe Community Coalitions to enhance local ownership. The Fatal Review Committees within the Safe Community Coalitions are bringing the players from the different disciplines together to review the fatal crashes. Seeing a crash from a different perspective will continue to lead to actions that will be taken to prevent further fatalities within the community. Continuing this forum will encourage collaboration among the partners and help the coalitions to integrate all four "E's" in their activities (Enforcement, Education, EMS, and Engineering) so they promote the OTS' goal of TZD. Safe Community Coalitions will be encouraged to not only review fatalities but also serious injury crashes. The health liaison will continue to enlist the health community as well as to reach out to other health advocates in work places and faith communities for their assistance in decreasing fatalities and serious injury crashes. The TZD conference will continue to offer breakout sessions that appeal not only to each discipline but to multi discipline stakeholders.

## **Motorcycle Safety**

In 2006, 70 persons were killed in 70 fatal motorcycle crashes. Motorcycle deaths per 10,000 registered motorcycles climbed to 3.5.

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

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

- Decrease motorcycle fatalities per 10,000 registered motorcycles to less than 3.0.

### **Noteworthy Practices:**

- Rider Education and Training partnered with Public Information Campaign
- Annual state wide motorcycle rider survey

### **Results:**

- In 2007, the MMSP completed the final year in its two year campaign to increase participation in rider training courses with an emphasis on the Experienced Rider Course.
- The MMSP was successful in increasing overall rider course participation with a new record enrollment of 9,352 students. Experienced Rider Course enrollment did not increase during the second year of this campaign but the gains made in 2006 were maintained as 515 students took the Experienced Rider Course. Additionally, the MMSP began offering a new classroom curriculum, Street Smarts, that was paired with the Additional Riding exercises of the Basic Rider Course and also paired with the Experienced Rider Course. Rider training totals were:
  - 8,403 in the Basic Rider Course
  - 515 in the Experienced Rider Course
  - 195 in the Moped Course
  - 139 in the Skills Re-test Course
  - 100 in the Street Smarts Plus and ERC Courses
- The rate of motorcycle fatalities per 10,000 registered motorcycles increased from 3.2 in 2005 to 3.5 in 2006.
- While the number of 2007 motorcycle crash fatalities will not be finalized until the spring of 2008, preliminary indications are that Minnesota will experience a decrease in motorcycle fatalities from 2006; potentially by as much as 10%.
- The rate of motorcycle crashes continues to decline. In 1997 (Minnesota's record low year for motorcycles fatalities), Minnesota experienced 86 crashes per 10,000 registered motorcycles. An all time record low of 76 crashes per 10,000 registered motorcycles was set for 2006.

- However, motorcycle crashes were more severe than ever in 2006. A record high 4.7 fatal crashes per 100 crashes was recorded.

**Future Strategies:**

The MMSP will be targeting experienced riders again in 2007 to build Experienced Rider Course enrollment with a goal of increasing enrollment to 700 students. Additionally, a new course offering has been developed as a follow up to the Basic Rider Course. The course, entitled Street Smarts, features a two hour classroom segment that can be delivered in the winter as a stand alone course or partnered with selected exercises from the Basic Rider Course; identified as the Refresher Course by MSF. The Street Smarts classroom can also be partnered with the Experienced Rider Course. We are hopeful that the Street Smarts+ Refresher course will strike a chord with riders who have completed the basic course but do not yet feel ready for the experienced course. Additionally, Minnesota will be programming NHTSA Section 2010 funding to conduct a targeted motorist awareness campaign in its highest fatal motorcycle crash and motorcycle registration counties.

**Roadway Safety**

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

Roadway safety assesses problems that are related to the roadway environment and constitutes OTS' primary means of supporting engineering-based traffic safety solutions. This includes hazard elimination and identifying certain segments or locations of roadway that have a high crash rate due to specific roadway problem(s). Since Minnesota's sanctions on repeat DWI offenders are not sufficiently stringent (in terms of meeting the congressionally set 164 rules), a large amount of federal highway construction funds are transferred from the MnDOT to the OTS. A portion of those funds are used to support county mini-grants for hazard elimination programs designed to make the roads safer.

**Roadway Safety Driving Program Objectives:**

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

**Noteworthy Practices:**

- Hazard elimination projects with county engineers.

**Results:**

- Projects were awarded that included systematic lane departure and intersection improvements, projects previously identified in Road Safety Audits, and Road Safety Audits.
- Road construction projects require extra time for the letting of bids and, with Minnesota's short construction season, the completion of the projects. All projects require over 12 months from bid letting to completion.

**Future Strategies:**

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

# Noteworthy Practices

## Occupant Protection

### Seat Belt Coalition

**Target:**

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

**Problem Statement:**

Minnesota's seat belt use rate in 2007 reached 87.8\*\* %. This shows that more Minnesotans are buckling up. The 87.8% use rate is a 5% point increase from 2006. However, 1 in 6 vehicle occupants continue to travel unbelted in Minnesota. Teens, tweens (10 to 14 year olds), and residents in the rural areas of Minnesota are less likely to be belted. OTS partners with the Mn/DOT in moving toward zero deaths. Continuing to increase seat belt use is one critical project aimed at moving the numbers closer to reaching that goal.

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

**Objectives:**

- To participate in national "Click it or Ticket" mobilizations
- To coordinate the grassroots work of safety professionals and citizens to increase the seat belt use across the State.
- To assist efforts to enhance Minnesota's current seat belt law.

**Strategies:**

The OTS contracts with the Minnesota Safety Council (MSC) to lead efforts to achieve the objectives listed above. The MSC will encourage traffic stakeholders to join and become active in the Minnesota Seat Belt Coalition. The OTS, through the MSC and the Office of Communications (OOC) will continue to provide members with effective communication tools. These tools will be used to educate citizens, media and policy makers on the importance of seat belt use and enforcement laws in increasing seat belt use. The OTS will prepare comprehensive information illustrating the benefits of a primary seat belt law for the 2008 legislative session. The MSC will serve as the lead for policy change.

**Results:**

- Membership increased in the Coalition and the Government Relations team.
- Communications tools were improved through new fact sheets and an updated web site.
- Crash Outcome Data Evaluation System (CODES) data was included in the information delivered to the media and the public, giving a better picture of why seat belts are a societal issue not just a personal choice issue.
- The 2007 legislative session was encouraging as the primary seat belt bill was closer to passing than it had ever been before. The educational materials provided to the legislative body proved to be effective.

\*\*It should be noted that the outcomes observed in the current survey may have been influenced by the catastrophic collapse of the I-35W Bridge in Minneapolis during the evening rush hour of August 1, 2007.

**Costs:** \$14,903.19

## **Funding Source(s): 402**

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## **SEAT BELT USE OBSERVATIONAL SURVEYS**

### **Target:**

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

### **Problem Statement:**

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

### **Objectives:**

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

### **Strategies:**

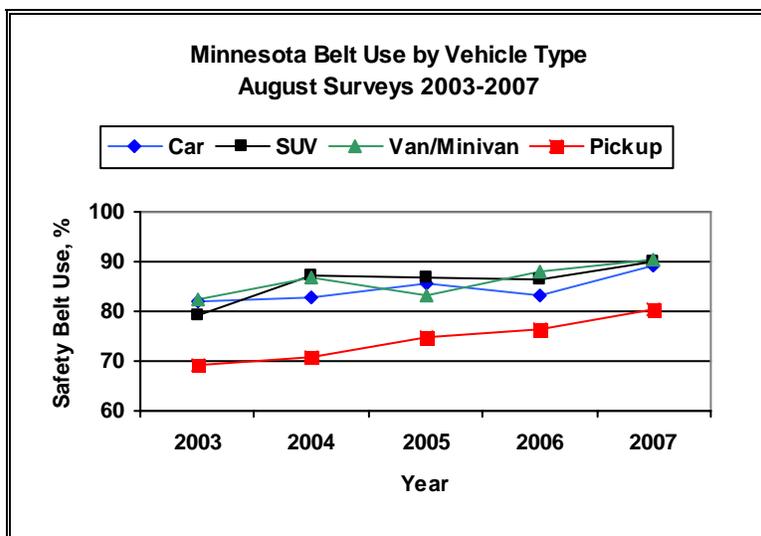
In fiscal year 2004, the OTS took advantage of new technology to streamline the data collection process and improve the accuracy and efficiency of the survey. The Personal Digital Assistants (PDA's) chosen allow for wireless internet connectivity as well as cell phone use. Observers continuously transmit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

In 2006, the OTS expanded the data collection capability to include motorcycle helmet use in the annual August survey for the first time in almost two decades. The OTS also publishes a cell phone use rate from data obtained during the survey. The same technology was used in both 2006 and 2007.

### **Results:**

- Three observational surveys of seat belt use in Minnesota were conducted.
  - Mini survey was conducted prior to the May Mobilization.
  - Statewide survey was conducted post May Mobilization.
  - Annual statewide survey was conducted in August (87.8%\*\*).
- All observational data was available to the NHTSA by the desired deadlines.
- Problems with observers or data were identified immediately and resolved.
- A cell phone use rate (4.6%) was calculated for Minnesota drivers.
- Seat belt use is now available by vehicle type, age group, and gender.

\*\*It should be noted that the outcomes observed in the current survey may have been influenced by the catastrophic collapse of the I-35W Bridge in Minneapolis during the evening rush hour of August 1, 2007.



**Costs:** \$39,436.92

**Funding Sources:** 402

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**CPS INVESTMENTS/SUPPORT**

**Target:**

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

**Problem Statement:**

Motor vehicle crashes continue to be the leading causes of death and disability for children 14 and under. According to the Minnesota Crash Facts 2006, there were 78,745 crashes throughout the state, which is the lowest number since the mid-1960's. This is a decrease of 9,068 crashes state wide from 2005. There were 494 Minnesota traffic fatalities in 2006 – a nearly 18 % decrease compared to the 2001 – 2005 annual average of 601 traffic deaths. This is a decrease in fatalities for the third year in a row.

**Objectives:**

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

**Strategies:**

CPS trained advocates committed to assisting parents and caregivers will provide services to educate parents about the correct installation of child restraints. These advocates will work closely with the OTS to receive the most up-to-date class materials and for assistance in publicizing their upcoming classes or clinics through the OTS web site. Training is provided for

CPS advocates at the TZD conference. Additionally, the OTS provides free *Safe Ride News* subscription to MN CPS technicians.

**Results:**

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

**Costs:** \$141,121.27

**Funding Source:** 2003B

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## IMPAIRED DRIVING

### Anoka NightCAP

**Program Target:**

Impaired Drivers in Anoka County

**Problem Statement:**

For the past five years, Anoka County has been listed as second, third or fourth on Minnesota's top 13 counttes for alcohol-related deaths and serious injuries. From 2004 through 2006, 29 people died in alcohol-related crashes and 75 people were seriously injured. Surveys that were conducted statewide and for the NightCAP program evaluation indicate that citizens hear about the enforcement effort in Minnesota but do not believe that they are very likely to be stopped by law enforcement if they drive drunk.

