

State of Minnesota  
Department of Public Safety

# Highway Safety Plan

Federal Fiscal Year 2006

Prepared for:  
U. S. Department of Transportation  
National Highway Traffic Safety Administration

Prepared by:  
Office of Traffic Safety

September 1, 2005

# Minnesota's 2006 Highway Safety Plan

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# Minnesota's Highway Safety Plan: Federal Fiscal Year 2006

## Introduction

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

One of the requirements associated with managing the State and Community Highway Safety Program is to prepare an annual plan that describes the projects to be funded in the coming year. Strategic planning techniques (clarifying the program's mission and goals, setting measurable objectives, and evaluating the program's progress towards the goals) have been used to develop the plan for more than two decades. The performance plan, process description, required plans, and program areas sections of this Highway Safety Plan report the general goals we have set for our program, and the strategies, tactics, and projects we intend to implement during Federal Fiscal Year 2006.

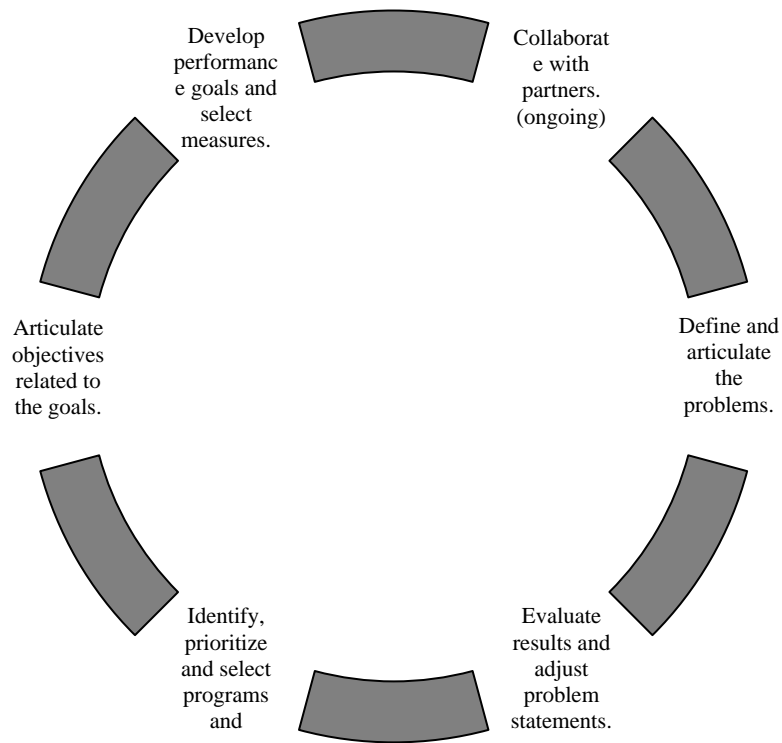
We collaborate with other divisions in DPS, other state agencies, county and local units of government, and private organizations and individuals to improve traffic safety programs throughout Minnesota. We communicate with and disseminate information to our partners throughout the state, colleagues in other states, and federal agencies. The federal funds allow us fund traffic safety action programs and to support innovative technological solutions to a variety of traffic safety problems – from equipment for law enforcement, to data gathering and problem identification technologies, to computer solutions for Driver and Vehicle Services, and beyond. Finally, we see ourselves as sound stewards of public funds, seeking to invest in programs that will reduce not only the economic cost of crashes in Minnesota (estimated for 2004 to be more than \$1.8 billion) but also the emotional toll on families of crash victims.

In 2001, the Minnesota Departments of Public Safety and Transportation collaborated on a conference called *Toward Zero Deaths*. One of the most significant results of that conference was an improved understanding between the two agencies. We share the same goals for traffic safety and we will reach those goals more certainly and quickly if we work closely together. DPS and MNDOT are now collaborating on a good number of specific projects and routinely sharing information and working together. A

Comprehensive Highway Safety Program has been formulated. In addition, DPS has forged stronger ties with the Motor Carrier Safety Assistance Program, with the Patrol Chief, OTS Director, MCSAP Director, and FMCSA representative meeting quarterly for breakfast. While the 2006 Minnesota HSP still concentrates on solutions to poor driver behaviors and decisions, we are working toward an increasingly system-wide approach to the problems.

## Summary of the Planning Process

At any point in time the OTS is thinking about and administering projects in at least two federal years, and during the late fall can be working with three separate years. The planning process has no distinct beginning or ending as shown in the following diagram.

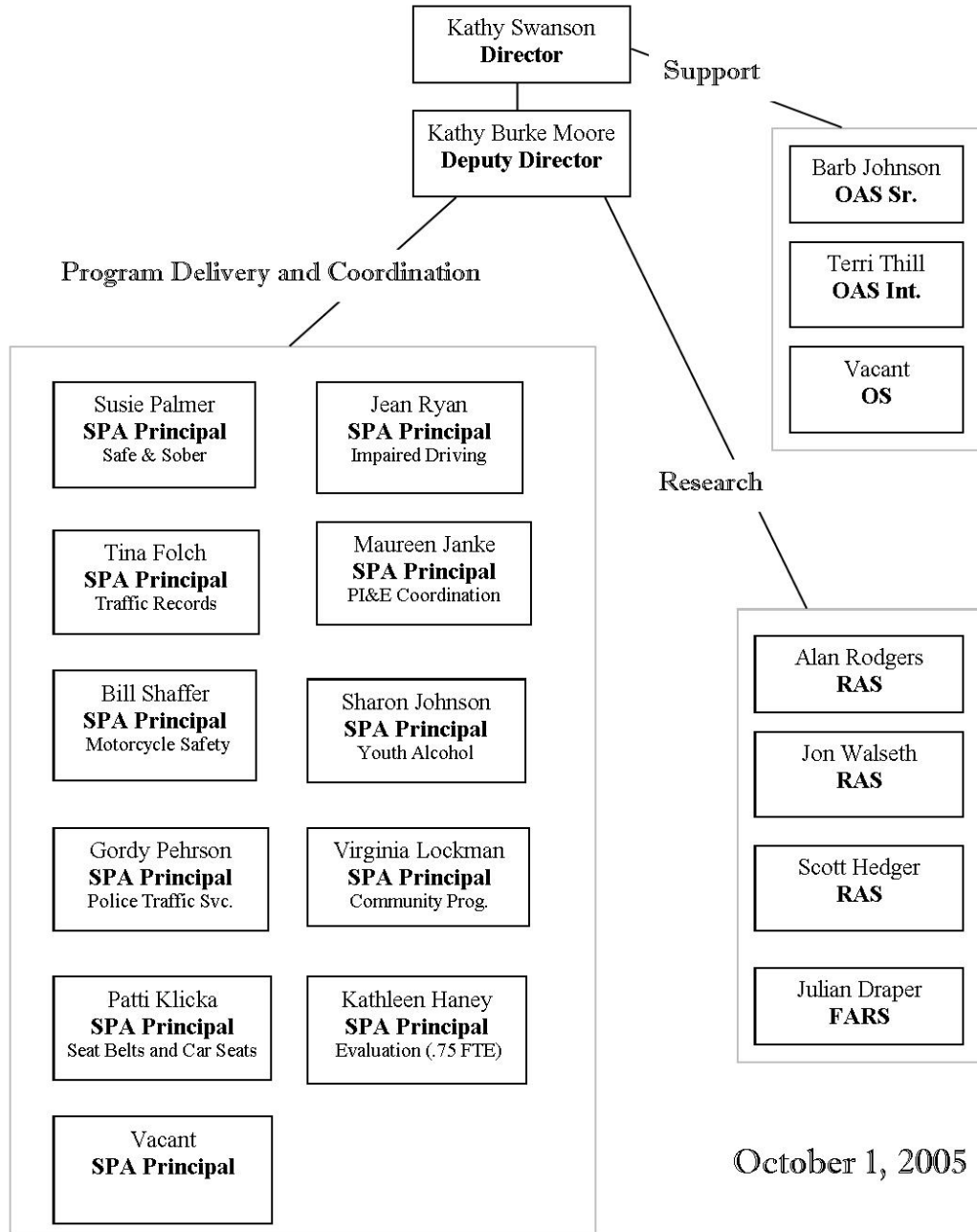


## Organizational Structure

The Office of Traffic Safety is a division of the Department of Public Safety. The Commissioner of Public Safety holds a cabinet level position. The organizational

structure of the OTS, is fairly flat; with one Director, one Deputy Director, three support staff positions, four research positions (including the FARS analyst), and eleven “coordinator” positions. The position title for the coordinators is State Program Administrator (SPA). At the time of the submission of this Highway Safety Plan, two of the positions are vacant.

## Office of Traffic Safety Organization Chart



October 1, 2005

## Mission Statement

Fulfilling the purpose of the program will take concentrated and coordinated efforts by a large number of traffic safety agents, each working within their own sphere of influence. The mission of the Office of Traffic Safety is to lead efforts to prevent traffic deaths, injuries, and crashes by changing human behavior in Minnesota.

## Executive Summary

Minnesota's FFY06 Highway Safety Plan supports the national priorities articulated by the National Highway Traffic Safety Administration.

**National Priority:** Increase Seat Belt Use

**Minnesota Status:**

- 82.6% (measured in August 2005)
- 42.6% of fatally-injured occupants wore seat belts (2003 FARS data)

**FFY06 Strategies and Projects Related to this Priority:**

- **Enforcement:** DayCAP, May & November Mobilizations, *Safe & Sober*
- **Enforcement Support:** *Safe & Sober* Liaisons
- **Education:** Paid Media, Public Education and Earned Media
- **Community Involvement:** Seat Belt Coalition, Teen Project, Car Seats for Minnesota's Low-Income Children, TZD Conference, Safe Communities Grants
- **Addressing Key Target Audiences:** Great Lakes Region Rural Project, Teen Project, CPS Investments
- **Measurement of Problem:** Belt Use Studies, Global Evaluation

**National Priority:** Keep Impaired Drivers Off the Road

**Minnesota Status:**

- 31% of 2004 fatalities were alcohol-related (not FARS data)
- .48 AR fatalities per 100,000,000 VMT (2003 FARS data)

**FFY06 Strategies and Projects Related to this Priority:**

- **Enforcement:** NightCAP, *Safe & Sober*, DWI-Focused Troopers
- **Enforcement Support:** NightCAP Liaison, NightCAP Equipment, DRE & Advanced Officer Training
- **Education:** Paid Media, Public Education and Earned Media
- **Community Involvement:** Alcohol-focused Safe Communities, Alcohol Forum, TZD Conference
- **Court Systems:** Law & Legal Training, Resource Prosecutor, DWI Court
- **Addressing Key Target Audiences:** Youth Alcohol Coordinator, Underage Drinking
- **Measurement of Problem:** Impaired Driving Fact Book, Global Evaluation; NightCAP Evaluation
- **Data Access and Traffic Records Systems:** TOCCs, IMDLIS

**National Priority:** Improve Data and Traffic Records Systems**Minnesota Status:**

- 2003 edition of Minnesota Motor Vehicle Crash Facts addressed only fatal crashes
- 2004 edition of Minnesota Motor Vehicle Crash Facts will be received from the printer in September and addresses fatal, injury, and property damage only crashes.