**Objectives:**

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

**Strategies:**

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

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

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

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

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

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

**Results:**

- Meetings were held with all key stakeholders and law enforcement agencies to mitigate any controversy from the increased enforcement effort. On-duty officers assist with the program when time allowed.
- A kick-off media event was held on May 4, 2007. Media attended the event and excellent publicity was achieved.
- Predetermined roadways were selected for the enforcement saturations. Each of the saturations included two roadway signs that flashed two messages, “NightCAP on Patrol” and “DWI Arrest Zone.”
- All officers working each event wore reflective vests with a message, “Anoka County DWI Task Force.”
- Magnetic car signs were placed on vehicles working the saturation. Some problems did occur with the magnetic car signs after they had been used several times. The size and use of the magnetic signs are being reconsidered.
- During the time period of May 4 through September 30, 2007, 4,413 traffic stops occurred, 312 DWI citations were issued, and 1,702 other citations were issued.
- Below is a table that details the activity that resulted from the Anoka County NightCAP program.

DISTRICT	DWI	VEHICLE FORFEITURE	DAR/DAS/DAC	DRUGS	OPEN BOTTLE	MINOR CONSUMPTION	SPEED	SEAT BELTS	CHILD RESTRAINTS	DESIGNATED DRIVER	TOTAL CITATIONS	TOTAL VEHICLE STOPS
ANOKA NightCAP	312	18	199	51	35	57	218	88	2	238	1341	4413

- Below is a chart that documents total DWI arrests in Anoka County during the program implementation period for 2007 in comparison to the previous year. Anoka experienced an 11% increase in DWI arrests during that time period.

County	May,2006 through September 2006 DWI Arrests	May 2007 through September 2007 DWI Arrests	% of Change
Anoka	942	1048	11%

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

2007				Average 2004 – 2006			
Severity	Alcohol-related Officer Perception		Total	Severity	Alcohol-related Officer Perception		Total
	No	Yes			No	Yes	
<b>A</b>	33	9	42	<b>A</b>	56	13	69
<b>K</b>	6	2	8	<b>K</b>	6	4	10
<b>Total</b>	39	11	50	<b>Total</b>	62	17	79

- A telephone survey was conducted with Anoka County residents at the same time as a statewide telephone survey. An impaired driving enforcement mobilization did occur prior to the surveys. However, the high visibility enforcement program only occurred in Anoka County. Survey results indicated that 42 % of Anoka County residents stated they would be very likely to be stopped by the police if they drove drunk compared to 27% statewide. Anoka County residents were asked where they saw impaired driving messages.

Results are:

Electronic road signs	55%
Gas station pumps	15%
Restroom ads	18%
Coasters in bars	13%
Magnetic signs on law enforcement cars	25%
Traffic vests worn by law enforcement	10%

Below is a comparison of Anoka County residents to statewide residents on locations where they received a message regarding increased enforcement activities.

	Statewide	Anoka
Television	46%	82%
Radio	28%	31%
Friends and relatives	5%	20%
Newspaper	17%	35%
Personal observation on the road	7%	19%
Portable electronic roadside message signs	N/A	23%

**Costs:** \$146,202.62

**Funding Source(s):** 20.608 Fund 164

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## **DWI Courts**

**Target:**

Repeat DWI Offenders

**Problem Statement:**

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

**Objectives:**

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

**Strategies:**

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

- Target the population – identifying a subset of the DWI offender population for inclusion in the DWI court program.
- Perform a clinical assessment.
- Develop a treatment plan.
- Supervise the offender.
- Build, strengthen, and leverage agency, organization, and community partnerships.
- Take a judicial leadership role.
- Develop case management strategies.
- Address transportation issues.
- Evaluate the program.
- Create a sustainable program.

**Results:**

- There are four DWI courts funded through this program. These courts are located in Ramsey, Hennepin, Beltrami, and Lake of the Woods counties.
- Ramsey County is the only court that has been in operation for nearly three years and has had participants graduate.
- Below is chart of key information from courts funded through this program. Eighty two participants have entered into DWI court in Minnesota and 67 are currently participating in the program.

	Number of Participants	Total Number of Participants Accepted Since Program Began	Number of Graduates	Number of Participants Terminated	Graduates That Recidivated	Number of Days from Acceptance in DWI Court to Acceptance into Treatment	Drug Tests	Failed Drug Tests
Ramsey	29	43	10	3	0	10	1354	17
Hennepin	30	30	0	2	0	35	244	17
Lake of the Woods	4	5	0	1	0	10	109	2
Beltrami County	4	4	0	0	0	25	24	2

- Eight participants graduated this year from DWI Court and none of them has recidivated.
- Hennepin County has successfully incorporated ignition interlock as a tool used in their DWI Court program to help restore participants into law abiding citizens.
- Ramsey County's participants were asked how the DWI court was helpful for them. The most common response was that it helped them stay sober

**Costs:** \$237,044.43

**Funding Source(s):** 410 K8

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**DWI eCharging**

**Target:**

Minnesota Criminal Justice Stakeholders

**Problem Statement:**

Nearly 40% of people arrested for impaired driving are repeat DWI offenders. It is known that quick adjudication of penalties and administrative action will reduce recidivism. The current system is slow and antiquated. It takes a significant amount of time for documents to be sent to key system stakeholders and, at times, they are not received. Timely and accurate information is essential to the adjudication process.

In addition to a slow process, DWI arrests are very complicated and time consuming. For a law enforcement officer that does not commonly arrest people for impaired driving, the process can be daunting. Many forms are required to be manually completed with redundant information often

causing errors on the documents. For an offender to be prosecuted, it is pertinent that the process is completed properly and accurately.

**Objectives:**

The objective of the project is to develop an electronic DWI charging (eCharging) system that will enable key system stakeholders to effectively perform the following functions:

- Appropriately identify, charge, and sanction impaired driving offenders based on their driving history.
- Manage impaired driving cases from arrest through the completion of court and administrative sanctions.
- Provide stakeholders with adequate and timely information necessary to fulfill their responsibilities.
- Reduce administrative costs for system stakeholders and increase system efficiencies.

**Results:**

Phase one of this project was completed in this year. Phase one resulted in the following:

- **Charging Process Defined (Current and Future)**  
These documents illustrate and describe the current and future Minnesota criminal charging processes, including DWI civil charges and administrative sanctions. Most of the current processes are comprised of a large amount of manual effort. The future processes are defined to minimize manual and duplicative effort.
- **Business Requirements Specification**  
This document identifies the business needs for streamlining the creation and management of criminal charging instruments and DWI administrative forms, identifying what new processes are being proposed as a result of this project effort, and identifying the high-level user goals of the new eCharging application and service. This document provides the functional and non-functional project requirements. The functional requirements map directly to use cases, while the non-functional requirements span many use cases and include topics such as usability, reliability, performance, security, etc.
- **Business Use Case Specifications**  
These documents contain all eCharging service and application use cases which provide descriptions, diagrams, and business rules that cover each of the functional requirements. These types of requirements describe the behavior of the proposed system from a business perspective.
- **Functional Architecture and Design Specification**  
This document provides a comprehensive architectural and design overview of the eCharging application and services that will be delivered for a pilot roll-out. It conveys the significant architectural and design decisions that have been made on the project. The document serves as the blueprint for constructing the pilot system.
- **Electronic Signature (eSignature) Proposal**  
The objectives of the proposal are as follows:  
Based on past meetings and conversations, summarize the options available to create a workable electronic signature solution for DWI forms in the context of the eCharging project.  
Propose a solution for eSignatures on DWI forms. The proposed solution should not contribute to an increase in attorney challenge due to form deficiency (i.e., missing signature).
- **eCharging Phase 2 Project Plan**  
This document defines the goals, product scope and deliverables for Phase 2 of eCharging (i.e., pilot roll-out). It also identifies the acceptance/completion criteria, constraints, dependencies, impacts, assumptions, expectations, estimates, and project controls for the developing and implementing the pilot.

**Costs:** \$150,000.00

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

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**Drug Recognition Expert/Advanced Officer Training**

**Target:**

Minnesota Law Enforcement Officers

**Problem Statement:**

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

**Objectives:**

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

**Strategies:** The OTS contracts with the MSP to train and coordinate instructors for courses that are known to enhance traffic enforcement and are sanctioned by NHTSA. These courses are the SFST, DTID, OPUE, Update, and DRE. Since law enforcement officers learn most effectively when taught by highly qualified peers, the MSP contracts with and trains troopers, local officers, and county deputies to facilitate these courses. To ensure that officers receive this training, SFST, DTID and OPUE training are required for all law enforcement that participate in overtime enforcement programs funded by the OTS. In addition to these classes, an Update course provides a refresher for law enforcement on the importance of impaired driving enforcement. Course evaluations are provided and reviewed after each class to guarantee that course material meets the training needs of law enforcement.

**Results:**

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

<b>Course</b>	<b>Number of Courses Provided</b>	<b>Number of Law Enforcement Trained</b>
SFST	24	574
DTID	28	627
OPUE	24	435
DWI Update	47	1051
DRE	1	24

- A sampling of critiques was examined for each class. The scale used was: Excellent=5, Very Good=4, Good=3, Fair=2, Poor=1. The average over all opinion for each class was:  
SFST: 4.6  
DTID: 4.4  
Update: 4.32  
OPUE: 4.2
- 98% of sampled respondents stated that they agreed that the SFST would improve their ability to identify impaired drivers.
- 96% of sampled respondents stated that they were glad that they attended SFST training.
- 98% of sample respondents reported that the DTID training would improve their ability to enforce the DWI-Controlled Substance law and improve their ability to detect 'drug' impaired drivers.
- 100% of sampled respondents stated that they understand the MN DWI law better after attending Update training.
- 100% stated that they feel more prepared to administer and interpret SFST after attending Update training.
- Quarterly *Snare the Drug Impaired* newsletters are sent to over 500 law enforcement contacts nationally.
- DRE Certification training resulted in 41% of the subjects were polydrug users (under the influence of more than one drug category at the time of the evaluation).
- 76% of students participating in DRE stated the course was "excellent" (17% stated it was "very good").
- Training material was updated immediately after receiving updates from the NHTSA.
- An advertising flier '*Does Your Agency Have a DRE?*' was developed and sent to all 274 law enforcement agencies in Minnesota.
- Incidents of drug impaired driving are always tempered by the inclusion of alcohol in the driver's system. In Minnesota (as in most states), lab analysis are stopped once a reading of .08 AC (or higher) is received. This does not give a true representation of the incidence of drug impaired driving. In order to get a better view of the drug impaired driving problem, the BCA Forensic Lab undertook a research project in the summer of 2007. The project's goal was to analyze bodily fluid samples that had been previously submitted for alcohol screening to discover what other substances were in the driver's system at the time of the arrest. There were 265 samples screened. Of these, 43% of samples tested positive for other substances.
  - Schedule I: 20% (all were marijuana)
  - Schedule II: 14%
  - Schedule IV: 1%
  - Unscheduled; 30%
  - One drug: 72%
  - Two drugs: 20%
  - Three drugs: 7%
  - Four drugs: 1%

**Costs:** \$240,639.39

**Funding Source(s):** 410 Alcohol K8

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## **NightCAP**

**Program Target:**  
Impaired Drivers

**Problem Statement:**

Drinking and driving remains a serious problem in Minnesota and across the nation. In 2006, 494 people died in traffic crashes in Minnesota and 166 of those fatalities were alcohol-related. Fear of being arrested is the strongest deterrent in reducing impaired driving. Law enforcement does not always have time during their regular schedule to conduct focused impaired driving enforcement.

**Objectives:**

- Increase the fear of being apprehended by conducting impaired driving enforcement saturations that include state, city and county law enforcement officers. These saturations will be conducted in the 13 counties with the highest number of alcohol-related fatalities and severe injuries over a three year period.
- Decrease alcohol-related fatalities and severe injuries in Minnesota - specifically in the 13 counties.
- Increase DWI arrests in the 13 counties – a known deterrent for impaired driving.

**Strategies:**

The OTS will contract with the Minnesota State Patrol to conduct impaired driving enforcement saturations in the 13 counties with the highest number of alcohol-related fatalities and severe injuries. The 13 counties where the NightCAP program will focus the enforcement effort are Anoka, Blue Earth, Dakota, Hennepin, Crow Wing, Itasca, Ramsey, Scott, Sherburne, St. Louis, Stearns, Washington and Wright. Monthly saturations will be conducted in each of the 13 counties. In the four metro counties with the highest number of fatalities and severe injuries, (Hennepin, Ramsey, Dakota and Anoka) weekly saturations will be conducted during the summer months. By focusing in the 13 counties, limited resources will be spent in the areas with the most prevalent impaired driving problem. Saturations will include law enforcement officers at the state, county and city level. Public information, education, and media efforts will be a part of each saturation. Activity reports will also be collected after each saturation to assist in the media effort. On-duty impaired driving saturations will also be encouraged. Law enforcement will be offered incentives (small traffic safety equipment items) to conduct on-duty saturations in areas that the project is unable to fund.

**Results:**

- Comparing FFY 2006 to FFY 2007, NightCAP decreased the number of saturations from 260 to 229 and DWI arrests decreased from 2796 to 2229. However, traffic stops did increase from 33,923 to 34,031. The apparent leveling-out of the DWI arrests may be an indication that the NightCAP saturations are having an impact on drivers who would otherwise drink and drive. Another reason for the decline in the number of saturations is that approximately \$170,000 less money was spent in the program. A program to create a model for high visibility enforcement was developed and segmented off as a separate program.
- Summer NightCAP was expanded into four metro counties. It started June 8, 2007, and continued through August 11, 2007. Saturations were conducted every Friday and Saturday night during this time period and resulted in 10 saturations and 341 DWI arrests.
- A detailed comparison of enforcement activity that resulted from the project in FFY 2006 to the activity that resulted from the project in FFY 2007 is documented below:

DISTRICT	DWI	VEHICLE FORFEITURE	DAR/DAS/DAC	DRUGS	OPEN BOTTLE	MINOR COMSUMPTION	SPEED	SEAT BELTS	CHILD RESTRAINTS	DESIGNATED DRIVER	TOTAL CITATIONS	TOTAL VEHICLE STOPS
Regular NightCAP	2225	240	1538	269	245	643	3326	482	45	1066	13901	27068
On-Duty NightCAP	253	30	125	50	25	207	295	55	1	295	1553	4636
Junior NightCAP	94	1	4	1	1	1226	25	5	2	4	1501	2219
NightCAP Extra	224										224	
FFY 2006	2796	271	1667	323	271	2076	3646	542	48	1365	17179	33923
Regular NightCAP	1615	149	998	301	381	693	2067	316	36	3213	9872	23417
On-Duty NightCAP	273	22	157	61	176	313	344	66	3	1640	1996	5900
Junior NightCAP*												
NightCAP Extra**												
Metro NightCAP	341	36	347	47	43	79	649	75	13	299	2757	4714
FFY 2007	2229	207	1502	409	600	1085	3060	457	52	5152	14625	34031
Increase/Decrease	-567	-64	-165	86	329	-991	-586	-85	4	3787	-2554	108
Percentage of Change	-21%	-24%	-10%	27%	122%	-48%	-16%	-16%	9%	278%	-15%	1%

\*In FFY 2007 the Junior NightCAP operation was funded by the EUDL Block Grant Program.

\*\*NightCAP Extra was not conducted in FFY 2007

- Almost all of the 13 counties conducted monthly impaired driving saturations. An additional 36 saturations were held at events such as music festivals or regional fairs, and other locations where impaired driving was customary. The total of all 229 saturations resulted in 2229 DWI arrests.

County	Number of Saturations	Number of DWI Arrests
Anoka	16	140
Blue Earth	24	88
Crow Wing	10	52
Dakota	8	47
Hennepin	19	365
Itasca	13	54
Ramsey	15	121
Scott	13	60
Sherburne	16	46
Stearns	17	59
St Louis	11	41
Washington	11	46
Wright	10	28
Summer Metro	10	341
Other Locations	36	741
<b>Total</b>	<b>229</b>	<b>2229</b>

- Below is a chart that documents total DWI arrests in the 13 counties for FFY 2006 and FFY 2007 and percentage of change. DWI arrests are not all reported for FFY 2007. Preliminary reports indicate that DWI arrests have decreased overall in 2007.

County	FFY06 DWI Arrests	FFY07 DWI Arrests	% of Change
Anoka	2208	2239	2%
Blue Earth	677	642	-6%
Crow Wing	728	655	-10%
Dakota	3083	2908	-6%
Hennepin	8567	7958	-8%
Itasca	602	477	-21%
Ramsey	3185	2882	-10%
Scott	1267	1080	-15%
Sherburne	777	733	-6%
Stearns	1281	1293	1%
St Louis	1684	1558	-8%
Washington	1815	1421	-22%
Wright	870	832	-5%

- Crash information is not available for the year that the majority of program funding was expended. Preliminary numbers indicate that fatal crashes have decreased. The exact number of alcohol-related crashes for FFY 2007 is traditionally not available until early summer of the FFY 2008. Eight counties have participated in the program for the past several Federal fiscal years. Below is the number of alcohol-related fatalities for each of those eight counties:

<b>County</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>
Anoka	7	10	12
Cass	4	1	3
Dakota	6	9	6
Hennepin	18	17	11
Ramsey	9	15	9
St Louis	7	7	10
Stearns	4	5	9
Washington	10	2	2
<b>Total</b>	<b>65</b>	<b>66</b>	<b>62</b>

**Costs:** \$842,220.91 (including enforcement, liaison, and equipment)

**Funding Source(s):** 20.601 K8 and 20.608 164 Funding

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**Traffic Safety Resource Prosecutor**

**Target:**

Minnesota Prosecutors

**Problem Statement:**

No area of traffic law is as potentially confusing or technically challenging as that regarding impaired driving. New and inexperienced prosecutors are routinely assigned to these cases. These attorneys need to be trained and provided with technical assistance. The most effective way of doing this is to have an expert in the state organize and sponsor the training programs and to provide other assistance as needed.

The creation of a Traffic Safety Resource Prosecutor (TSRP) is a major step in ensuring that consistent and accurate information is disseminated to all prosecutors throughout the state. Prosecuting attorneys must be aware of novel defenses being presented, not only in our state but around the country, to effectively counteract defense attorney strategies.

**Objectives:**

- Provide continuing professional education opportunities for all assistant prosecutors to improve their ability to effectively prosecute traffic safety violations.
- Provide continuing professional education opportunities for experienced prosecuting attorneys to improve their ability to effectively prosecute complex traffic safety violations, such as vehicular homicide or felony DWI.
- Provide technical assistance on a case by case basis to Minnesota prosecutors and assistants involved in the prosecution of traffic safety cases.
- Provide quality up to date legal reference materials to assist prosecutors and other traffic safety professionals to more effectively prosecute traffic safety cases.
- Serve as a dedicated liaison between prosecutors and the traffic safety community to work for better coordination in the prosecution of traffic safety violations.

**Strategies:**

The OTS contracts with the Minnesota County Attorney's Association (MCAA) to provide the TSRP position. Since this is the first year for this position, the focus was to get the individual

hired and trained. It was important for the individual to meet other TSRP's throughout the country and shadow an experienced TSRP from another state to see how the position works in that state and observe training being conducted.

**Results:**

The TSRP position was filled in January of 2007. The following training and conferences were attended:

- Minnesota Attorney Generals DWI/Implied Consent Law Constitutional Update
- DRE recertification class at the BCA Lab
- DRE school
- Train the Trainer seminar sponsored by the California District Attorney's Association in Layton, Utah
- Minnesota Attorney Generals Drunk Driving Update
- Minnesota State Patrol's vehicle forfeiture training for law enforcement
- Great Lakes Region's LEL/TSRP 2007 conference in Madison, Wisconsin
- 2007 Lifesavers conference in Chicago, Illinois
- TZD conference in Duluth, Minnesota

The following training was conducted:

- Presentation outlining the TSRP position at the MCAA training for new prosecutors in St. Cloud, Minnesota
- Presentation on legal update on Court of Appeals and Supreme Court cases involving traffic safety issues since June 2006 at the Attorney General's 2007 Drunk Driving Update class.
- Presentation outlining the TSRP position at the TZD conference in Duluth, Minnesota.
- Presentation on case-law and legislative updates at Satellite training broadcast to law enforcement and prosecutors throughout the state.

The following information sharing tools were developed:

- Yahoo group email list to facilitate communications among Minnesota prosecutors
- TSRP page added to existing MCAA web site
- TSRP page added to existing MCAA newsletter

The OTS learned that the new hire, although experienced, was not the right fit for the role of TSRP. The MCAA will conduct a search for a new TRSP in FFY 2008.

**Costs:** \$73,250.91

**Funding Source(s):** 410

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## Police Traffic Services

### **Safe & Sober with the State Patrol and Local Enforcement Agencies**

#### **Target:**

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

#### **Problem Statement:**

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

#### **Objectives:**

- Increase the reality and the public's perception that there are negative consequences associated with poor driver behavior.
- Increase seat belt use as shown by informal observation surveys conducted by the departments.
- Decrease fatalities and severe injuries related to impaired driving.
- Decrease speed as a contributing factor in fatal and serious injury crashes
- Increase successes with enforcement performance measures that allow the OTS to judge if the agencies receiving grants are using them effectively.

#### **Strategies:**

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

In mid-April 2006, the OTS wrote a request for proposals to police departments and sheriff's offices to participate in the program in FFY07. Agencies are chosen on the basis of multi-jurisdictional cooperation, past participation in national mobilizations and with OTS grants, geographical representation, and plans indicating the project will likely have an impact on problems. Each year requests for the grants equal approximately twice the amount of funding available. A grant with the Minnesota State Patrol is negotiated between the two divisions; it is not part of the competitive grant process.

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

- Enhanced traffic enforcement using the Special Traffic Enforcement Program (STEP) concept in two enforcement waves which are the same as the national Memorial Day and Labor Day mobilizations, plus an additional seat belt wave of 10 days in October, and weekends in December, and seven days of enhanced speed enforcement in July before the Labor Day efforts begin. Agencies could also choose to use up to 10% of their hours outside the five set waves.

- Reporting of enforcement actions taken during each enforcement period and earned media and public information efforts conducted related to the *Safe & Sober* enforcement periods.
- Participation in and active promotion of the *Safe & Sober* campaign during media periods both before and after each *Safe & Sober* enforcement wave, and
- Participation in the overtime enforcement efforts only by officers who have completed both OPUe and SFST training. Agencies receiving *Safe & Sober* grant funds for the second or subsequent year must also have officers working the project who have completed Update. Agencies receiving funds for a third or subsequent year must have at least one person on staff that has completed a two-day child seat class.
- Beginning with the 2007 year, an additional requirement for all officers was that each officers most recent SFST class had to have occurred within the last five years or the officer was required to have completed an SFST update. While this requirement went into effect in 2007, the prior two *Safe & Sober* request for proposals informed agencies that this requirement was coming and the update classes were offered and promoted heavily during the 2005 and 2006 years.
- Full participation in and reporting on the Labor Day and December DWI crackdowns and the Memorial Day and October Safety Belt mobilizations.