**FFY06 Strategies and Projects Related to this Priority:**

- **Enforcement:** TOCCs, IMDLIS, DVS Crash System Interface
- **Measurement of Problem:** CODES, FARS, TRCC

**National Priority:** Get Travel Speeds Under Control**Minnesota Status:**

- 30% of fatal crashes are speed related (2003 FARS data)

**FFY06 Strategies and Projects Related to this Priority:**

- **Enforcement:** *Safe & Sober*, Speed Enforcement Project (enforcement component)
- **Enforcement Support:** *Safe & Sober* Liaisons
- **Education:** Paid Media; Public Education & Earned Media, Speed Enforcement Project (media component)
- **Community Involvement:** Safe Communities Grants
- **Addressing Key Target Audiences:**
- **Measurement of Problem:** Speed Enforcement Project (engineering component)

**National Priority:** Combat the Growth in Motorcycle Fatalities**Minnesota Status:**

- 8.8% of Minnesota's traffic fatalities in 2004 are motorcyclists

**FFY06 Strategies and Projects Related to this Priority:**

- **Education:** State-funded Motorcycle Safety Program
- **Addressing Key Target Audiences:** MC Rider Training
- **Measurement of Problem:** MC Assessment

**National Priority:** Management/Oversight**Minnesota Status:**

- Last Management Review: 2005

**FFY06 Strategies and Projects Related to this Priority:**

- Planning and Administration, P&A Accounting, all coordination projects

**National Priority:** SaferCar.gov**Minnesota Status:** No activities planned**FFY06 Strategies and Projects Related to this Priority:**

- None planned



# Performance Plan

Annually, Minnesota's Department of Public Safety (DPS) Office of Traffic Safety (OTS) prepares a Highway Safety Plan that describes how Minnesota will use the federal funding supplied by the National Highway Traffic Safety Administration/U.S. Department of Transportation under the State and Community Highway Safety Program. The plan also includes descriptions of related state and other federal programs conducted by the OTS.

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

## Purpose

In Minnesota, as well as across the nation, traffic crashes are the leading cause of death for toddlers from age 3 through young adults of 34. In an average year, 600 people are killed and 40,000 are injured in Minnesota alone. The purpose of the State and Community Highway Safety Program is to save lives and protect families by reducing the number of crashes, injuries, and deaths that occur on our streets and highways.

## Vision

Everything done by OTS and all the programs supported by OTS are designed to reduce the number of people killed in traffic crashes to zero. Related to this is the desire to minimize the number and severity of injuries that occur in traffic crashes. We seek a world where everyone is buckled up, no one drives after drinking or too fast, and drivers are calm, well-rested and watchful.

## Vision Components

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

1. **Informed Public:** We need a well-informed populace that sees traffic safety as an important health issue, supports traffic safety legislation and enforcement, and understands the benefits of driving safely. We need the public to have the perception that traffic

violations are likely to result in negative consequences (arrests, citations, fines, and/or injuries).

2. **Safety Partnerships:** We need to support traffic safety and injury prevention groups, organizations, or agencies that share our vision. We value activities that enrich partnerships and contribute to an increased sense of community.
3. **Efficient/Effective Traffic Law Enforcement:** We need a well-trained and well-equipped enforcement community that is motivated to enforce traffic safety laws and able to support their actions successfully when testifying in court. We need efficient and effective cooperative efforts between law enforcement agencies, communities, and other entities. We value efficient law enforcement procedures so that officers are quickly back on the road after making an arrest.
4. **Improved Data and Records:** We need to support and improve our crash database and other data systems so that we have confidence in the problem identification process and our project selections. We need to support and improve our fiscal and administrative system and procedures so that we remain confident in the accuracy of the claims, vouchers, and fiscal reports.
5. **Well-managed/Innovative/Proactive Projects:** We need to identify new approaches and solutions to seemingly intractable problems. We need quick and appropriate reactions to emerging traffic safety problems. We value a well-trained OTS staff of dedicated traffic safety professionals, and data systems that provide us with the information needed to confidently make and carry out plans.
6. **Customer Service and Communication:** We want our products and services to citizens, agencies, and organizations to be high quality and useful. We value getting back to people quickly with all the information they requested. We want our products and services to anticipate the needs of our customers. We need outstanding communication within OTS, within DPS, with our partners, and with our customers.

## Goals

Every year, in preparation for writing the HSP, progress to date on reaching goals is reviewed and goals are updated. As part of the state biennial budgeting system, goals are again reviewed and updated in concert with our partners. Before the goals are set, the most recent data from the OTS observational surveys of seat belt use, Division of Driver and Vehicle Services' crash database and from the national FARS database are considered. Estimates on the cost of crashes are obtained from the National Safety Council. To measure our progress in accomplishing our mission, we have set the following four goals:

### **Reduce the number of traffic deaths and serious injuries**

- Reduce the number of deaths from 567 in 2004 to no more than 481 by 2009.

- Reduce the number of serious injuries from 2,424 in 2004 to no more than 2,300 by 2009.
- Reduce the fatality rate from 1.0 in 2004 to no more than .75 by 2009

### **Increase seat belt use**

- Increase seat belt use in the general population from 82% in 2004 to at least 94% by 2009.

### **Decrease impaired driving**

- Reduce the number (and percentage) of fatalities that are alcohol-related from 177 (31% of traffic deaths) in 2004 to no more than 130 (27% of traffic deaths) by 2009.

### **Reduce the economic loss**

- Reduce the economic loss due to traffic crashes from \$1.8 billion in 2004 to no more than \$1 billion by 2009.

### **Interim Goals by Year**

	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>
Deaths	556	539	521	502	481
Serious Injuries	2,300	2,200	2,125	2,075	2,050
Fatality Rate (100 mil VMT)	.95	.90	.85	.80	.75
Observed Belt Use	83%	85%	88%	91%	94%
Impaired Driving Deaths	172	162	151	141	130
(as % of Total Deaths)	31%	30%	29%	28%	27%
Crash-related Costs (billions)	\$1.65	\$1.5	1.35	\$1.2	\$1.0

## **Progress Towards Goals: Trends**

In the short term, comparing goals set last year for 2004 to actual occurrences in 2004, we more than met all our goals with the exception of the crash-related costs to society. Our goal was to decrease the number of traffic deaths by 56 and they decreased by 80, belt use increased to 82% (the goal was 79%), and the percentage of deaths that were alcohol related fell to 31% when the goal was 37%. For serious injuries and fatality rates in 2004, we nearly met our former 2008 goals of 2,400 and we did meet our former fatality rate goal of 1.0 for 2008. The goals have accordingly been adjusted.

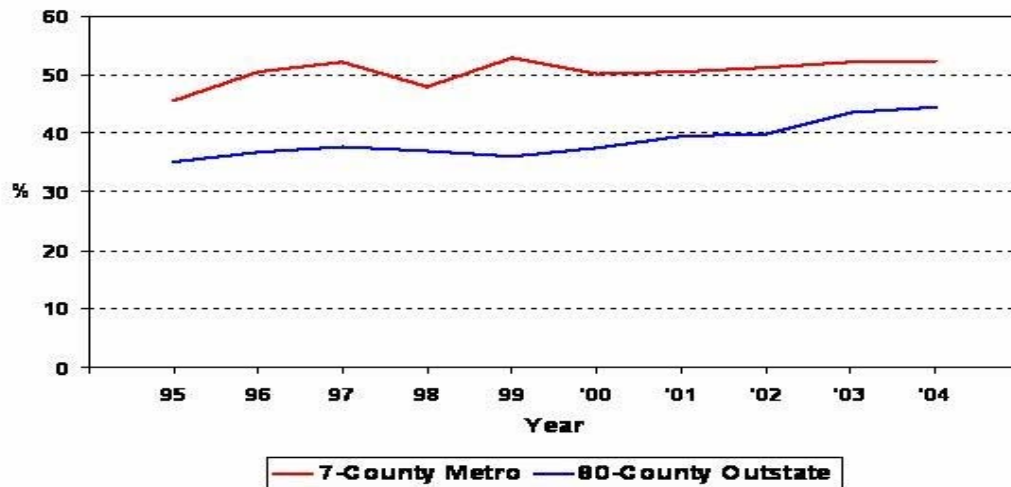
Considering longer range results, the majority of trends aren't quite as uniformly positive as would appear from the consideration of only 2003 and 2004. In the past ten years, Minnesota has seen three years (1998, 1999, and 2001) during which the number of persons killed and the fatality rate have increased and three years (1998, 2000, and 2003) during which the percentage of fatalities that were alcohol-related increased. In nine of the ten past years, the cost to society of traffic crashes rose; hardly surprising considering the double digit increases seen in recent years of the cost of medical services.

At the present time, only one Minnesota age group is growing at a great rate -- those from 20 through 24 years old. While the entire population is expected to grow three percent by the end of 2005, 20 through 24 year olds will have grown 18.5 percent. Discounting the 20 through 24 year olds, the range of change is from -8.5% for 5 through 9 year olds to +6.6% for all those over the age of 35. This large increase in 20 -24 year olds, a group that is over-involved in traffic crashes, has likely had a negative impact on traffic safety in Minnesota.

## **Seat Belt Use**

When we look at seat belt use as identified in the 2004 crash data base, the metropolitan area had the highest use; with over 76% of those killed or injured in the seven-county metro area wearing a seat belt at the time of the crash. While the western counties bordering the Dakotas continue to have the lowest belt use of those occupants in crashes -- only 60% (59% in 2003 and 54% in 2002) in the northwest region and 69% (64% in 2003 and 59% in 2002) in the southwest region; belt use has shown steady increases there. In recent years, children under the age of 10 who were killed or severely injured in crashes have had the greatest gains in seat belt use. When we look at the seat belt use of those killed and injured by roadway type, the lowest use rates are found on two lane roadways, one lane in each direction. These facts have remained fairly constant over the years.

**Percent Seat Belt Use (Killed and Severely Injured)**  
**Minnesota, 1995 - 2004**  
 (Data for 2003 estimated)



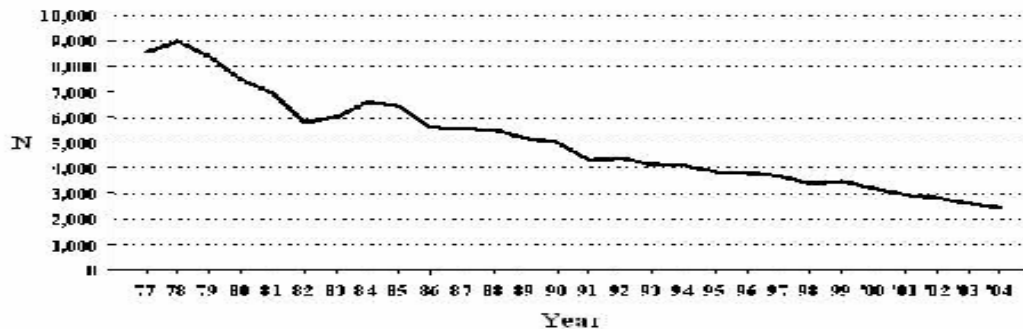
Historically, the gap between seat belt use of those killed and severely injured in the seven county metropolitan area and the other 80 counties in the state has been about 10 percentage points. As shown by the graph above, it appears the gap is growing smaller; we'll pay close attention to this in future years to gauge the effectiveness of our part of the Great Lakes Region rural project.

Observed seat belt use in the general population has generally increased or remained statistically unchanged each year since Minnesota passed a seat belt law and began conducting valid surveys in 1986. More detailed information on observed seat belt use is at the beginning of the occupant protection program area.

### Deaths and Severe Injuries

There were 80 fewer traffic deaths in 2004 than in 2003. Of those killed in traffic crashes in the past five years (3,070 people), nearly 67% were males. The percentage of those killed who were males has a very small range; from 64.9% in 2000 to 68.5% in 2003. Of those killed in the past five years, nearly 42 percent were between the ages of 15 and 34. Of the total people killed in the past five years, just under 30% were males between the ages of 15 and 34.

**Traffic Severe Injuries**  
**Minnesota, 1977-2004**  
 (Data for 2003 is an estimate)



Minnesota has kept records of severe injuries caused by crashes since 1977. Over this time period, the highest number of severe injuries occurred in 1978. That number was 8,965. Thus, 29 years ago, almost 9,000 people sustained severe injuries, compared to 2,464 last year. A severe injury is defined as one that will not allow the victim to go about his or her regular routine in the near future. Severe injuries include everything from permanent brain damage (vegetative, comatose condition) to broken limbs. A severe injury is a painful, expensive experience. According to the National Safety Council, the average cost for a serious injury is now \$55,500; that is considered a conservative estimate by many.

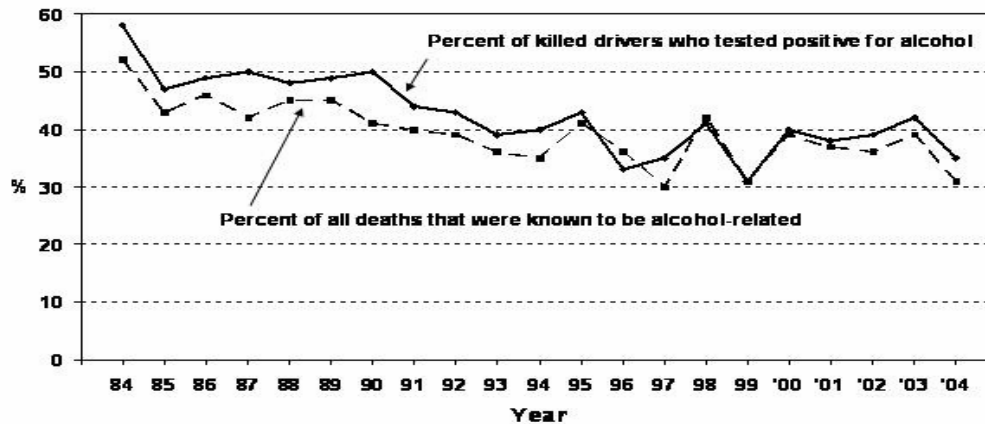
## Impaired Driving

Drinking and driving continues to be a stubborn problem. We have not made the steady progress against alcohol that we have had in getting people to buckle up. We don't even have a reliable measure of how many people in the general driving population are drinking and driving -- we cannot say, for example, that 3% of the miles driven in MN are driven in an impaired condition.

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

As seen in the following graph, the impaired driving measure has not had the same steady and positive direction as is seen in the number of severe injuries or of seat belt use.

**Fatality Alcohol Use in Minnesota  
Killed Drivers and All Deaths  
1984 - 2004**



Minnesota is making some progress against drunk driving, yet it's a particularly frustrating problem; the reasons for the see-saw effect visible in the graph are simply not clear.

Predictably, there is a strong positive relationship between alcohol use and crash severity. In 2004, 6% of all minor injuries, 12% of moderate injuries, 21% of severe injuries, and 31% of deaths were alcohol-related.

Minnesota's officers arrest approximately 34,000 drivers each year for impaired driving. Males make up approximately 70% of those arrested for DWI, females about 20% and the gender of the remaining 10% was not reported. In 2004, 21 to 34 year olds committed fully 50% of the DWIs on record.

In some ways, we can be pleased that the percentage of all deaths that are alcohol-related has not steadily climbed since the mid-1990s -- given the increase in the number of young adults in the driving population, one would actually expect there to be a significant increase in DWI. For example, from 1997 to 2002, the number of 20-to-24 year-old drivers increased 21% (compared to just 4% for teenagers, for example). People in their early twenties drink and drive the most. As the baby boom echo grows into a more responsible age, we should see a resumption of the trend of decline in alcohol-related deaths. Provided, that is, that we keep advocating on behalf of the "drive sober" message, and that we maintain our vigilance against drunk driving through programs like NightCAP and *Safe & Sober*.

# Process Description

## Problem Identification Process and Sources

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

OTS has traditionally been fortunate in the area of traffic records -- in contrast to many states our crash report data has had a comparatively fast turnaround from the time it is received to the time it is entered and available for analysis. Fatality data is received daily by the Patrol and is shared with OTS. Complete crash data from the previous year is usually available by the following May; preliminary data on critical measures such as the percentage of fatalities related to alcohol is available to the staff before plans for the next year are finalized. In addition to the crash data, we are fortunate to have a research analyst with the ability to extract information from the drivers' license database and produce aggregate statistics on DWIs.

In 2003, a new data collection report form debuted in January and the section of Driver and Vehicle Services which enters and checks the data was re-organized. In addition, local agencies could begin entering their reports on-line this year. All these changes lead to a significant delay in the 2003 Crash Facts and to an abbreviated publication. While data cleaning for 2004 also presented more problems than usual, the Crash Facts will be back in its longer, more complete format.

Our NHTSA-approved observational study of seat belt use has traditionally been conducted each August with the results available by September. The present approved design (first used in August of 2003) provides the OTS with a statewide estimate, and estimates for the metropolitan versus non-metropolitan areas, for three different age groups, by type of vehicle driven, and by major versus minor roadways. Starting in 2003, we also conducted mini-surveys before and a full statewide observational survey after the May mobilization, as well as telephone surveys of attitude and knowledge of that campaign. This information is used in our planning process.

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

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

Throughout the year, requests for information come in from the press, the legislature, the public, and within the Department and OTS for the data to be broken down in ways not



displayed in the book. The questions are most often generated by a national or another state's press release or by a Minnesota traffic safety project that we are evaluating or itself identifies a need for localized information. In addition, the OTS will make requests for FARS information, CODES information, and CMV information as questions arise.

## **2006 Problem Identification**

In 2004, Minnesota's death rate per hundred million vehicle miles traveled was 1.00 – the lowest rate in our history and significantly better than the national average of 1.46. The number of persons killed in alcohol-related crashes, 177, is the lowest we have seen since we began tracking that number. Nevertheless, Minnesotans have serious traffic safety behavioral problems that can be addressed. The highest priority problems are documented and demonstrated in the following statistics:

- 34,199 impaired driving arrests were made on Minnesota roadways last year (after increasing for seven years in a row, then decreasing for the next three years, the number of DWIs rose by 6% this year). Of the DWI arrests, 70% were male, 21% were female and gender was not stated for 9%.
- Of the 567 persons killed on our roads, 177 (31%) deaths involved a drinking driver, pedestrian, motorcycle rider, or bicyclist.
- Nearly 67% of those killed in 2004 crashes were males. In contrast, slightly more women than men were injured in crashes.
- When comparing the proportion of different age groups with drivers licenses to the proportion of them who were in a crash, all age groups up to the 29 years old were over-represented in crashes.
- Of the 461 drivers or passengers who were killed inside vehicles, only 182 were known to be using a seat belt at the time of the crash. As a percentage of those killed, this 39.5% is nearly the same as last year's 39%; but it is still the highest we have seen.
- Belt use in fatal crashes was lowest for two rather disparate cohorts – fewer than 33 percent of the 15 to 19-year-olds and 17% of the 35 through 39 year olds were safely restrained. These cohorts are different than those with the lowest use last year (10 to 14 year olds and 25 through 39 year olds). In terms of numbers of people killed in vehicles, teenagers (15 through 19) had the highest number (67), followed by 20 to 24 year olds (61) and 75 and greater in age (57).
- While crashes occur much more frequently in the Minneapolis/St. Paul seven-county metropolitan area (59%), approximately 70% of deaths and serious injuries occur in the rural counties of the state. Congestion may be frustrating, but as speeds decrease so does injury severity.
- Illegal or unsafe speed was involved in crashes that killed 152 people; 27% of the total who died. The percentage of Minnesota's traffic deaths involving speeding remains fairly consistent over the years.

- Driver inattention or distraction was a factor in the deaths of 100 people (17% of the total deaths, the same percentage as last year) and injuries of another 12,583.
- In 2004, Minnesota with the new Crash Report Form, Minnesota began collecting information on sport utility vehicles separately; in the past, they were lumped with regular cars. Occupants of vehicles we'd expect to be equipped with belts made up around 80% of the deaths in each of the last three years. One in every 8.6 deaths was to an SUV occupant, one in every 2.1 deaths was to a car occupant, one in every 7.2 occupants was to a pick-up occupant, one in every 11.3 occupants was to a motorcyclist, and one in every 15.3 deaths was of a pedestrian.
- According to *Minnesota Impaired Driving Facts* a book of tables and information on impaired driving incidents on Minnesota drivers' licenses, persons in their early twenties are the most likely to drink and drive and to have been arrested for DWI. In 2004 fully 50% of the DWI arrests were between the ages of 21 and 34 and fully 25% were between 20 and 25 years old. While an average of one out of every 10 drivers have a DWI on their record, men are nearly four times as likely to have a DWI on their drivers license record as are women.

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

- Impaired driving
- Not using seat belts or child seats
- Speeding
- Inattention or distraction
- Inexperience

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

## Services

In carrying out its mission, OTS serves as the staff office for the Governor's Representative for Highway Safety and coordinates Minnesota's participation in the National Highway Traffic Safety Administration's State and Community Highway Safety grant program. Minnesota Statute 4.075 establishes the existence of the highway safety program in the Department of Public Safety. In addition to the NHTSA federal grant programs, OTS coordinates and manages several state-funded programs (including the motorcycle safety program and the child seats for needy families program) and other federal grant programs such as the block grant and discretionary grants made available through the Office of Juvenile Justice and Delinquency Prevention to combat underage drinking. OTS also produces *Minnesota Motor Vehicle Crash Facts* to satisfy the requirements of M.S. 169.10.

Staff plays a variety of roles in accomplishing the division's mission and goals. State Program Administrators (roughly half of the OTS staff of 20) serve as grant coordinators who provide technical assistance and consultation to project directors (grant recipients), and interact with funding agencies (usually NHTSA), providing them with necessary and requested information. Coordinators also act as program experts who testify before the legislature, answer questions from the media and the general public, and advise policy makers and legislative staff on issues related to the program areas they coordinate. The coordinators manage approximately 150 federal-funded grants, 25 state-funded grants, and 25 contracts each year. In addition to non-profits and local units of government (and to a much lesser extent private organizations), four other divisions within Public Safety and two other state agencies have projects from OTS.