A wide variety of other programs discussed in the 2007 Highway Safety Plan are directly related to the *Safe & Sober* program but are not discussed here. These include required officer training provided by the State Patrol without charge, the enforcement track at the annual TZD conference, frequent and expert assistance from experienced enforcement liaisons, and paid media on the enforcement efforts, as well as, the production of ideas and examples for agencies to use to publicize the waves from the Office of Communications. In addition, the incentives used for the nation-wide and state-only mobilizations and crackdowns are related to the *Safe & Sober* campaign.

#### **Results:**

- 44 *Safe & Sober* grants covering 158 enforcement agencies (all 11 state patrol districts, 21 sheriff offices and 126 police departments) were written for the 2007 federal year.
- Statewide use surveys showed a significant increase in seat belt use; from 83.3% in 2006 to 87.8%\*\* in 2007. Informal belt use surveys conducted by the departments showed an increase from 75% to 80% when comparing the informal results before the May mobilization to observations after the campaign.
- The percentage of traffic deaths that involved alcohol decreased from 35% for 2005 to 34% for 2006. The actual number of people who died in alcohol related traffic crashes was 166; still to high but the lowest number Minnesota has seen since the OTS began recording that information.
- The average 2007 *Safe & Sober* agency stopped 2.36 vehicles per hour, wrote at least one traffic citation to 54% of those stopped, and 18.7% of the vehicles stopped received a ticket related to seat belt or child seat use. During the nearly 34,000 hours worked, 10,419 seat belt citations were written; 1,792 drivers whose licenses were cancelled, revoked, or suspended were found; 323 minors consuming alcohol were found; and 1,100 DWIs were arrested. 326 of the vehicles stopped were found to have illegal drugs in them. 36 stolen vehicles were recovered, 546 drivers were found to have active warrants out for their arrest, 1,793 people were taken into custody, and at least 134 vehicles were forfeited.
- The OTS wrote 30 mini-grants for the May mobilization covering 85 agencies (20 sheriffs' offices and 65 municipal departments). Enforcement actions of those grants are included above. Some specific results of just the May agencies include working 2,684 hours, writing 1,740 seat belt and child seat citations and writing a ticket to 31.2% of the vehicles for a violation related to seat belt or child seat use.
- Changes in the public's perception of the likelihood of suffering negative consequences for failing to buckle up or for combining drinking and driving did occur during 2007. Random telephone surveys found 25% felt they were "very likely" to receive a ticket for

DWI before the Labor Day enforcement, and 31% felt they were “very likely” to receive one after the enforcement took place and 55% felt police were more writing more ticket for not using a seat belt before the Memorial Day enforcement, and 61% felt they were more likely to write one after the enforcement took place.

- Awareness of the enforcement efforts rose from 11% before it occurred to 44% afterward for the May seat belt efforts and from 39% before to 63% after for the Labor Day DWI efforts.

\*\*It should be noted that the outcomes observed in the current survey may have been influenced by the catastrophic collapse of the I-35W Bridge in Minneapolis during the evening rush hour of August 1, 2007.

**Costs:** \$1,212,215.42 (enforcement only)

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

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### **Safe & Sober Challenge**

**Target:**

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

**Problem Statement:**

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

**Objectives:**

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

**Strategies:**

A Challenge Kit is provided to law enforcement agencies that are eligible to be Challenge participants. (*Safe & Sober* grantees are not eligible.) The kit provides a variety of ideas on promoting traffic safety within their communities. This includes information on how the program functions, enforcement strategies, enforcement training, media relations, community programs, and seat belt surveys.

Once a year, Challenge participants provide a report highlighting their traffic safety efforts in the past year. Traditional enforcement activities such as participation in saturations and regular traffic patrolling are strongly encouraged by the Challenge. Beyond enforcement strategies, a wide range of activities related to media relations, officer training, public education, and work with

community organizations help increase an agency's point totals. Additional points are awarded for agencies that participate in national and statewide mobilizations.

First, second, and third place category winners are selected by the OTS based on each agencies reported enforcement strategies, community outreach, officer training and media efforts. Agency resources are also considered in the evaluation. Mini-grants are awarded to the winners in the amounts of \$3,000 for first place, \$2,000 for second place, and \$1,000 for third place. Each mini-grant is based on the specific traffic safety needs of the winning department. Winning agencies use awards to purchase traffic enforcement equipment, pay overtime traffic enforcement hours, and fund traffic safety related public information materials.

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

**Results:**

- Forty-six law enforcement agencies with a total of 414 full-time and 49 part-time officers participated in the 2007 Challenge. There were forty-eight participating agencies in 2005 and forty-two in 2006.
- The average number of seat belt, DWI, and speed citations per participating agency steadily increased each year from 2003 through 2006, but were lower in 2007 compared to 2006.
- There were 380 Under-21 Not-a-Drop citations reported by participating agencies in 2007.
- In 2007, 30 law enforcement agencies were selected to receive awards.

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

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

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

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

**Costs:** \$63,686.04

**Funding Source(s):** 402

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**Safe & Sober Liaisons**

**Target:**

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

**Problem Statement:**

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

**Objectives:**

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

**Strategies:**

Annually write a contract with three experienced law enforcement officers (located in northern Minnesota, southern Minnesota, and the metro area) through a competitive Request for Proposals process that is let as needed or at least every five years whichever comes sooner.

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

The duties of the liaisons include:

- Promoting the Minnesota *Safe & Sober* Challenge to sheriffs' departments and local law enforcement agencies through peer-to-peer presentations and mailings; assisting agencies as their projects progress through the provision of materials and advice; acting as judges of submissions, and meeting with winners and the OTS staff to work out approved expenditures of the mini-grants.
- Promoting the national mobilizations and crackdowns and encouraging agencies to participate. Participation is defined as signing up to receive materials, conducting enhanced enforcement, conducting pre- and post-media relations, and reporting to the OTS on the number of seat belt citations or DWI arrests (depending on the focus).
- With staff from the OTS, presenting Challenge awards and large mobilization incentives (lidars, radars, in-squad cameras, or speed display boards) to departments at city council or county board meetings.
- Setting up and staffing displays providing information on the *Safe & Sober* efforts at large meetings of the Sheriffs and Chiefs Associations and attending regional meetings of law enforcement.
- Participating, when appropriate, in events arranged by the media relations staff within the department and assisting them in finding other enforcement officers to participate.
- Assisting local agencies with setting up and conducting press conferences and/or events publicizing the enforcement efforts.
- Informing agencies of the availability of and promoting officer attendance at OPUE, SFST, Advanced SFST, Update, the annual Traffic Safety Law Update Satellite Course and motorcycle rider training courses.
- Sharing ideas between agencies on traffic safety enforcement, as well as, media relations and public information efforts. Encouraging enforcement agencies to do such things as invite media representatives to ride in their police vehicles as the officers enforce the safety belt, child seat, speeding and DWI laws.
- Convincing agencies to work together in geographical groups to saturate the streets with enforcement during *Safe & Sober* time periods.
- Acting as a general traffic safety resource for law enforcement agencies in their areas. Distributing traffic safety material to them and referring them to others for assistance when necessary.
- Bringing ideas, suggestions, anecdotes, recommendations, and comments concerning traffic safety from local enforcement agencies and officers back to the OTS.

**Results:**

The liaisons are invaluable to the OTS and to the Minnesota law enforcement community. They continue to increase agency participation in the OTS programs each year. For example, agencies reporting results on the Memorial Day mobilizations increased 28% between 2002 and 2007, and on the Labor Day crackdowns increased 40% between 2004 and 2007. Minnesota's percentage of total agencies reporting is one of the best in the nation.

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

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

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

\*\* In 2002 and 2003 national crackdowns were not conducted over Labor Day.

The liaisons have increased the OTS' reach to police agencies across the state immeasurably. They have been instrumental in law enforcement's participation in Safe Communities projects as well as the OTS enforcement programs. Most enforcement agencies receive at least five

personal visits from a liaison each year to discuss programs and issues, to offer assistance, and to deliver the small incentives for reporting results of the two DWI crackdowns and two seat belt mobilizations Minnesota conducts each year.

**Costs:** \$235,357.58

**Funding Source(s):** 402

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## **Minnesota State Patrol Travel**

**Target:**

Minnesota State Patrol

**Problem Statement:**

The OTS funds Minnesota State Patrol (MSP) out-of-state travel to attend workshops conferences and meetings that emphasize traffic law enforcement. In the past, that travel was a portion of separate projects under Police Traffic Services and Impaired Driving Programs. In 2007 it was decided to put all MSP travel into one project for better coordination and evaluation. OTS recognized that the state's largest and only statewide traffic law enforcement agency must stay on top of the game. This project was to ensure the MSP had the opportunity to attend conferences and workshops or to participate in boards and symposiums to refine enforcement techniques or implement new approaches.

**Objectives:**

- Ensure MSP is in attendance at critical law enforcement training and conferences.
- Support MSP's leadership role on national impaired driving task forces and other traffic law enforcement groups.
- Ensure MSP stays up-to-date on the latest law enforcement techniques to enhance and improve the training provided to local law enforcement statewide.

**Strategies:**

The MSP is seen as a leader in impaired driving and drug-recognition enforcement. That knowledge benefits traffic law enforcement statewide as the MSP provides training to law enforcement instructors throughout the state. In addition, MSP is the largest agency and the only statewide agency dedicated to traffic law enforcement. To enable the MSP to continue to attend traffic law enforcement meetings, the OTS set up a project that would support that travel. Due to the limitations of the MSP's budget it was determined that instead of a grant, the MSP (as a sister agency in the DPS, would work directly with the OTS to request travel. This method would add the OTS into the travel authorization loop and enable the OTS to reimburse the Patrol traveler directly. (This method would not tax the MSP budget in anyway.) During FFY 2007, the travel project supported the following MSP travel:

- Sgt. Marose's participation in IACP, Technical Advisory Panel
- State Patrol officers attendance at the Lifesavers' Conference
- Three officers, including Sgt. Marose, attendance at DWI Conference
- Two officers attendance at SPPADS Annual Conference
- Patrol officers of various levels participation at the statewide TZD Conference

**Results:**

This project was a success in providing those MSP officers in leadership positions the opportunity for required travel as well as attendance at various educational conferences. Additionally, the OTS was able to increase the presence of MSP officers at the in-state TZD conference which provided law enforcement and other traffic safety advocates from across the state the opportunity to share ideas and successes.

The approval process did prove to be cumbersome and often problematic because it differed from the normal processes. The OTS feels strongly about continuing a project similar to this one in FFY 2008. However, an interagency grant will be used to eliminate the problems experienced this fiscal year.

**Costs:** \$8,653.25

**Funding Source(s):** 402

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**National Mobilizations****Target:**

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

**Problem Statement:**

Minnesota has seen a steadily decreasing number of drivers in crashes in recent years. However, even with the decreases, over 135,000 drivers were involved in reportable crashes in 2006. There has also been a significant progress in fatalities -- 2006's 494 people who died was the lowest number since WWII gas rationing kept vehicles off the roads. Each year in Minnesota, slightly more than 35,000 people are injured in traffic crashes at cost to taxpayers and insurance policy holders of over \$1.5 billion. Traffic crashes are the leading cause of deaths for Minnesotans from the age of one through 34 years.