OTS has three research analysts who analyze traffic crash data from Minnesota, produce the legislatively-mandated *Minnesota Motor Vehicle Crash Facts* booklet, identify traffic safety problem areas for the coordinators, answer questions from the general public, and evaluate the effectiveness of various traffic safety programs.

As staff has become more proficient in designing and updating websites, the OTS has made much better use of ours. That website's -- [www.dps.state.mn.us/ots](http://www.dps.state.mn.us/ots) -- contents include several years of *Crash Facts*, the *Impaired Driving Facts* book, active requests for proposals and application forms, schedules and pictures of events, a resource catalog, the complete contents of media kits, and fact sheets. The website is updated at least weekly and it is a great source of pride, as well as information. Law enforcement agencies can submit reports on their mobilization work on-line. *Safe & Sober* grant agencies are also able to submit much of their lengthier reports on-line.

## **Project Selection**

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

- Projects that directly support traffic safety efforts in cities, counties, and communities.
- Projects that support traffic safety efforts at the state level or which indirectly support the activities in communities.
- Projects that support our in-house efforts to evaluate, coordinate, and monitor the other projects.
- Mobilizations and other nationally coordinated efforts

### **Direct Community Support**

For projects that directly support community traffic safety efforts, we issue a request for proposals (RFP) to local units of government. In the RFP, we define eligibility, the identified problem, the types of activities that can be funded, the timeframe for the projects, the contents of the application, any requirements specific to the project, and the range of application budgets we are expecting to receive. Applications received in response to RFPs are evaluated and rated, based on budgets, work plans, personnel, prior experience, and objectives.

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

- They have more impaired driving crashes than the state as a whole based on population.
- They have more impaired driving crashes than the state as a whole based on vehicle miles driven.
- They have more people in crashes who were not using safety restraints than the state as a whole based on population.
- They have more people in crashes who were not using safety restraints than the state as a whole based on vehicle miles driven.
- They are one of the worst twenty counties in terms of traffic fatalities, or
- They are one of the thirteen counties accounting for 60% of the state's alcohol related fatalities.

### **Indirect Community Support**

Many of our projects provide indirect support to local traffic safety programs. For these projects, the coordinator responsible for the program area determines what types of support (such as public information materials or improved crash data analysis) are most needed. Many of our traffic safety efforts at the state level -- such as projects that provide training and assistance for local peace officers and county or municipal agencies, provide classes for child passenger safety advocates, and provide data improvement projects at OTS or the Department of Health --are extremely beneficial to and ultimately of direct benefit to local communities.

### **Coordination/Monitoring Support**

In addition to our Planning and Administration activities, we use the 402 funds to support program area experts in the following traffic safety program areas: Alcohol, (both youth access to alcohol and adult impaired driving), Occupant Protection, Police Traffic Services, Traffic Records, Safe Communities, Evaluation, and Public Information. Federal funds are used to support the computer run costs generated by OTS research staff who are charged with conducting our problem identification efforts. State funding provides us with a program expert in the area of Motorcycle Safety.

### **Mobilizations and Other National Efforts**

Minnesota has fully supported the seat belt and impaired driving national mobilizations and plans to continue to do so. The mobilizations are planned and conducted by a team comprised of the *Safe & Sober*, occupant protection, alcohol, and public information coordinators at OTS, as well as, our director, deputy director, *Safe & Sober* liaisons, and staff from the Office of Communications and the State Patrol. The amount of effort and number of personnel hours invested in the mobilizations is enormous; as is the financial

commitment. Projects most directly related to the mobilizations include our enforcement projects such as *Safe & Sober* overtime grants, our liaisons, the *Safe & Sober* Challenge, equipment incentives for participating agencies, the annual law enforcement conference, traffic officer training, paid and earned media, and the observational study and evaluation projects. All of our Safe Communities support the mobilizations. In 2006, OTS will add paid enforcement to selected rural agencies in support of the *Great Lakes Region Rural Initiative*.

## Project Development

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

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

## Gathering Input from Partners

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

- **Toward Zero Deaths Meetings:** In a collaborative effort, the Departments of Transportation and Public Safety invited key people from many and varied disciplines to several meetings in 2004. Starting with the 22 key emphasis areas in the AASHTO Strategic Highway Safety Plan, the group discussed the relative importance of the areas and strategies likely to impact the areas with the highest priority. The strategies were then prioritized. The group included state and county traffic engineers; OTS staff; law enforcement and public health liaisons; local, county and State Patrol officers; and safety advocates representing MADD, child passenger safety experts, the Minnesota Safety Council, Safe Communities projects, the MN Department of Health, and EMS providers. A report has been written on the outcome of those meetings, and the recommendations have been given a high priority in the selection of projects.

- **Traffic Safety Partners Breakfasts:** Four times a year, the Office of Traffic Safety invites advocates from around the state into St. Paul to discuss trends, current efforts, and new ideas for decreasing traffic deaths and injuries. Participants include representatives from organizations such as MADD, the Minnesota Safety Council, the Minnesota Institute of Public Health, EMS, the law enforcement community, and AAA; from other state agencies such as Health and DOT, other divisions within the Department of Public Safety (the Minnesota State Patrol, the Office of Communications, and Driver and Vehicle Services); and present contractors to the Office such as our law enforcement liaisons and the Minnesota County Attorneys Association. Information gathered at these meetings is considered when developing future programs and plans. In addition, the meetings increase partnership possibilities and decrease the possibility of duplication of efforts for everyone involved.
- **Traffic Records Coordinating Committee:** This committee, which was formed in response to a requirement in the NHTSA 411 program, meets monthly to discuss improvements to Minnesota's traffic records systems. Representatives from local law enforcement, DOT, Health, DPS, and the courts work together to ensure that any proposed changes are reviewed by and acceptable to all.
- **NETS Advisory Board:** A small NETS Advisory Board was formed to assist our NETS project in Minnesota.
- **Safe & Sober NightCAP, and Community Health Liaisons:** Minnesota's four law enforcement liaisons and community health liaison provide a wealth of information about the needs of state, county, and local law enforcement and health agencies.
- **Motorcycle Safety Advisory Board:** This long-standing committee continues its important role in defining key messages for public information campaigns and overseeing the state-funded motorcycle safety program.
- **Child Passenger Safety Advisory Board:** Formed in the summer of 2000, this team of Minnesota child passenger safety experts meets quarterly to provide advice on improvements to Minnesota's child passenger safety program. There are twelve CPS certified members from around the state and different professions on the board.
- **Minnesota Seat Belt Coalition:** Many organizations, agencies and individuals are members of the Minnesota Seat Belt Coalition, sharing the goal of increasing safety belt use in the state. While the coalition itself has been around for many years, our former Governor's strong support for a standardized seat belt law two years ago motivated the Coalition to be more active once again. Staff and organizational support for the Coalition is provided by the Minnesota Safety Council (see [www.mnsafetycouncil.org](http://www.mnsafetycouncil.org) for more information).
- **National Highway Traffic Safety Administration:** Last, but not least, the OTS takes into account the recommendations and opinions of the Great Lakes Region NHTSA Office.

## Methods for Selecting Projects

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

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

We always have many more sound project ideas than we can fund -- it is a competitive process. As a result, we discuss each new project idea and challenge the budget assumptions for each proposed project. We also consider our funding by area -- are we fulfilling our responsibilities for maintenance of effort and do we have projects that fit into the conditions and plans for the various NHTSA funding sections such as 411, 410, and 157. Within the constraints of our available funding, the OTS director and deputy director decide which of these projects to fund and at what level.

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

# Specific NHTSA Required Plans

## Enforcement

### Enforcement Activities Philosophy

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

Minnesota's enforcement programs all stress increasing occupant protection and/or decreasing impaired driving. The media focus may sometimes include speeding, distracted driving, or aggressive driving to keep interest high.

We strongly encourage multi-agency cooperation in grant-funded and on-duty saturations to maximize the impact on the public and decrease duplicative paperwork and media efforts. Enforcement projects that are not competitively awarded (NightCAP and Corridor projects) are required to include the State Patrol, a Sheriff's Office, and at least one municipal agency in each effort. For the competitively awarded *Safe & Sober* projects, applications from more than one agency are strongly encouraged by awarding a large number of points in the proposal evaluation for doing so.

Some of our enforcement programs are statewide, and some are specific to a group of counties, or a particular segment of roadway. All are based on problem identification.

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

### Enforcement Training

Officers being reimbursed with NHTSA money, regardless of the project, are all required to have completed Standardized Field Sobriety Training (a two day course with actual drinking subjects each of the two days) and Advanced SFST: Drugs that Impair (a one day course). For projects where the emphasis is passenger protection at least part of the time, they are also required to have completed the four hour Occupant Protection Usage and Enforcement training – a course distilled from the NHTSA TOPS curriculum. The instructors and materials for the classes are provided by the Minnesota State Patrol through a grant with OTS.

### Enforcement Projects

In order to support increased enforcement of traffic safety laws at every agency in the state, especially those pertaining to impaired driving and seat belt use, Minnesota has a variety of enforcement projects. Our saturations are all STEP projects – publicizing the up-coming



enforcement, increasing enforcement activities for a period of time, and then publicizing the results of the enhanced enforcement. All the projects discussed below are included in the appropriate Program Areas later in this HSP. They are summarized here to assist those interested in this single strategy.

The statewide *Safe & Sober* project provides grants on an annual basis as the result of applications received in response to a Request for Proposals available on our website and through the regular mail and e-mail. At least 90% of the grant funds are used for overtime enforcement during the time periods set up in the grant; the two longest periods coincide with the national Memorial Day mobilization and Labor Day crackdown. For 2006, grants in selected rural areas of the state will also receive funding for enhanced enforcement the two weeks prior to the Memorial Day mobilization as part of the *Great Lakes Region Rural Initiative*. Eligibility for the *Safe & Sober* grants is defined as being over-involved in alcohol-related deaths and severe injuries, over involved in deaths or severe injuries where passenger protection was not used, or being in one of the twenty counties with the highest number of deaths and severe injuries. Except for the police departments of Minneapolis, St. Paul, and St. Cloud (by far our largest statistical areas and media markets), an agency can receive *Safe & Sober* funding for no more than three years in a row. In addition to handling statewide events and media buys, and setting up regional events with the help of the locals, the Office of Communications provides media packets for each enforcement period defined in the grant. The agencies do much more than simply send out personalized news releases before and after each wave; they are active in seeking interviews on radio stations and cable television, encouraging reporters to ride along with patrolling officers and attend SFST classes, writing letters to the editor and seeking others to do the same, and finding businesses to support their efforts through such things as coupon events, messages on changeable outdoor signs, messages on prom flowers and dry cleaning bags, and a wide range of other creative earned media ideas.

The Challenge program encourages agencies which did not receive a grant or were ineligible for one to do similar work (officer training, media relations and public information, and enhanced enforcement during the set time periods) and report what they have done at the end of the year to OTS. Agencies compete with others based on number of officers and the top three in each of ten size categories are given a mini-grant for \$3,000; \$2,000; or \$1,000. The Challenge program is particularly effective with the small enforcement agencies. Any agency who did not receive a grant for the year is eligible for the Challenge.

Because the requirements and reports are light, the mobilizations cover a larger number of agencies than the grant and challenge programs combined. To participate in a mobilization, (Thanksgiving seat belts and December holiday DWI, Memorial Day seat belts and Labor Day DWI) agencies must issue pre and post news releases, increase their patrols and enforcement of the chosen violation, and report to us the number of chosen violations written during the enforcement period. Any and all officers can participate; there are no training requirements. On the report, each agency also marks their choice of small award – an item valued at \$100 or less such as two convertible child seats, or a Stinger flashlight, or a tint meter, or a ticket book and equipment bag. We try to change those awards to keep interest up and the agencies motivated. Agencies are not allowed to report together on mobilization results; each agency must report their own. All agencies are eligible for mobilizations. Grantees are required to

participate under their grant agreements. In addition to the small awards each agency receives for participating, each receives a chance at a drawing for a larger item; their choice of a PBT or Fatal Vision Goggles, or their choice of a lidar, radar, or in-squad camera.

The NightCAP program concentrates on impaired driving enforcement and is coordinated by our NightCAP liaison. The vast majority of the project funding is spent on enforcement in the 13 counties which together account for 60% of all Minnesota's alcohol-related fatalities. State Patrol districts set up at least monthly saturations in those 13 counties; in the summer, the events become more frequent. The saturations must include officers from at least one sheriff's department and local police department. The local agencies can be reimbursed for their overtime hours or do the shifts on-duty and receive a small piece of equipment for participating. The program has a large motor home, called the BATmobile, which is equipped with an Intoxilyzer evidentiary BAC machine, and a room suitable for field sobriety drug exams. The liaison takes the BATmobile to the more populous NightCAP saturations, it greatly cuts down on the amount of time to process an impaired driver. The NightCAP liaison also provides caps with the NightCAP logo on it to officers who get a "hat trick" – three DWIs in a single shift.

The final project that includes enhanced enforcement activity is the *Toward Zero Deaths* Corridor projects. The Departments of Transportation and Public Safety work together to identify the more dangerous roadways in the state. They work with local coalitions to identify the specific problems (including roadway hazards) and strategies to deal with them (including engineering fixes). The strategies invariably include enhanced enforcement.

### **Evaluating Enforcement Activities**

In the beginning, the OTS imposed three specific performance objectives on all enforcement projects. Those three objectives were 1) number of contacts with the public per hour worked, 2) number of citations as opposed to warnings, and 3) number of passenger protection actions. We set the minimum objectives at two contacts per hour, fifty percent which resulted in a citation and twenty percent which related to seat belts or child seats.

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

Minnesota statutes include a prohibition of what are commonly referred to as "quota laws" – a prohibition against evaluating enforcement employees based on number of tickets written. Therefore, our grants stated agencies would "strive to achieve" the objectives. Nevertheless, even that was challenged in 1999 and beginning with federal 2000 grants, OTS was no longer allowed to set any numerical objectives for agencies. In certain quarters, this has caused much,

much ado about absolutely nothing. The absence of numerical goals set by OTS has empirically not had any adverse impact on enforcement activity. Instead of comparing an agency with the numerical goals we had set, we compare each agency with the average performance of all agencies during that time period. Grantees are appraised of their progress in comparison to the average agency's results throughout the year. The averages for all agencies have increased each year.

The three enforcement objectives are factors the OTS looks at carefully when considering funding individual projects for a subsequent year. In particular, agencies must discuss their past *Safe & Sober* funded enforcement actions in a separate section of that application.

In addition to the enforcement performance objectives discussed above, each *Safe & Sober* grant must write at least three objectives of their own in specific formats provided, such as increase seat belt use as shown by informal surveys from a baseline of 72% in June of 2004 to 78% in June of 2005, increase impaired driving arrests made during the Labor Day crackdown from a baseline of 27 in 2004 to 34 in 2005, or decrease the number of deaths and serious injuries in the jurisdiction(s) from 256 (May through September 2003) to 225 (May through September 2005). In their final reports, agencies discuss their progress towards meeting these goals.

## **Media/Communications Plan**

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

### **October 2005**

#### **Editorial:**

##### **Seat Belt Use Rate**

- Issue news release on seat belt use rate (emphasize unbelted vehicle occupant serious injuries/fatalities).

##### **Deer-Vehicle Collisions**

- Issue news release on deer-vehicle collisions (target suburban commuters, residents in sprawl and rural areas); issue jointly with Departments of Transportation and Natural Resources. Emphasize drivers response to situation ("Don't veer for deer").

##### **Halloween**

- Issue statewide news release emphasizing designated drivers and pedestrian safety.
- Issue pre- and post-enforcement template news releases, and county-specific stats sheet (impaired driving incidence rate, fatalities, DWIs) to law enforcement agencies statewide for local customization and distribution (mini-enforcement waves).

##### **Pre-Thanksgiving**

- Provide pre- and post-enforcement template news releases, county-specific stats sheet, outreach material, etc. to law enforcement agencies statewide for local customization and distribution.
- Solicit participation of MnSCU (Minnesota State Colleges and Universities) to promote seat belt use in their communities similar to their role in the May 2005 Rural Seat Belt campaign.

#### **NightCAP Releases**

- Ongoing; issue post-enforcement news releases on results/arrests/alcohol-concentration levels of NightCAP impaired driving saturations.

#### **PSA Media:**

- Secure co-branding advertiser (nominal fee) for three rotating TV public service announcements in the Minnesota Wild Hockey October-April season (follows 2004-2005 lock-out year-hiatus).

#### **Paid Media:**

- Contract with media buying agency Campbell-Mithun should be re-established in September 2005. Agencies to meet and begin overall planning for the year; emphasis on upfront buying to leverage total budget of \$1,549,700:
  - \$800,000 for occupant protection/general safety (402)
    - \$300,000 for Rural Seat Belts
    - \$350,000 for May Mobilization
    - \$85,000 for Minnesota Twins campaign
    - \$15,000 for State High School tournaments
    - \$20,000 for University of Minnesota sports campaign
    - \$30,000 for Labor Day Impaired Mobilization
  - \$400,000 for impaired driving (410)
    - \$100,000 for Summer Impaired Campaign
    - \$300,000 for Labor Day Mobilization
      - Plus an additional \$30,000 (402)
  - \$349,700 for speed enforcement messaging (164 transfer)
    - Begin testing and development of speed enforcement creative concepts.
- Fall 2004 Rider Review published in Minnesota Motorcycle Monthly.

#### **November 2005**

#### **Editorial:**

#### **Toward Zero Deaths Conference**

- Attend annual conference of traffic safety stakeholders.

- Issue concurrent news release focusing on law enforcement initiatives; merchandise key speakers to local and statewide media.

### **Thanksgiving**

- Announce statewide enforcement period (this effort is unfunded and will not be supported by paid media). Secure and leverage support of coalition partners (AAA, MADD, Minnesotans for Safe Driving, Minnesota Safety Council); stress need for primary seat belt legislation and provide call-to-action to citizens, key influencers and legislators.
- Issue news release with traffic safety reminder; emphasize increased travel, impaired drivers, role of seat belts. Target: Holiday travelers, M 18-34. Provide MSP spokesperson for interviews, ride-along opportunities.
- Issue news release detailing crash fatalities and serious injuries after Thanksgiving weekend.

### **Safe Winter Driving**

- Issue news release with safe winter weather driving tips coinciding with first measurable snowfall (emphasis on belts, safe speeds, vehicle maintenance; coordinate with MnDOT and its message re: snow plows and safe distances).

### **NightCAP Releases**

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

### **Motorcycle Safety**

- Issue news release and report on 2005 Helmet Challenge to targeted local media, national trade publications and national helmet and motorcycle manufacturers.

### **Pre-Holidays & New Year**

- Provide pre- and post-enforcement template news releases, and county-specific stats sheet to law enforcement agencies statewide for local customization and distribution (mini-enforcement waves).

### **Paid Media:**

- Begin 10-month campaign supporting statewide speed enforcement supported by \$349,700 (164 transfer funds).
- Message: "The posted speed is the speed limit."
- Target: M-F, 18-49.
- Heavy statewide radio with a blinking schedule to complement enforcement (eight weeks on, four weeks off). May reduce schedule during Jan-March when speeding is generally reduced due to inclement weather, and allow for heavy-up during spring and summer months. Leverage buy to secure editorial opportunities with emphasis on drive-time interviews with law enforcement.

**PSA Media:**

- Leverage relationship with Border Foods (exclusive Minnesota franchisee of Taco Bell and Pizza Hut outlets). All bagged food orders (drive-thru, to-go) will have "Click It or Ticket" post-it affixed to order; approx. 750,000 during campaign.
- Minnesota Wild hockey PSA campaign continues.

**December 2005**

**Editorial:**

**Impaired Driving Crash Facts**

- Issue news release on main findings of *Impaired Driving Crash Facts 2004*. Targets: Legislators, key influencers, policy makers.
- Distribute news release and publication to key media.

**Holidays & New Year**

- Issue statewide news release emphasizing designated drivers during busy holiday celebration period. Targets: M & W, 18-45.
- Conduct ride-alongs with state troopers and other law enforcement agencies emphasizing targeted impaired driving saturations.

**Impaired Driving & NightCAP Counties**

- Hold news conference to introduce new NightCAP counties for 2006; include law enforcement from each county.
- Issue news release, county-specific stat sheets and electronic 14 county map. Secure editorial opportunities in each county with local spokespersons.
- Develop/distribute poster highlighting NightCAP counties to law enforcement agencies, Minnesota County Attorneys Association, MADD chapters, and other channels.

**NightCAP**

- Ongoing news releases; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

**PSA Media:**

- Minnesota Wild hockey PSA campaign continues.

**Paid Media:**

- Speed enforcement radio campaign continues.
- Bonus spots earned from 2005 summer Speed and Impaired media buys are scheduled to run between Dec. 24, 2005 and Jan. 1, 2006 with impaired enforcement/designated driver message.

- Attend Media Forum (TBD).

## January 2005

### Editorial:

#### Preliminary Fatalities for 2005

- Issue news release citing preliminary total traffic fatalities for 2005. Target: Legislators, other key influencers and policy makers with emphasis on role of seat belts and primary.

#### Child Passenger Safety (CPS)

- Develop and provide pre- and post-enforcement template news releases, stats sheet for law enforcement agencies statewide for local customization and distribution. Target: Young mothers/caregivers, 18-34, rural skew.
- Pitch CPS February sweeps story to media.

#### Super Bowl

- Develop and provide pre- and post-enforcement template news releases, stats sheet for law enforcement agencies statewide for local customization and distribution. Emphasize impaired driving; safe alternatives. Target: M, 18-45.

#### NightCAP Releases

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

#### PSA Media:

- Minnesota Wild hockey PSA campaign continues.

#### Paid Media:

- Purchase and placement of :30 spots in state high school tournaments (hockey, basketball, wrestling) February TV coverage with seat belt message ("Friendly Cop"); approx. \$15,000 of 164 Transfer funds.
- Purchase and placement of :30 spots in Univ. of Minnesota (hockey, basketball) spring TV coverage with seat belt message ("Friendly Cop"); approx. \$20,000 of 164 Transfer funds.
- Speed enforcement radio campaign continues.