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

**Objectives:**

The objectives associated with the mobilizations include the following:

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

**Strategies:**

During FFY 2007, the OTS conducted a ten day seat belt mobilization in October and the national May seat belt mobilization and DWI crackdowns around December holidays and the national

Labor Day. The NHTSA calendar was followed for the Memorial Day and Labor Day waves and this report focuses on those events which occur annually.

The mobilizations include elements of the *Safe & Sober* grant and Challenge programs (described in the Police Traffic Services section of this report) with the addition of paid media publicizing the enforcement. The types of activities discussed below are also a part of most *Safe & Sober* waves. The *Safe & Sober* law enforcement liaisons are primarily responsible for convincing law enforcement agencies to join the effort and for motivating them to increase their attention to the appropriate charge (seat belts and child seats or impaired driving) during their regularly scheduled patrols. The liaisons also are one of the main reasons so many agencies report to the OTS; they e-mail constantly and make phone calls towards the end of the reporting periods. The program is officially supported by the Minnesota Chiefs' and Sheriffs' associations. The OTS makes every effort to make the program easy for the departments to complete by keeping data elements on reports to the bare minimums, providing sample letters from a chief or sheriff to his or her officers, posters for officer break rooms, and keeping the reporting elements required to a minimum. Sample letters to the editor supporting the program are provided from doctors, EMS personnel, principals/superintendents, and chiefs/sheriffs. In the past, courts and attorneys were informed of the mobilizations and crackdowns before they occurred; this past year agencies were encouraged to do that themselves if they felt it was advantageous to do so. Efforts are made to involve the schools through daily announcements, the churches through weekly bulletins, and local politicians through proclamations. All the materials are available on the OTS website ([www.dps.state.mn.us\ots](http://www.dps.state.mn.us\ots)) and agencies were able to report their results on-line.

Every participating agency receives a small incentive for their work on the mobilizations – such as a duty bag, two pullover shirts, a Stinger flashlight, a tint meter, or a light to increase officer safety when out of their vehicles on the roadway. Starting with the 2006 May mobilization, agencies could “save” the value of small incentive items and receive a larger incentive at a future date. Once an agency skips reporting for a mobilization or crackdown, they lose any saved values on their record. This has proven to be a very popular option and has given some new life to the program. After each mobilization or crackdown, nine agencies are randomly drawn for their choice of a larger incentive such as a new light bars, a radar, a laser, or an in-squad camera.

### **Results:**

The results of the May 2007 belt mobilization:

- In addition to the *Safe & Sober* grantees who received funding for overtime enforcement, 30 mini-grants covering an additional 85 agencies (20 sheriffs offices and 65 police departments), were written for overtime hours during the May mobilization (enforcement actions for those grants are covered in the *Safe & Sober* report). Funding was also provided for evaluation via observational and random telephone surveys, and paid advertising including television ads, radio ads, billboards, gas pump-toppers, and a few print ads with the *Click It or Ticket* phrase were played throughout the state.
- 440 agencies were signed up to participate – over 90% of all agencies in the state. This is an increase over 2006.
- 346 agencies completed reports to the OTS (73 % of the total number of agencies and 79 % of those who had signed up to participate). This is the largest number of agencies that have ever reported.
- 9,586 safety belt citations were written; 371 of them during the evening of the Thursday before Memorial Day.

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

- 68% of those surveyed supported a standard (primary and universal) seat belt law. This year, those surveyed in the rural area who favored a standard law increased to the point that the percentage point was nearly identical to the urban parts of the state.
- Recognition of the *Click it or Ticket* phrase remains high; it rose from 70% before May to 78% in June. The previous year it increased from 65% to 76%.

- Those who had heard about a special effort by police to ticket drivers for belt violations increased from 11% before May to 44% after the effort; for rural Minnesota the increase was 13% to 48%.

The results of the Labor Day 2006 DWI crackdown:

- 445 agencies (nearly 94% of the total) signed up; an increase over the previous year.
- 318 agencies reported their results to the OTS; the highest number ever and 66% of all agencies and 71% of the agencies that had signed up to participate.
- 2,264 impaired drivers were arrested; a slight increase over the previous year.

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

- Awareness of the new "Over the Limit, Under Arrest" slogan increased from 34% pre-enforcement to 48% post enforcement. For young unmarried males, awareness increased from 45% to 67%.
- Awareness of enforcement rose from 39% to 63% when comparing pre and post enforcement efforts.
- Those agreeing they would "very likely" receive a ticket if they drank and drove stayed the same at 27% but for rural respondents it increased from 25% to 33%. For young unmarried males it stayed the same at about 30%.
- Support for more strict DWI enforcement remains high at 80%.

**Notes:**

Due to the proximity of the Labor Day wave to the end of the Federal fiscal year, the OTS incurs and pays the costs of the agencies' incentives for that mobilization out of the next Federal fiscal year. However, this report discusses the activities and presents the costs that occurred during the FFY 2007.

The website problems that plagued on-line reporting of mobilizations and crackdowns during 2006 were entirely corrected in 2007.

**Costs:** \$210,114.05

**Funding Source:** 157 Incentive, 410, 402

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**Traffic Records**

**Problem Identification**

**Target:**

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

**Problem Statement:**

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

**Objectives:**

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

**Strategies:**

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

**Results:**

- In February 2007, the *2005 Minnesota Impaired Driving Facts Report* was released. This report is intended to be a source of reliable statistics that help to quantify the size and nature of the impaired driving problem. Additionally, there is information about impaired driving law and practice in Minnesota.
- The *2006 Minnesota Motor Vehicle Crash Facts* was released online and in print during the summer of 2007. This detailed report summarizes information in regards to crashes: who, what, where, when, and why. In addition, it breaks out information regarding the following: alcohol, seat belt use, motorcycles, trucks, pedestrians, bicycles, school buses, and trains.
- Research staff each responds to about 25 requests per week from other government entities, news media, and non-government organizations. These requests support crash stakeholders in performing analysis and devising local programs. In addition, researchers support OTS program areas such as developing and piloting a survey to evaluate the impact of the 2008 Motorcycle Public Safety Campaign.
- An OTS researcher assigned to the Minnesota CODES project conducted an analysis on teen driving issues. In May 2007, a CODES fact sheet was released, *The Epidemiology of Motor Vehicle Crashes Involving 16–17-Year-Old Drivers in Minnesota and Associated Hospital Charges*. The Office of Communications (OOC) worked in conjunction with the OTS, the Minnesota Hospital Association and Department of Health in releasing a news advisory to statewide media outlets. The piece was picked up by major TV networks, local print papers throughout the state, and health/medical professional publications. Materials were also distributed via email to law enforcement agencies, public health advocates, and other traffic safety partners statewide.
- An effort was made to increase the percentage of blood alcohol concentration (BAC) test results obtained for drivers, pedestrians and bicyclists involved in fatal crashes. The OTS staff members conducted a business analysis of how the office obtained BAC scores for individuals involved in fatal crashes. This effort included the OTS FARS analyst, traffic records and alcohol coordinators, and researchers. Staff brainstormed on various sources where the results could be obtained and identified action items for improving the number of test scores received for 2006 crashes. For instance, by discussing issues further with the Bureau of Criminal Apprehension, the OTS was able to obtain additional breath, blood and urine datasets than were received in years past. In the end, Minnesota collected 93 % of the BAC test scores for those involved in fatal crashes. This is the highest percentage ever collected in Minnesota and one of the highest in the nation for killed drivers. For the results, see the following table.

Performance Measures:	Benchmark	2006 Goal	2006 Actual
Percent of BAC test scores obtained for drivers killed in Minnesota fatal crashes	85%	90 %	93%
Percent of BAC test scores obtained for surviving drivers of Minnesota fatal crashes	40%	50%	55%
Percent of all killed drivers/pedestrians/bicyclists in fatal crashes (BAC tests are often not performed on children and the very elderly. See note below)	80%	85%	91%
Percent of BAC test scores obtained for killed Pedestrians and Bicyclists	70%	75%	78%

**Costs:** \$227,933.73

**Funding Source(s):** \$223,734.01 402 Funds and \$4,199.74 J9 Funds.

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**DVS Crash Data Interface**

**Target:**

The target audience for this project is Minnesota law enforcement agencies.

**Problem Statement:**

The DPS, Driver and Vehicle Services Division (DVS) did not have a means of electronically accepting Police Accident Report (PAR) information directly from a law enforcement agency's records management system (RMS). In 2005, the Minnesota State Patrol (MSP) began developing a new module within its RMS to internally collect PAR data. MSP completes roughly a quarter of all PARs statewide and approximately half of the reports for fatal crashes. The MSP was electronically submitting the majority of its PAR data to DVS through the Law Enforcement E-Support web site. However, with MSP making the decision to migrate away from DVS web site, the crash reports were going to be entered into the MSP system and then sent to DVS in a paper format for re-entry. It became apparent that the timeliness and accuracy of PAR data was at stake as more law enforcement agencies migrated to RMS.

**Objectives:**

- Complete the documentation of the DVS crash records business rules and data elements.
- Create a mechanism for the DVS crash records database to electronically accept PAR information directly from a law enforcement agency RMS.
- Improve timeliness of crash reporting.
- Reduce DVS staff time for crash record data entry.
- Improve the accuracy of crash data by eliminating the need for PAR information to be entered twice, once into local RMS and then into the DVS crash database.

**Strategies:**

To implement this project, DVS partnered with its sister agency the Office of Technical Support Services (OTSS). In the last months of FFY 2006, DVS/OTSS conducted functional and technical

analysis regarding its crash records database. In addition, some modifications were made to the structure of the database. DVS staff members produced a document, *Guide to Minnesota Crash Data Files*, which provides detailed information concerning crash records data elements and attributes collected on the accident report. This work laid the foundation for the construction of the Interface Project to begin in FFY 2007.

For FFY 2007, the OTS granted a total of \$500,000 to DVS; \$291,400 was NHTSA Section 408 funds and \$208,600 was FMCSA CVARS funds. OTSS employed contractors to augment existing staff and dedicate to the project. The scope of the project was expanded to include assistance to the MSP in bridging to the new DVS Crash Records Interface.

**Results:**

- *The Guide to Minnesota Crash Data Files* was released in April 2007 and is available through the OTS Web site.
- The DVS/OTSS developed an electronic interface for law enforcement RMS to transmit PAR information electronically to the DVS crash records database. Initial implementation focused on interfacing with the MSP's RMS. NHTSA funds were also used to address technical issues with the crash records database, complete functional analyses, data conversion, testing, database administration and project implementation.
- After the MSP sent the first electronic test records on October 1, 2007, it was discovered that the drawing tools for the crash diagram were not compatible between MSP and DVS. Additional grant funds were made available for FFY 2008 to purchase software and complete testing requirements. At the time this report is submitted, the project hasn't been finalized.
- Unfortunately after a few months into this project, it became difficult to obtain good financial backup documentation from DVS/OTSS on contractor's salary expenses. FMCSA representatives conducted an audit of the project for expenses incurred from December 2006 through May 2007. Due to lack of documentation, some funds expended in both the FMCSA and NHTSA funded projects cannot be reimbursed.
- An in depth review will be completed to determine how problems experienced in this project will be avoided in the future.