## February 2006

### Editorial:

#### Child Passenger Safety (CPS)

- Issue comprehensive media material (releases, fact sheets) to media outlets statewide in advance of CPS Week.
- Copy and distribute NHTSA B-roll beta tape of booster seat use to TV outlets.
- Pitch and book radio/TV/print interviews with CPS technicians statewide.

### **Super Bowl**

- Issue news release on historical Super Bowl DWI arrests, state patrol enforcement, designated drivers. Target: M, 18-45.
- Target NightCAP counties and pitch State Patrol interviews to youth-oriented radio stations stressing enforcement. Target: M, 18-34, rural skew.

### **St. Patrick's**

- Develop and provide pre- and post-enforcement template news releases, stats sheet for law enforcement agencies statewide for local customization and distribution. Emphasize impaired driving; safe alternatives. Target: M, 18-45.

### **NightCAP Releases**

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

### **PSA Media:**

- Minnesota Wild hockey PSA campaign continues.

### **Paid Media:**

- Media planning and analysis for May campaigns (Rural and May Mobilization).
- High school tournament campaign airs (see Jan.).
- Univ. of Minnesota spring sports campaign (hockey, basketball) begins.
- Speed enforcement radio campaign continues.

## **March 2006**

### **Editorial:**

### **St. Patrick's**

- Issue news release on DWI arrests, state patrol enforcement, designated drivers. Target: M, 18-45.
- Target NightCAP counties and pitch State Patrol interviews/controlled drinking labs to youth-oriented radio stations stressing enforcement. Target: M, 18-34, rural skew.

### **NightCAP Releases**

- Issue NightCAP mid-year citation totals news release.



- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

### **Motorcycles**

- Issue news release, conduct media pitches to elevate awareness of start of motorcycle season.
- Provide rider training form letters to the editor to instructors, clubs and organizations.

### **PSA Media:**

- Minnesota Wild hockey PSA campaign continues.

### **Paid Media:**

- Univ. of Minnesota spring sports campaign (hockey, basketball) continues.
- Speed enforcement radio campaign continues.

### **Other:**

- OOC representative to attend Lifesavers Conference.

## **April 2006**

### **Editorial:**

#### **Pre-Rural Seat Belt Campaign**

- Develop and provide comprehensive media material (releases, fact sheets) to grantees/participants in advance of effort.
- Distribute material (print, signage, electronic) to Minnesota State College and Universities (MnSCU) for distribution to students, college communities in rural Minnesota.

#### **Pre-May Mobilization**

- Develop and provide comprehensive media material (releases, fact sheets) to grantees in advance of mobilization.
- Coordinate regional news events/launches.
- Identify, pitch and book radio/TV/print interview opportunities with law enforcement.

#### **Fishing Opener**

- Issue traffic safety news release reminder targeting speeding, impaired driving. Issue B-roll highlighting safe trailer tips. Target: M, 18-45.

### **Motorcycles**

- Provide motorist awareness form letters to the editor to instructors, clubs and organizations.

**PSA Media:**

- Minnesota Wild hockey PSA campaign continues.

**Paid Media:**

**Rural Seat Belt Campaign**

- Secure paid media and/or editorial for two-week TV and radio campaign. Target: Rural males, 18-34. Message: CIOT ("Friendly Cop).
- Use approx. \$300,000 (402 funds) to support greater Minnesota media campaign with heavy emphasis on spot TV, spot cable and local radio; employ gas pump-toppers, indoor, and mobile boards as appropriate.

**May Mobilization**

- Secure paid media for extensive, 10-day statewide TV and radio campaign targeting M, 18-34. Message: CIOT. Cite three-year total of seat belt citations during previous May Mobilizations.
- Use approx. \$350,000 (402 funds) to support statewide media campaign with heavy emphasis on spot TV, spot cable and local radio; employ gas pump-toppers, indoor, and mobile boards as appropriate.
- Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.

**Minnesota Twins**

- Begin six-month, home plate signage campaign with Minnesota Twins (April-May, seat belt message; June-July, speeding message; Aug.-Sept. impaired driving message); approx. \$85,000 (402 funds).

**Think. Ride Smart**

- Motorcycle ads using indoor, pump top and truck back.

**May 2006**

**Editorial:**

**Rural Seat Belt Campaign Warm Weather/Summer Travel Advisory**

- Secure editorial coverage (TV and radio campaign) supporting campaign. Message: CIOT.

**May Mobilization**

- Distribute news releases, fact sheets statewide announcing launch of law enforcement.

- Secure editorial coverage leveraged by paid media buy.
- Execute regional news events/launches; leverage media buy to secure radio station event sponsor in each market.

**Pre-Summer Impaired Campaign:**

- Distribute template news releases, customized fact sheets to 13 NightCAP announcing launch of summer law enforcement focus and supporting paid media campaign.

**Proms/Graduations**

- Safety message surrounding year-end school festivities included in Rural Belt and May Mob overall executions.

**Motorcycles**

- Provide passenger awareness "To the Editor" letters to instructors, clubs and organizations.

**Paid Media:**

**Rural Seat Belt Campaign**

- Paid media campaign launches with approx. \$300,000 (402 funds) of spot TV, spot cable and local radio; gas pump-toppers, indoor, and mobile boards as appropriate.
- Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.

**May Mobilization**

- Paid media campaign launches with \$350,000 (402 funds) of spot TV, spot cable and local radio; employ gas pump-toppers, indoor, and mobile boards as appropriate.
- Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interview with law enforcement.

**Other Paid Media:**

- Twins campaign continues (seat belts).
- Speed enforcement campaign continues.

**PSA Media:**

- Leverage relationship with Border Foods (exclusive Minnesota franchisee of Taco Bell and Pizza Hut outlets). All bagged food orders (drive-thru, to-go) will have "Click It or Ticket" post-it affixed to order; approx. 750,000 during campaign.

**June 2006**

**Editorial:**

**Warm Weather/Summer Travel Advisory**

- Issue news release focusing on safe summer driving; deadly historical trend.

### **Speed Enforcement/ Mid-year Fatalities**

- Issue news release announcing results of enforcement effort since campaign began September 2005. Reference number of mid-year traffic deaths, re-emphasize deadly summer months.

### **May Mobilization**

- Issue news release announcing results of enforcement effort.

### **Speeding**

- Develop and provide pre- and post-enforcement template news releases, stats sheet for law enforcement agencies statewide for local customization and distribution. Emphasize speeding. Target: metro and rural males, 18-34.

### **NightCAP Releases**

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

### **Motorcycles**

- Provide impaired riding form letters to the editor to instructors, clubs and organizations.

### **Paid Media:**

#### **Summer Impaired Campaign**

- Secure paid media with approx. \$100,000 (410 funds) for three-month (mid-June through mid-August) impaired driving targeting M, 18-34 Message: YDYDYL. Emphasis on cable TV and radio in media markets in 13 NightCAP counties with highest alcohol-related fatalities.

#### **Other Paid Media:**

- Twins campaign continues (speeding).
- Speed enforcement campaign continues.

## **July 2006**

### **Editorial:**

#### **Pre-Labor Day Impaired Mobilization**

- Develop and distribute comprehensive media material (releases, fact sheets) to grantees/participants in advance of effort; address impact of 0.08 one year after implementation.

### **Speed Enforcement**

- Generate editorial coverage with news release, and/or regional event/news conference.

### **NightCAP Releases**

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

**Paid Media:**

**Labor Day Campaign**

- Secure paid media campaign with approx. \$300,000 (410 funds) and \$30,000 (402 funds) of spot TV, spot cable and local radio; gas pump-toppers, indoor, and mobile boards as appropriate.
- Leverage paid buy to secure editorial opportunities with emphasis on radio drive-time interviews with law enforcement.

**Other Paid Media:**

- Summer impaired campaign continues in 13 counties.
- Twins campaign continues (speeding).
- Speed enforcement campaign continues.

**August 2006**

**Editorial:**

**Annual Seat Belt Survey**

- Preview seat belt survey with news advisory and photo opp. Highlight seat belt use rate, May Mob results and survey results in September.

**NightCAP Releases**

- Ongoing; issue post-enforcement news releases on results/arrests of NightCAP impaired driving saturations.

**B-T-S Safety Advisory**

- Issue news releases highlighting B-T-S CPS, pedestrian & crosswalk safety. Issue B-roll Beta tape to TV outlets statewide. Target: Parents/caregivers, general motoring public.

**Paid Media:**

**September Mobilization**

- Paid media campaign launches: TV and radio campaign targeting M, 18-34. Message: YDYD. YL. Cite 10-year total of DWI arrests; cite previous arrests during enforcement campaigns (county-specific).
- Leverage paid buy to secure editorial opportunities.
- Coordinate regional news events/launches.

**Other Paid Media:**

- Summer impaired campaign continues in 13 counties.
- Twins campaign continues (impaired).
- Speed enforcement campaign continues.

## **September 2006**

### **Editorial:**

#### **Labor Day Mobilization**

- Distribute news releases, fact sheets statewide announcing launch of law enforcement.
- Secure editorial coverage leveraged by paid media buy.
- Execute regional news events/launches.

#### **Seat Belt Survey**

- Issue news release announcing results of annual August statewide seat belt use survey.

### **Paid Media:**

#### **September Mobilization**

- Continued placement of media through BOGO or bonus spots.

### **Other Paid Media:**

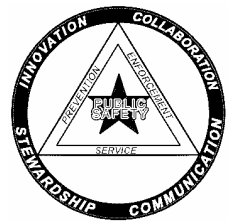
- Twins campaign continues (impaired).
- Speed enforcement campaign continues.

# Highway Safety Plan Program Areas

## Introduction

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

The following pages provide information about all the projects of OTS will be involved with during federal fiscal year 2006. We have included brief descriptions of all types of funding sources and special projects of which we are aware at this time. Revisions to the Highway Safety Plan will be written as necessary. This Highway Safety Plan supports our mission, will move us towards our goals, and ultimately help us achieve our vision of a safer Minnesota.



## 06-01: Planning and Administration

Planning and Administration (P&A) is a critical function of Minnesota's traffic safety program. NHTSA rules limit the amount of 402 funds that can be spent on P&A to 10% of the total amount of 402 funds expended. In addition, funds devoted to P&A must be matched by an equal amount of state funds. We use P&A funds to support the operational costs of the Office of Traffic Safety (rent, supplies, phones, and so forth) and some staff salaries. The following OTS staff members are supported through P&A projects:

- Director (1)
- Deputy Director (1)
- Support Staff (2)
- Program Coordinators (1.50)
- Accounting Officer (.5)

<b>Project Number:</b>	06-01-01
<b>Project Title:</b>	Planning and Administration
<b>Target Population:</b>	Public Safety professionals in all units of government
<b>Description:</b>	This project provides for the staff responsible for the overall management and operations of projects primarily funded by the National Highway Traffic Safety Administration (NHTSA). The activities undertaken include prioritizing problems and solutions, providing leadership and guidance to the program, directing traffic safety legislation, seeking approval for the biennial state budget, and other direct costs associated with general operations of the Office of Traffic Safety (OTS).
<b>Evaluation</b>	Business programs are effectively managed so that operations support the effectiveness of program areas and sufficient funding is provided.
<b>Directing Agency:</b>	DPS:OTS

<b>Project Number:</b>	06-01-02
<b>Project Title:</b>	Planning and Administration Accounting
<b>Target Population:</b>	Staff of Office of Traffic Safety
<b>Description:</b>	This project provides the OTS with the services of an accounting officer on a half-time basis to set up accounts in the state system, prepare the voucher of costs incurred on the grant tracking system (GTS), provide reports to the OTS, and assist the OTS with fiscal procedures. Costs associated with the project include rent, salary, fringe benefits, and indirect costs. Allowable costs are split on a 50/50 basis between federal and state funds.
<b>Evaluation</b>	OTS accurately adheres to the fiscal requirements of both the NHTSA



and state systems.

**Directing Agency:** DPS: Office of Fiscal & Administrative Services

## Funding for Planning & Administration

In thousands of dollars

<b>06-01</b>					
<b>Code</b>	<b>PA</b>	<b>State</b>	<b>Total</b>	<b>Federal benefit to Local</b>	<b>Percent Local Benefit</b>
<b>Section</b>	<b>402</b>				
<b>Project</b>					
01 P & A OTS	300.0	300.0	600.0		0%
02 P& A Finance	24.0	24.0	48.0		0%
<b>Total</b>	<b>324.0</b>	<b>324.0</b>	<b>648.0</b>		<b>0%</b>

## 06-02: Occupant Protection

Occupant Protection programs in Minnesota take a variety of forms. The projects listed in this section reflect our Child Passenger Safety (CPS) initiatives, our community campaigns aimed at increasing belt use among Minnesota's teenagers, and seat belt mobilization enforcement-related projects funded by the remaining 157 Innovative money.

Minnesota crash data are persuasive: teenagers represent the highest number of in-vehicle deaths and injuries and those in their early twenties and late thirties who are killed in crashes were wearing their seat belts less frequently than other age groups. Our belt use observation surveys shows another consistent problem population: rural Minnesota. The non-metro survey sites consistently find fewer travelers using belts, as opposed to the seven county metro area. In 2003, with the introduction of a new observational survey of seat belt use, we began to collect data on vehicle type, driver age and gender. No surprises were found: males in the general population buckle up less than females by about 10 percentage points, pick-up truck drivers buckle up less than drivers of other vehicles by about 10 percentage points, and those classified as 16 to 29 years old wear their seat belts less than other age cohorts. No difference was found between drivers of the vehicles and their passengers.

When drawing conclusions from the following table, it is important to keep in mind that the smaller the number of cohorts observed, the larger the range for statistical significance will be. For example, since so few children between birth and ten are observed, the decrease in use reported between the two years is meaningless.

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

Site Type & Survey Date*	All Vehicles		Car		SUV		Van/Minivan		Pickup	
	%	N	%	N	%	N	%	N	%	N
Intersection04	77.1	7,532	79.8	3,632	79.9	1,314	83.1	1,026	65.9	1,560
Intersection05	80.6	7,408	82.0	3,703	83.9	1,511	87.0	932	68.8	1,262
Exit Ramp 04	82.0	6,025	85.0	3,159	81.9	943	84.0	912	70.2	1,011
Exit Ramp 05	87.5	7,289	87.9	3,827	91.1	1,437	89.4	1,016	78.6	1,009

\*June

Observed Shoulder Belt Use and Unweighted Number by Age

Survey Date	Estimated Age									
	0-10		11-15		16-29		30-64		65-Up	
	%	N	%	N	%	N	%	N	%	N
June 2004	89.3	111	88.9	271	73.0	4,127	80.2	7,818	85.0	1,214
June 2005	86.7	116	80.3	274	74.8	4,524	84.8	8,205	88.7	1,560

Observed Should Belt Use and Unweighted Number by Sex

Survey Date	Male		Female	
	%	N	%	N
2004	73.1	7,551	84.9	5,990
2005	78.7	7,878	87.2	6,692

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

<b>Project Number:</b>	06-02-01
<b>Project Title:</b>	Occupant Protection Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded occupant protection projects, including the child passenger safety programs and the state dedicated child-seat fund. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to increase proper restraint use of all occupants in the vehicle, regardless of age or seating position. This is accomplished by training, outreach, print materials, certification updates, responding to legislative and media inquiries and forming beneficial partnerships. Additionally, the position exists to assist collations and partners in the state addressing seat blet and child safety restraint issues, as well as coordinatating the Minnesota CPS Advisory Board.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken. In addition, the results of the surveys completed by users of car seat clinics and fitting stations will be taken into account.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	06-02-02
<b>Project Title:</b>	Child Passenger Safety Projects
<b>Target Population:</b>	CPS advocates, parents and caregivers of children,
<b>Description:</b>	This project will fund the variety of ways that outreach and education is coordinated and disseminated to the public and our partners regarding

the safe transportation of children. Costs of creating print materials, mailing and shipping, conducting training and workshops, training tools and purchasing child restraint systems are all used to support the CPS efforts of staff and partners.

**Evaluation** The evaluation will consider the results of evaluations completed by car seat clinic and fitting stations users and advocates who are trained.

**Directing Agency:** DPS: OTS

**Project Number:** 06-02-03

**Project Title:** Teen Project

**Target Population:** Teenage Drivers and Passengers

**Description:** In an effort to promote seat belt use among the high school-aged, this project provides support to agencies that conduct belt activities within high schools. Small grants ranging from \$5,000 to \$10,000 will be awarded to agencies that coordinate "seat belt challenges" and other activities within the communities. A Request for Proposals (RFP) will be let; project selection is competitively based.

**Evaluation** Grantees are required to conduct pre and post program informal seat belt observational surveys. In addition, grantees will complete a questionnaire on program effectiveness.

**Directing Agency:** Local jurisdictions through grants with DPS:OTS

**Project Number:** 06-02-04

**Project Title:** Child Passenger Safety Investments

**Target Population:** Child Passenger Safety advocates, parents and caregivers of children

**Description:** This project supports and enhances child passenger safety (CPS) efforts across Minnesota. Training materials will be provided to all specialists in the state. The Minnesota CPS Advisory Board will be supported from this program. The northern Minnesota CPS Resource Center and its liaison will continue to be funded through 2006. A request for proposals will be let for a southern Minnesota CPS Resource Center and liaison. Translation of materials and continued investigation of a non-text picture based CPS teaching tool will be supported. Child restraint systems may be purchased for distribution. Development, application and improvement of the clinic surveys will continue.

**Evaluation** The written evaluations from the CPS portion of the Toward Zero Deaths conference and reports from the Resource Center(s) will be used to evaluate the project.

**Directing Agency:** DPS:OTS with some contracts to private firms and individuals

**Project Number:** 06-02-05

**Project Title:** Safety Belt Observational Surveys

**Target Population:** Safety Professionals

**Description:** Minnesota's 2003 designed survey allows us to capture demographic data to help target our passenger protection program. The survey may be used multiple times throughout the year to evaluate our efforts as well as to determine our statewide rate. Surveys will also aid in evaluating the *Great Lakes Region Rural Safety Belt Initiative*. Reports on safety belt usage will be generated. Survey costs include gathering the data, analyzing the data, and generating the statewide use report as well as wireless charges to transmit the data. The use of Personal Digital Assistants (PDAs) has eliminated the costs for data entry and allows the OTS to oversee the data collection process more efficiently.

**Evaluation** Evaluation is administrative for this project -- the projects will be completed in a timely manner and the results will be reported on schedule. The results of the survey will be used to evaluate progress in increasing the safety belt use rate.

**Directing Agency:** DPS-OTS with some contracts to private firms and individuals.

**Project Number:** 06-02-06

**Project Title:** Minnesota Seat Belt Coalition

**Target Population:** Coalition members and policy makers

**Description:** The Minnesota Seat Belt Coalition is a large and diverse group of organizations and individuals supportive of increasing seat belt use in the state. Coordination of the Coalition activities is housed at the Minnesota Safety Council. This project provides financial support for the coalition's work including mailings and meeting expenses.

**Evaluation** A comparison will be made of initial grant duties/objectives to ensure they were met by the grantee.

**Directing Agency:** Minnesota Safety Council thorough a grant with DPS:OTS

**Project Number:** 06-02-07

**Project Title:** DayCAP

**Target Population:** Minnesota residents and visitors in vehicles

**Description:** Two \$50,000 grants will be awarded to law enforcement agencies to conduct strategic traffic enforcement projects concentrating on seat belt usage in rural areas. A request for proposals will be made available. Agencies will be required to submit detailed plans regarding media/community outreach and enforcement strategies.

**Evaluation:** To evaluate the success of increasing seat belt enforcement in the target areas, several sets of informal seat belt observational surveys will be conducted and results compared.

**Directing Agency:** Two local law enforcement agencies through a DPS/OTS grant

**Project Number:** 06-02-08

**Project Title:** Car Seats for Needy Families

**Target Population:** Organizations and individuals who are trained CPS advocates and parents.

**Description:** Fines for failure to comply with the child passenger safety law are dedicated to the Minnesota Child Restraint and Education Account, an essential component for providing car seats to low-income families within our state. OTS uses the funds to support the statewide efforts of trained child passenger safety specialists to distribute child safety restraints and provide education to families. A grant program has been instituted that allows local agencies to order and distribute child restraints for which special prices are obtained under a state purchasing contract. The agencies complete an application, accept the state educational outline, and provide proof of child passenger safety certification, samples of print materials, and attest to following a low-income guideline for recipient selection.

**Evaluation:** Informal feed-back from grantees

**Directing Agency:** DPS:OTS with grants to local agencies

**Project Number:** 06-02-09

**Project Title:** 157 Innovative Seat Belt Enforcement

**Target Population:** Minnesota residents and visitors in vehicles

**Description:** Minnesota was awarded this funding in prior federal years as a response to a NHTSA announcement of grants to support increased seat belt use through highly publicized enhanced enforcement. Any remaining funding in those grants will be programmed to the completion of the

*Great Lakes Region Rural Initiative.*

**Evaluation** Seat belt use as shown by observational surveys, and knowledge, awareness, and attitudes as shown by random telephone surveys will be used to evaluate the success of the project.

**Directing Agency:** DPS: OTS

## Funding for Occupant Protection

In thousands of dollars

### 06-02

Code	OP	J3	IN	IPM
Section	402	2003b	157 Innov.	157 Innov.
<b>Project Number</b>				
01 Coordination	77.0			
02 Child Pass. Safety	110.0			
03 Teen Project	125.0			
04 CPS Investments		200.0		
05 Seat Belt Use Studies	75.0			
06 Seat Belt Coalition	15.0			
07 Day CAP	100.0			
08 Child Seats for Needy Families				
09 157 Rural /May Enforcement Project			40.0	5.0
<b>Total</b>	<b>502.0</b>	<b>200.0</b>	<b>40.0</b>	<b>5.0</b>

Project Number	Total	State	Local	Total all Sources	Fed benefit to Local	Percent Local Benefit
	Federal					
01 Coordination	77.0			77.0	68.5	89%
02 Child Pass. Safety	110.0			110.0	104.5	95%
03 Teen Project	125.0		15.0	140.0	125.0	100%
04 CPS Investments	200.00		15.0	215.0	190.0	95%
05 Seat Belt Use Studies	75.0			75.0	30.0	40%
06 Seat Belt Coalition	15.0			15.0	7.5	50%
07 Day CAP	100.0		15.0	115.0	100.0	100%
08 Child Seats for Needy Families		80.0		80.0		
09 157 Rural Enforcement Project	45.0		10.0	55.0	38.5	85%
<b>Total</b>	<b>747.0</b>	<b>80.0</b>	<b>55.0</b>	<b>882.0</b>	<b>664.0</b>	

Total local benefit for OP 402 funding is 89%.