**Costs:** \$242,743.37 and \$61,903.00

**Funding Source(s):** \$231,106.26 NHTSA 408 Funds and \$61,093 FMCSA CVARS Funds

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## **Minnesota TRCC Strategic Plan First Year Implementation**

### **Target:**

The Traffic Records Coordinating Committee (TRCC) is an ongoing forum charged with making significant improvements in the coordinating and sharing of highway safety data and traffic records systems in Minnesota. This group includes policy-level and program-level representatives from traffic safety, highway infrastructure, law enforcement, adjudication, public health, injury control, private industry, motor vehicle and driver licensing agencies, and motor carrier agencies.

### **Problem Statement:**

With the passage of SAFE-TEA LU, in order for states to qualify for NHTSA's Section 408 technology improvement grants they had to have adopted a comprehensive statewide traffic records strategic plan by June 2006. In September 2006, OTS received a NHTSA Section 408 Grant award of \$788,733 for the first year of Statewide Traffic Safety Information Systems (TSIS) Strategic Plan implementation. As the original grant request was for over \$1.3 million in the first year, the TRCC had to further prioritize projects which would require the Section 408 funds to be implemented. Additionally, TRCC sponsored projects had to be incorporated into the project list of other DPS divisions such as DVS and the OTSS.

### **Objectives:**

- Systematically implement projects within the comprehensive TSIS Strategic Plan.
- Demonstrate quantifiable improvement in TSIS data system performance measures.

### **Strategies:**

In September, OTS was awarded nearly \$800,000 in NHTSA Section 408 Funds and an additional \$200,000 from a FMCSA CDIP Grant extension to support the strategic plan. The group prioritized projects and authorized implementation of several grant agreements.

### **Results:**

The first year of TRCC Strategic Plan project implementation had several challenges, but headway was made as well. The following projects were slated to have received Section 408 funds in FFY 2007 but were not able to be implemented.

- *Crash Data Proponent.* \$67,000 was granted to DVS to hire a staff person who would focus on crash data enhancements. DVS was not successful in hiring early in 2007 and did not attempt to fill the position for the remainder of the year.
- *Integrate GPS/GIS Capability into the Crash Record.* \$300,000 was held aside for a project to integrate a GIS locating software into the online PAR form. During the spring of 2007, OTSS decided it was not able to commit staffing resources to the project due to competing priorities in FFY 2007.

Good progress was made on two projects which are briefly described below.

- *Training for Law Enforcement on Crash Data.* \$30,333 was set aside for educating law enforcement on the importance of crash data and how to correctly complete the PAR. With the OTS traffic records coordinator as lead, a multi-agency project was commenced to create an E-learning training module for officers that is slated to be complete in December 2008. Additional efforts included placement of a data related article in each edition of the OTS quarterly newsletter, *MPH*, creation of a guide on crash data related resources, and a 30-minute presentation on the project was given at the 2007 TZD conference.
- *Crash Data Interface.* The overall goal of this project is to increase the number of PARs being electronically submitted to DVS and the timeliness of crash data. The primary focus of this project was to create a new means for DVS to electronically accept PAR data from law enforcement agencies' (LEAs) records management systems (RMS). A total of \$500,000 was

granted to DVS; \$291,400 of which was NHTSA Section 408 funds and \$208,600 was FMCSA funding. Further details on this project are highlighted in the previous project summary.

An additional component to this project was to offer assistance to law enforcement agencies to increase electronic submission of PAR information. While conducting identification of large agencies with low electronic submission of the PAR, the St. Cloud Police Department was identified as not submitting any PARs online. Through discussions with this agency, the solution identified to increase online submissions from zero to 100 percent was the purchase of small in-squad printers. In addition, a commitment was made to assist the MSP in creating a means to send data from its new RMS to the DVS Crash Data Interface application.

A last "no-cost" piece to this project was the adoption of a new grant requirement by OTS. To further its commitment to increasing the timeliness of crash data, OTS adopted a *Safe & Sober* grant requirement for FFY 2009 that law enforcement agencies have to electronically submit at least 30 percent of their PARs between July and December 2007 to qualify for grants.

**Costs:** \$23,523.50 (TRCC only)

**Funding Source(s):** NHTSA Section 408

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## Safe Communities

### Public Information and Education

**Target:**

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

**Problem Statement:**

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

**Objectives:**

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

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

**Results:**

- The high-level intensity of both proactive and reactive communications throughout FFY 2007 — contributed to lowest traffic fatal count since the end of WWII in 2006 for Minnesota. That year, Minnesota also recorded its lowest Vehicle Miles Traveled (VMT) fatality rate and lowest alcohol-related fatalities on record. These positive traffic trends continued in 2007 with a slight erosion in progress that will be identified at year's end.
- Communication activities supported all *Safe & Sober* waves with development of media material for grantee use, extensive enforcement campaign launch publicity, and extensive post-campaign publication of results.
- Contributed to development of TZD communications and incorporated the brand in all appropriate public messaging.
- Executed and publicized effective teen-focused projects to address the continuing teen issue of overrepresentation in crashes and a dip in young motorists' belt use from the previous year. Teen-targeted paid media was anchored by a new, hip, teen-targeted spot aired in high-profile venues (MTV Video Awards). Earned media and innovative programming also helped to spike teen belt use from 74 % to 83 % in 2007.
  - Teen programming included the popular TV commercial challenge that encourages teens to create and produce TV spots with a focus on distracted driving. In addition to significant media coverage, the top spots were posted on the OTS website and on major online video sharing websites to encourage viewing and pass-along among other teens.
  - Other teen-focused efforts included a continued partnership with Border Foods, a statewide franchiser of Taco Bells and Pizza Huts. The outreach surrounded the May Mobilization where more than 150 stores statewide distributed 'buckle-up' messaging on drive-thru orders and restaurant exit doors.
  - Teens were also the target of the 2<sup>nd</sup> annual "Rockin' the Belt" concerts. A popular Twin Cities' band performed a lunch time and after-school set at two high schools.
  - Drive-time radio interviews with state troopers on stations largely delivering teen audiences continued throughout the year on rock and pop stations in the Twin Cities. A specialized effort coincided with the back-to-school and homecoming period on Friday nights — popular listening times for teens.
  - Reactive teen messaging was also critical in highlighting high-profile teen fatal crashes and "water cooler" cases such as texting teen drivers.
- Continued to revise and reproduce PI&E material, including brochures, posters and promotional items relating to belt use, CPS, impaired driving and teen drivers. Developed new and innovative methods to distribute and display such items through a spectrum of partners. Distributed thousands of items to multiple private partners, schools, law enforcement, safety groups and others; filling roughly 50 orders of multiple items per week.
- Leveraged paid radio media (May Mob, HEAT, Labor Day Crackdown) with extensive on-air interview opportunities with law enforcement representatives across the state.
- Secured weekly TV appearances with trooper on Fox TV newscast.
- Assisted with two highly rated sweeps-month news stories regarding impaired driving and teen seat belt use

**Costs:** \$337,495.50 (not including paid media) and \$1,365,000.00 (paid media)

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

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**Safe Community Coalitions****Target:**

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

**Problem Statement:**

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

**Objectives:**

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

**Strategies:**

A kick-off meeting will be held at the TZD conference for all safe community grantees to provide information on expectations and available support and resources for the coalitions. Each coalition will develop partnerships and collaborate to spread program ownership throughout the community. Citizen involvement and input will be used to establish community priorities for identified traffic safety problems. By actively participating in problem identification, citizens will be more apt to assume responsibility and ownership for developing solutions and sharing in both the successes and challenges of their program. Crash statistics, specific to the coalition's location, will be available to help in the identification of the specific problems in the community. All coalitions will be required to provide appropriate baseline rates and results so they are able to measure the results of their efforts. The ten basic grant coalitions will focus on increasing seat belt use and child passenger safety. The 13 alcohol-focused coalitions will work on decreasing incidents of drinking and driving, as well as, increasing seat belt use. Support will be provided by the OTS in providing resources, attending coalition meetings, and promoting program sharing among the coalitions.

**Results:**

- The number of Safe Community Coalitions increased from 22 in 2006 to 23 in 2007. However, the number of alcohol-focused grants decreased from 17 to 13.
- Twenty-six representatives of the Safe Community coalitions attended the kick-off meeting designed to focus their energies and provide them with additional information on what resources are available from the OTS. According to evaluation forms, the group benefited the most from program sharing, getting new ideas, and refining their plans.

- The majority of the coalitions, through various activities, made significant progress in increasing seat belt use as shown in informal surveys and strengthening community awareness of the problems associated with traffic crash fatalities. Press releases and other public information activities were used extensively by the coalitions. A number of the alcohol-focused coalitions made significant strides in their communities by increasing the awareness of the cost of impaired driving in their communities. One community that had initiated a "Sober Cab" program in their community saw the use of the service expand. The cost of the cab ride is provided by the area's liquor distributor and the bars. Additionally, a few communities were able to strengthen local liquor ordinances after hosting drinking exercises with the assistance of law enforcement. Those that participated in the exercises included local politicians and leaders of the communities. Three communities are making inroads with their court systems by getting them more involved with the activities of the coalitions.
- Five separate coalitions continued to meet as a partnership (Gateway TZD Partnership), focusing on common problems within their counties. They collaborated and held a very successful seat belt and impaired driving campaign at two events that are attended by many from our target market of 21-34-year olds and pickup drivers. Many law enforcement agencies participated. Events included crashed cars, Fatal Vision goggles, rollover simulator as well as many other alcohol awareness and traffic safety education pieces. The "Click It or Ticket" campaign was used for the seat belt campaign.
- Successful campaigns from other coalitions concerning off-sale liquor providers, local law enforcement, the judicial system, and local liquor establishments continue to be modeled in other coalitions.
- Many coalitions are also beginning to implement their own versions of the successful parent/teen nights at driver education classes. At least one parent is required to attend one two-hour class with their teen. Presentations at these classes include speakers from law enforcement, paramedics, insurance agents, crash survivors covering the use of seat belts and the dangers of impaired driving.
- The majority of the coalitions have done significant work with the business communities, high schools, and at community events. They have started making communities aware of the TZD program. Activities have included organizing mock crashes and impact panels, providing Fatal Vision goggles for use at businesses, schools, and community events, and conducting seat belt challenges.
- The "Last Call" video continues to be provided to businesses, schools, organizations, and treatment programs. Additionally, information on the availability of the video was given to city councils, county commissioner councils, and chambers of commerce.
- One coalition, covering five counties, worked to overcome the potential problems of a large region by rotating the meeting sites and having a diverse group of members. In addition to representatives from the four "E's", coalition members include: attorneys/county prosecutors, district court judges, insurance agents, a local bottling company owner, and community corrections/probation employees. This coalition continues to expand.
- Five coalitions have been actively working with judges to convince them that harsher penalties are needed to target underage drinking and access to minors.
- All coalitions have worked with traffic engineers and are now able to access crash locations maps that were not as readily available in the past. The traffic engineers are becoming more involved with the coalitions and the promotion of the TZD program.
- There is a definite growth in the desire to develop more regional partnerships. Traffic engineers are becoming more involved and are playing a major role in this trend.

**Costs:** \$602,706.43

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

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**Southeast Minnesota Toward Zero Deaths****Program Target**

Traffic safety advocates and drivers in Southeast Minnesota (SE MN).

**Problem Statement**

In 2006, there were 494 traffic fatalities in Minnesota. Sixty-nine of those deaths occurred on SE MN roadways – an unacceptable number. To move Minnesota toward zero deaths, counties must work as a coalition of traffic safety partners.

**Objective**

The 11-county area (Dodge, Fillmore, Freeborn, Goodhue, Houston, Mower, Olmsted, Rice, Steele, Wabasha and Winona) will work together to create initiatives and programs using a combination of education, enforcement, engineering and emergency services to reduce traffic fatalities and severe injuries and help move Minnesota toward zero deaths.

**Strategies**

By taking a regional approach, traffic fatalities in SE MN were reduced from the past 3-year average of 67 down to 55 fatalities by 2012 through the following three initiatives:

- Increase seat belt usage in SE MN from the current 67 % to the state-wide average of 87.8 %.\*\*
- Decrease the number of people severely injured or killed in crashes that identify speed as a contributing factor from the past 3-year average of 78 down to 60.
- Decrease the number of people severely injured or killed in run-off-the-road crashes from the current 3-year average of 105 down to 85.

Increase TZD awareness across SE MN through the following efforts:

- Develop southeast TZD resource materials and enhance website.
- Establish a baseline awareness of the efforts in SE MN through the annual University of Minnesota Omnibus survey.
- Develop new partnerships with traffic safety advocates throughout SE MN.
- Conduct an annual SE MN TZD workshop.

\*\*It should be noted that the outcomes observed in the current survey may have been influenced by the catastrophic collapse of the I-35W Bridge in Minneapolis during the evening rush hour of August 1, 2007.

**Results**

Five subcommittees were developed to focus on specific traffic safety initiatives. Each subcommittee developed programs to reduce a specific causal factor that was determined by evaluation of crash data to be a problem in SE MN. The five committees are: speed, seat belts, run-off-the-road, TZD awareness and TZD workshop. Each committee is comprised of engineers, public health educators, enforcement and other traffic safety advocates.

- **Speed - Dying to Get Home Project**  
A *Dying to Get Home* project was developed based on a crash analysis report that was provided at the second annual SE MN TZD workshop. State, county and city law enforcement agencies selected counties and dates to target speed enforcement between 3 – 7 p.m. This specific timeframe was selected because a disproportionate number of fatal and

serious injury crashes occur at that time as traffic volumes increase due to drive-time commuters, students with after-school activities and people just wanting to "get home." This enforcement and public education campaign is unique in that all participating law enforcement agencies jointly saturated a select area to encourage safe driving and enforce posted speed limits, as well as seat belt use and other traffic laws.

Efforts included a kickoff news conference prior to the start of the initial enforcement and follow up news releases with results.

Photos and posters were also distributed in the 11 counties through law enforcement depicting officers with their vehicles. Title of the poster was, "Working together, cranking up the heat" with a tagline: "Buckle Up – Slow Down – Pay Attention – Designate a Driver."

Location	Wabasha County	Olmsted County	Goodhue County
Number of Participating Agencies		7	4
Date of Event	4/20/2007	5/9/2007	10/3/07
Number of Officers	16	18	14
Vehicles Stopped	149	169	237
Citations issued	46	109	107
Warnings issued	111	81	177

- **Seat Belt**

A seat belt survey was developed specifically for SE MN. Each year, traffic engineers in each county are provided survey locations and tools to conduct a seat belt survey. In 2007, the survey determined a seat belt usage rate of 67%, well below the state average. As a result of these findings, SE MN Safe Communities Coalition members planned a year long program to increase seat belt use among teen drivers, targeting the high schools in SE MN. Teens were targeted with monthly seat belt use messages in various formats. Pre- and post-seat belt observations done by the safe community health educators along with the regional seat belt survey served as an evaluation tool for the program. Below are the formats, developed by the OOC that were used to target teens with prevention messages.

SE MN TZD is participating in this program by assisting public health educators with the materials and information they are disseminating in local high schools. For example, the TZD coordinators worked with the DPS to develop the "Rock the Belt" banner which will hang in the high schools.



- **TZD Awareness**  
 As an outreach effort, the SE MN TZD steering committee produced a series of video clips (including a TZD introduction) featuring several stories of how traffic crashes have impacted lives. The goals in sharing these stories of local families are for viewers to be more aware of traffic safety issues and positively influence driver behavior.  
 A TZD video tip sheet of uses was also developed. This video and accompanying tip sheet have been distributed to traffic safety advocates throughout the state.
- **TZD Workshop**  
 The SE MN TZD initiative aims to create a collaborative, comprehensive, regional approach to reduce traffic deaths and severe injuries. As part of these efforts, the SE MN TZD committee holds an annual workshop to help facilitate the implementation of TZD in all SE MN communities and encourage new members to get interested in traffic safety programs. Attendees include law enforcement, engineers, educators, emergency medical services, local policymakers, and other traffic safety advocates. All attendees were asked to complete an evaluation sheet. Ratings were overall very positive.  
 Workshop Attendance at past conferences:

  - 2005: 90 participants
  - 2006: 81 participants
  - 2007: 96 participants
- **2006/2007 Engineering: State Highway Safety Fund Grant**  
 Creatively finding and using highway construction funds to improve traffic safety was a topic from the 2006 SE MN TZD conference. From this breakout session, SE MN county engineers applied for State Highway Safety Program grant money and received a total of \$1,020,000, which includes a grant to replace twisted end guardrails with ET 2000 Systems. This \$300,000 grant will allow the guardrails in all 11 counties to be replaced. Moreover, individual counties applied for grant money and the following were awarded:

▪ Dodge	Consolidate access on high speed curves	\$150,000
▪ Freeborn	County Road Safety Audit (RSA) program (Minimum of 10 sites/segments)	\$50,000
▪ Olmsted	Improve sight distance at CSAH 34/CSAH 3 intersection	\$50,000
▪ Olmsted	CSAH 1 edgeline rumble strips	\$50,000
▪ Olmsted	Install retroreflective bands on stop and yield posts	\$20,000
▪ Rice	Roadside hazard elimination	\$50,000
▪ Rice	County RSA program (Minimum of 10 sites/segments)	\$50,000
▪ Wabasha	Eliminating shoulder drop offs	\$150,000
▪ Winona	Upgrade guard rail end treatments	\$150,000

**Costs:** \$113,199.69 (not including listed highway funding as that was not expended)

**Funding Source(s):** 402

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**Toward Zero Deaths Conference**

**Target:**

Traffic Safety stakeholders in Minnesota

**Problem Statement:**

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

**Objectives:**

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

**Strategies:**

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

**Results:**

- Attendance at the conference increased significantly from 435 in 2006 to 546 in 2007.
- Breakout sessions included topics for each of the four "E's".
- Opening plenary session was a review of the Trooper Ted Foss crash which became the driving force behind the "move over law" which requires motorists to move over a lane for stopped emergency vehicles. This law has increased the safety of law enforcement, emergency services personnel and others. However, more education needs to be done to increase these partners' safety.
- Closing plenary was a presentation on the loss of a child. The parents of a young woman presented their story on the death of their unbelted daughter and the impact her death has had on others. The community is strongly supporting seat belt use and is looking at ways to educate people on the importance of seat belts.
- Overall conference rating, on a scale of 1-4 with 4 being high, was 3.59.

**Costs:** \$165,017.50 (including \$26,500.00 in 2006 costs)

**Funding Source(s):** 402

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## Roadway Safety

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

**Target:**

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

**Problem Statement:**

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

**Objectives:**

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

**Strategies:**

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

**Results:**

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

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

**Costs:** \$0.00 (no projects completed)

**Funding Source(s):** 402

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# Paid Media Report

## Paid Media Principles

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

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

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

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

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

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

## Child Passenger Safety (CPS)

### **Objectives:**

- Execute a statewide radio campaign to increase public awareness of the importance of using the appropriate child restraint and using CPS seats correctly.
- Negotiate spot radio on top stations in both metro and out-state areas to ensure a strong statewide broadcast message.
- Leverage paid media to maximize value-added PSA, traffic sponsorships, etc.

### **Results:**

- Child Passenger Safety Paid Media Campaign
  - Flight Dates: Feb. 5 – 18, 2007
  - Target: W 18-34

- Total radio spots purchase: 1,081
- Measured Markets included: Duluth, Grand Forks, Fargo-Moorhead, Mankato, Minneapolis/St. Paul, Rochester, and St. Cloud. Unmeasured markets included Alexandria, Austin, Brainerd, Fergus Falls/Detroit Lakes, Thief River Falls and Willmar.
- Total Measured Gross Impressions: 505,369
  - Duluth: 35,484
  - Fargo-Moorhead: 41,600
  - Grand Forks: 21,216
  - Mankato: 25,744
  - Minneapolis/St. Paul: 310,419
  - Rochester: 30,230
  - St. Cloud: 40,676
- Measured Market Reach & Frequency
  - Duluth: 44.9/3.4
  - Fargo-Moorhead: 49.9/3.0
  - Grand Forks: 42.2/3.7
  - Mankato: 43/3.5
  - Minneapolis/St. Paul: 34.2/2.5
  - Rochester: 45.8/3.3
  - St. Cloud: 44.1/3.4
- Total Stations Purchased: 31
- Total estimated number of PSAs: 518
- Total of News Weather and Traffic (NWT) sponsorships that ran throughout the flight: 82
- Total Added Value: \$9,876 (55 % of budget)
- Total paid media with agency commission and post-campaign station credits: **\$19,742.27**

**Funding source(s):** IPM4 and IPM5 – \$4,385.97; 402 – \$15,356.30

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

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

#### **Objectives:**

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

#### **Results:**

- May Mobilization Click It or Ticket Paid Media Campaign
  - Total budget \$409,000; **total paid media \$403,033.29\***
  - Flight Dates: May 14 – 27, 2007
  - Target: M 18–34, blue-collar professions, HHI <\$30K, little or no college
  - Radio Measured Markets included: Duluth, Mankato, Minneapolis/St. Paul, Rochester, and St. Cloud. Unmeasured markets included Alexandria, Austin, Bemidji, Brainerd, Detroit Lakes, Ely, Faribault, Fergus Falls/Detroit Lakes, Grand Rapids, International Falls, Marshall, Pine City, Thief River Falls, Wadena, Willmar, Winona and Worthington.
  - **Total Radio (Net) Purchased: \$104,228**
  - Total Radio Stations Purchased: 70

- Total Radio Spots Purchased, 4,847
- Total Radio Measured Gross Impressions: 3,701,910
  - Duluth: 75,645
  - Mankato: 73,230
  - Minneapolis/St. Paul: 3,388,786
  - Rochester: 73,150
  - St. Cloud: 91,099
- Total Ratings Points (TRPs) Purchased in Measured Markets: 1,751.2
- Total Sports Purchased in Unmeasured Markets: 2,556
- Total estimated number of PSAs: 1,730 (value of \$37,201).
- Total of 73 on-air interviews opportunities were secured (value of \$1,570).
- Total of News, Weather and Traffic (NWT) sponsorships ran throughout the flight: 240; :05 adlets and online streaming were secured on Clear Channel stations with a estimated value of \$12,
- Total Radio Added Value: \$286,913.
- TV Gross Purchased: \$290,022
- TV Measured Market Reach & Frequency, and Total Cable Total Ratings Points (TRPs)
  - Duluth: 58/7.9/76
  - Mankato (includes New Ulm): 40/4.2/76
  - Minneapolis/St. Paul: 59/8.2/150
  - Rochester (includes Austin, Winona): 57/6.4/76
  - La Crosse: 34/3.7/126
- Out-of-Home (pump-toppers): \$15,015
- Total paid media with agency commission and post-campaign station credits: **\$403,033.29\***

**Funding source(s):** 402

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

## **HEAT (Highway Enforcement of Aggressive Traffic) Speed Campaign**

### **Objectives:**

- Execute a statewide (non-NHTSA federally funded at \$150,000) radio campaign to elevate public awareness of enhanced speed enforcement, the dangers of illegal or unsafe speed, and the importance of observing posted speed limits.
- Negotiate spot radio on top stations in metro and out-state areas to ensure a strong statewide broadcast message.
- Leverage paid media to maximize value-added public service announcement (PSAs), traffic sponsorships, on-air interview opportunities, etc.

### **Results:**

- **Speeding Paid Media** (funded by the Minnesota Department of Transportation)
  - Flight Dates: 14 weeks intermittent (6/11-24; 7/2-15; 7/23-8/19; 9/10-16; 9/24-10/7; 10/15-21; 10/29-11/4; 11/19-25); italicized week were secured as bonus sport to run at no charge.
  - Total Funding \$150,000; **total paid media \$148,386.52**
  - Target: A 18 – 34, single, blue-collar profession, HHI<\$30K
  - Measured Markets included: Duluth, Mankato, Minneapolis/St. Paul, Rochester, and St. Cloud. Unmeasured markets included Albert Lea/Austin, Brainerd, and Marshall.
  - 76 TRPs per week, or 608 total paid TRPs in measured markets (plus 228 bonus TRPs across four unpaid week)
  - Unmeasured Markets: 26 spots per week

- Total Radio Measured Gross Impressions: 7,639,502
  - Duluth: 394,400
  - Mankato: 300,940
  - Minneapolis/St. Paul: 6,073,456
  - Rochester: 331,644
  - St. Cloud: 539,092
- Total Stations Purchased: 27
- Total Estimated Number of PSAs: 1,874 (value of \$47,115)
- News, Weather and Traffic Sponsorships: 408 (value of \$3,077)
- Interview Opportunities: 63 (value of \$1,584)
- Total Added Value: \$51,776
- Total paid media with agency commission and post-campaign station credits: **\$148,386.52**  
**Funding Source:** Minnesota Department of Transportation (non-NHTSA related)

### **Extended Impaired Driving Campaign**

#### **Objectives:**

- Execute statewide radio campaign to generate public awareness of ongoing enforcement targeting impaired drivers, and to reminding Minnesotans to find a safe transportation alternative to drinking and driving.
- Utilize a combination of television, radio and other media

#### **Results:**

- Extended Impaired Paid Media Campaign
  - **Total paid media \$173,973.38.**
  - Flight Cable TV Dates: Weeks of Mar. 3, March 12, April 9, April 23, June 4, June 18, July 2, July 9, July 16, July 30\* (Twin Cities only\*)
  - Target: M 18-34, blue-collar, HHI <\$30K
  - Cable TV markets include Duluth, Fargo, Rochester, Twin Cities (St. Cloud)
  - **Total TV gross media \$75,604.**
  - Markets include Duluth, Minneapolis/St. Paul (include St. Cloud), and Mankato.
  - Total Cable Total Ratings Points (TRPs)
    - Duluth: 200
    - Twin Cities: 176
    - Mankato: 200
  - Total Purchased Reach and Frequency (in Measured Markets)::
    - Duluth: 39/5.2
    - Twin Cities: 37/4.7
    - Mankato: 39/5.2
  - **Total Net Radio Purchased: \$79,192.**
  - Radio Flight Dates: Feb. 26-Mar. 18; April 9-29; June 4-July 1; July 2-Aug. 5
    - Duluth: 42,512
    - Rochester: 35,107
    - Minneapolis: 815,200
    - St. Cloud: 48,288
  - Radio Measured Markets: Duluth, Mankato, Minneapolis-St. Paul, Rochester, St. Cloud
  - Total Radio Total Ratings Points (TRPs) in Measured Markets: 498
  - Total Spots Purchased in Measured Markets: 4,626
  - Total Radio Measured Gross Impressions: 2,643,730
    - Duluth: 125,223
    - Mankato: 91,138
    - Minneapolis: 1,931,135
    - St. Cloud: 185,434
  - Total Measured Market Radio Reach & Frequency:

- Duluth: 23.2/21.6
- Mankato: 33.8/14.8
- Minneapolis: 67.8/15.3
- St. Cloud: 50.5/12.7
- Unmeasured Radio Markets: Alexandria, Bemidji, Brainerd, Ely Faribault, Grand Rapids, Hibbing.
- Total Estimated Number of Radio PSAs: 1,557
- News, Weather and Traffic Sponsorships: 398
- Total Added Value: \$44,167

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

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

## Labor Day Impaired Driving Campaign

### Objectives:

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

### Results:

- Labor Day Mobilization Paid Media Campaign
  - Total budget \$230,000; **total paid \$218,708.39.**
  - Flight Dates: Aug. 16–30, 2007
  - Target: M 18-34, blue-collar, HHI <\$30K
  - Radio Measured Markets included: Duluth, Mankato, Minneapolis/St. Paul, Rochester, and St. Cloud. Unmeasured markets included Alexandria, Albert Lea/Austin, Detroit Lakes/Fergus Falls, Grand Rapids, Hibbing/Virginia, International Falls, Thief River Falls, Willmar and Winona.
  - **Total Radio (Net) Purchased: \$67,176**
  - Total Stations Purchased: 52
  - Total Radio Spots Purchased: 1,931
    - Total In-Game Twins Sports Purchase: 16
    - Total Minnesota News Network Spots Purchased: 26
  - Total Radio Measured Gross Impressions: 1,357,412
    - Duluth: 46,734
    - Mankato: 35,392
    - Minneapolis/St. Paul: 1,175,604
    - Rochester: 38,254
    - St. Cloud: 61,428
  - Total Ratings Points (TRPs) Purchased in Measured Markets: 1,751.2
  - Total Radio Spots Purchased in Unmeasured Markets: 2,556
  - Total Estimated Number of PSAs: 1,122 (value of \$35,450).
  - Total of 67 on-air interviews opportunities were secured (value of \$2,278).
  - Total of News, Weather and Traffic (NWT) sponsorships ran throughout the flight: 158; a total of 40 feature sponsorships; a total of 76 bonus units negotiated (value of \$2,971).
  - Total Radio Added Value: \$40,699.
  - **Total TV Net Purchased: \$101,203**
    - An estimated 256 Bonus/PSA spots aired at an added value of \$63,231.
  - Total TV Gross Ratings Points (GRPs)

- Minneapolis/St. Paul: 190
- Duluth: 170
- Total TV Total Ratings Points in other markets:
  - Mankato (includes New Ulm): and 120 Broadcast TRPs, plus 120 cable spots
  - Rochester (includes Austin, Winona): 120 Broadcast TRPs, plus 120 cable spots
- Out-of-Home:
  - Skyway Advertising (downtown St. Paul, Minneapolis and Mall of America, Rochester; Duluth, St. Cloud): \$7,077.65
  - Indoor Advertising (hospitality venues): \$9,764.94
  - Pump-toppers: \$13,602.35
  - Print Inserts in City Pages, UMD Statesman and Winonan Daily: \$3,312.10
- Total paid media with agency commission and post-campaign station credits: **\$218,708.39.**

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

## **Minnesota Twins Baseball Partnership**

### **Objectives:**

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

### **Results:**

- **Total budget \$90,000**
- Flight Dates: April thru September 2007
- Target: skew 18-34, blue-collar, HHI <\$30K

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

2007 Home Plate Signage Totals						
	# of Games	# of Telecasts*	Avg. TV Time	Total TV Time	Avg. Stadium Time	Total Stadium Time
Buckle Up	25	43	1:55	46:04	9:45	4:03:39
Drunk Driving	26	45	1:49	41:54	8:33	3:42:20
Slow Down	25	47	1:45	43:36	8:41	3:36:55

*\*Home and visiting teams' broadcasts.*

Twins baseball on cable remained very strong, averaging a rating of 6.6 during the 2007 season. Cable ratings have remained steady over the past three years with a 6.6 rating in 2005, 6.7 in 2006 and 6.6 in 2007. Over the course of the season, Twins baseball on FSN North exceeded a 9.0 rating more than 18 times. Each ratings point equals approximately 17,000 households in the Twin Cities area television market. On many nights during this past season, the Twins on FSN North were the #1 rated show during prime time, eclipsing some of the more popular broadcast shows during those time periods. Twins vs. Royals game on July 31st drew an 11.1 rating, and became the 4th highest-rated Twins game ever on Fox Sports Net/MSN. In comparison to the rest of league, the Twins cable ratings place them fourth in MLB behind other great baseball markets such as Boston, St. Louis and Detroit.

According to Nielsen Media Research, Twins' over-the-air ratings in 2007 on WFTC UPN 29 averaged a rating of 7.5, reflecting a slight decrease over the 8.4 rating posted in 2006. Keeping pace would have been a tall order during 2007, as last year's over-the-air ratings average jumped nearly 30% from the previous year.

Nielsen Media research reported that DPS plate signage over the course of the season impacted more than 250 million TV households with over 1,240 occurrences and more than 3 hours of exposure. The Twins broadcast 79 home games during the 2007 season.

*Note: Data from Nielsen Sponsorship Scorecard based on a 34 game average. Final numbers for 79 games may vary slightly from above statistical projections. Numbers are based on ten-second spot equivalencies.*

**Funding Source(s):** 402 – \$60,000; 164 PM – \$30,000

### **Special Programming**

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

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

- Minnesota High School Boys State Hockey and Basketball championship tournaments
- Minnesota High School Girls Basketball championship tournament
- NCAA Basketball Final Four tournament
- NCAA Frozen Four
- Minnesota Wild Hockey
- Minnesota Gopher Hockey
- MTV Movie Awards
- MTV Music Awards
- ESPY Spots Awards
- Shark Week
- Airing of winning commercials of the DPS /AAA "Buckle Up Teens! TV Challenge"
- Twins vs. Yankees home stand (home opener and other high-profile end-of-season games)
- Select program premieres and season finales
- World Poker Tour Championship
- WWE Championship

#### **Total Gross Special Programming Expenditures (General Fund):**

**Seat Belts: \$42,224.44**

**Impaired Driving: \$247,318.223**

**Total: \$289,542.67**

## **Paid Media Recap**

### **Total Media Budget: \$1,345,000.00**

- Total Expenditures: \$1,345,000.00

### **Total General Funding Budget: \$520,614.03 (402 Funding)**

- CPS: \$15,356.30
- Twins Baseball: \$60,000.00
- Click It or Ticket: \$403,033.29
- Special Programming: \$42,224.44
- Total Expenditures: \$520,614.03

### **Total Alcohol Funding Budget: \$670,000.00 (164 PM Funding)**

- Twins Baseball: \$30,000.00
- Extended Impaired/NightCAP: \$173,973.38
- Labor Day: \$218,708.39
- Special Programming: \$247,318.23
- Total Expenditures: \$670,000.00

### **Child Passenger Safety Funding Budget: \$4,385.97 (IPM4 & PPM5 Funding)**

- CPS Campaign: \$4,385.97

### **Total HEAT Speeding Budget: \$150,000** (funded by Minnesota Department of Transportation)

- Total Expenditure: \$148,386.52
- Amount Reinvested: \$1,613.48

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