## 06-03: Impaired Driving

Minnesota is very proud of the reduction in alcohol-related fatalities and severe injuries in 2004. The number of people killed in alcohol-related crashes decreased from 255 in 2003 to 177 in 2004. This is the lowest number of alcohol-related fatalities Minnesota has experienced since 1984 when we started keeping track of these numbers. The percentage of fatalities that were alcohol-related decreased from 39% to 31%. Severe injuries also decreased from 627 in 2002 to 498 in 2004.

Despite the decreased number of lives lost, the Office of Traffic Safety will not accept 177 families that are devastated because of a poor decision to drink and drive. We continue to closely analyze impaired driving statistics and form programs that focus on areas of the state with the highest number of alcohol-related deaths and people that are over represented in alcohol-related crashes. Thirteen counties were identified as having 50% of alcohol-related fatalities and severe injuries. Enforcement and community programs were developed specifically for these counties. Males accounted for 77 percent of impaired driving incidents and 43 percent of offenders were in their 20s. Education programs continue to focus on young male drivers.

Minnesota also understands that repeat offenders are often chemically dependent. In order to change the repeat offenders driving behavior, courts must develop programs that work with the chemical dependency problem. Minnesota will continue to support and encourage the development of DWI courts.

The Office of Traffic Safety is confident that through continued support of strong research based problem solving programs and the new 0.08 law that became effective August 1 of this year, 2005 will be another record low year for impaired driving fatalities and severe injuries.

<b>Project Number:</b>	06-03-01
<b>Project Title:</b>	Impaired Driving Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded impaired driving projects. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to decrease impaired driving in Minnesota and to assist

coalitions in the state addressing impaired driving.

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

**Directing Agency:** DPS: OTS

**Project Number:** 06-03-02

**Project Title:** Youth Alcohol Coordination

**Target Population:** NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns

**Description:** This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded projects related to underage drinking. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to decrease minors' access to alcohol and increase enforcement of minor consumption and sales of alcohol to minors laws.

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

**Directing Agency:** DPS: OTS

**Project Number:** 06-03-03

**Project Title:** Drug Recognition Expert Coordination and Support / Advanced Officer Training

**Target Population:** Law enforcement officers, with priority given to agencies with *Safe & Sober* grants that are required to have training, and through them, drug and alcohol impaired drivers.

**Description:** The project provides funding for one State Patrol trooper to coordinate, provide instructors, and supply materials for advanced traffic training courses provided by the project. These courses include delivery of one DRE course, recertification training for current DREs, advanced training in OPUE II (Minnesota's version of TOPS), SFST, Advanced SFST – Drugs that Impair and at least one SFST instructor course . Classes are provided to state, municipal and county officers as requested, with a priority given to enforcement officers that are required to take courses prior to working NightCAP and *Safe and Sober* shifts. Funding is also provided for a limited number of trips to appropriate advanced traffic

**Evaluation** safety courses and conferences for the State Patrol and local agencies. The project evaluation will be based on the number of officers that receive training and the level of their satisfaction with the training. The DRE program will be evaluated based on the number of controlled substance arrests and the level of awareness of the program by law enforcement and the general public.

**Directing Agency:** MSP with a grant from OTS

**Project Number:** 06-03-04

**Project Title:** Law and Legal Training

**Target Population:** Law enforcement officers and county and city attorneys

**Description:** This project provides an avenue to ensure the annual training to Minnesota officers and prosecutors in traffic safety law and DWI court rulings. For the first time, training will be provided through video conferencing as a cost saving method, as well as a way to make the training more interactive.

**Evaluation** Participants will provide information through evaluation sheets which will be analyzed and reported by the contractor, and used to implement improvements and changes to future training..

**Directing Agency:** Minnesota County Attorneys Association under contract to DPS: OTS

**Project Number:** 06-03-05

**Project Title:** DWI Problem Solving Courts Program Sharing

**Target Population:** Minnesota Courts interested in starting or are currently conducting DWI courts

**Description:** OTS, Justice Programs, and the Minnesota Supreme Court will be collaborating to provide a statewide outreach for judges and prosecutors on innovative approaches to prosecution and adjudication of impaired driving offenses.

**Evaluation** An evaluation form will ask participants questions about the event and their recommendations for the future.

**Directing Agency:** OTS s

**Project Number:** 06-03-06

**Project Title:** Improved Minnesota Drivers License System (IMDLIS)

**Target Population:** Enforcement, court and licensing communities, DWI offenders

**Description:** This project will update the driver license data base and assist stakeholders of the criminal justice system to make more informative decisions on the proper action to take with DWI offenders. The entire data base will be completely re-engineered and streamlined. Programming impaired driving law changes will more easily be completed. More comprehensive DWI research and program assessment will also be easier to carry out.

**Evaluation** The IMDLIS Steering Committee provides decision-making oversight and will review progress on a quarterly basis.

**Directing Agency:** DPS: Driver and Vehicle Services through grant with OTS

**Project Number:** 06-03-07

**Project Title:** Night CAP Liaison

**Target Population:** Minnesota State Patrol supervisors and Minnesota county and local law enforcement administrators

**Description:** This project will provide funding for a law enforcement liaison that will facilitate the planning, promotion, and execution of the Operation NightCAP (Concentrated Alcohol Patrol) saturation program. The liaison will plan and coordinate monthly impaired driving enforcement saturations in the 13 counties with the highest number of alcohol-related deaths and serious injuries. In addition, the liaison will promote, plan and coordinate both on-duty and overtime saturations statewide in locations with high impaired driving. The liaison is responsible for the maintenance and usage of the "BAT Mobile" (a van equipped to expedite arrest and processing of impaired drivers) to make sure that enforcement officers are able to process impaired drivers as easily and quickly as possible. Further, the liaison is responsible to promote Operation NightCAP and traffic safety messages at local events and conferences through the usage of the "BAT Mobile" and NightCAP Junior Bug.

**Evaluation** The liaison will be evaluated based on the success and promotion of the NightCAP project.

**Directing Agency:** DPS: OTS through a contract with a retired officer

**Project Number:** 06-03-08

**Project Title:** Operation Night CAP

**Target Population:** Minnesota drivers, especially those who reside in the counties that have a high percentage of the alcohol-related fatalities and serious injuries

**Description:** Operation NightCAP is an overtime and on-duty enforcement program that funds impaired driving saturations throughout the state. Saturations will occur at least monthly in the 13 counties with the highest number of alcohol-related deaths and serious injuries. Other saturations will occur in areas of the state during events when impaired driving is prevalent. All saturations include participation by state, county, and local agencies. A MSP supervisor will work with the local law enforcement to schedule saturations that coincide with community needs. The supervisor will also attend each event and be responsible to report activity to the Operations NightCAP liaison within 24 hours. In addition, this project funds one clerical position to support this and other MSP traffic safety projects.

**Evaluation** The project will be evaluated based on the requirement to conduct one saturation every month in each of the 13 counties with the highest number of alcohol-related deaths and sever injuries. A completed evaluation will determine if alcohol-related crashes have decreased in these counties and if DWIs increased. In addition, the project will be evaluated to determine if the number of on-duty saturations have increased.

**Directing Agency:** DPS: MSP with a grant from OTS

**Project Number:** 06-03-09

**Project Title:** Night CAP Equipment

**Target Population:** Law enforcement agencies who participate in NightCAP

**Description:** Equipment will be provided to agencies that participate in the NightCAP program on an on-duty basis – they do not receive overtime reimbursement. The equipment that will be selected will be related to enforcing alcohol violations and may include such things as preliminary breath testers (PBTs), flashlights, duty bags, and tint meters. Hats given to officers who complete a hat trick (3 DWIs on one shift) are also provided by this project. No single piece of equipment will cost over \$5,000.

**Evaluation** Agencies receiving equipment will also receive a postcard to complete and send in that will give information on their opinions on the program and equipment.

**Directing Agency:** DPS: OTS

**Project Number:** 06-03-10

**Project Title:** NightCAP Evaluation

<p><b>Target Population:</b> Participants and managers of the NightCAP program and indirectly impaired drivers</p> <p><b>Description:</b> The evaluation is designed to determine the impact of impaired driving saturation patrol on the community's impaired driving behavior and the influence it has on the public's perception of the risk of being caught while driving impaired. It will further identify the key factors that aid in successful saturation enforcement and provide guidance for policy makers for implementing saturations and educating the public about their existence.</p> <p><b>Evaluation:</b> The success on the evaluation will be determined by how the information received from the deliverables can be used to improve the NightCAP program.</p> <p><b>Directing Agency:</b> University of Minnesota through a grant with OTS</p>
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<p><b>Project Number:</b> 06-03-11</p> <p><b>Project Title:</b> Resource Prosecutor</p> <p><b>Target Population:</b> Court administrators, judges, prosecutors, and enforcement officers</p> <p><b>Description:</b> This is the first year we plan to incorporate a prosecutor to serve as a liaison between the NHTSA, OTS, and county and city prosecutors. A request for proposals will be let and evaluation of the responses received, along with interviews, will determine the selection of the prosecutor. The focus of the work will be on prosecutor training, case consultation, research assistance, brief bans, expert witness referrals, monthly newsletters, a website for resources, and community outreach with MADD, schools, and other groups.</p> <p><b>Evaluation:</b> The resource prosecutor will set goals and objectives with OTS; and progress towards their completion will be tracked. The number of prosecutors contacted and served, training conducted, and outreach activities conducted will be part of the project evaluation.</p> <p><b>Directing Agency:</b> A contract with a prosecutor through the OTS</p>
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<p><b>Project Number:</b> 06-03-12</p> <p><b>Project Title:</b> State Funded Impaired Driving Strategies (portions of the Bureau of Criminal Apprehension lab and the State Patrol DWI work)</p> <p><b>Target Population:</b> Court administrators, judges, prosecutors, and enforcement officers</p> <p><b>Description:</b> The BCA laboratory receives and analyzes all blood and urine samples submitted by law enforcement agencies to detect impaired driving. Employees of the BCA lab frequently serve as expert witnesses in impaired driving court cases. In addition, they educate law enforcement</p>
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in breath-alcohol testing procedures, and evaluate and maintain breath-alcohol testing instruments. The lab is entirely state funded and a portion of it is used as match by the OTS. The Minnesota State Patrol's mission centers on traffic safety, and decreasing impaired driving is one of their highest priorities. The Patrol commonly makes at least one out of every five DWI arrests in Minnesota, a portion of their costs are used as match by the OTS.

**Directing Agency:** Bureau of Criminal Apprehension (BCA) and Minnesota State Patrol

**Project Number:** 06-03-13

**Project Title:** OJJDP Enforcing Underage Drinking Laws

**Target Population:** Drivers and passengers under the age of 21, providers of alcohol

**Description:** Each year the OTS applies for grant money from the federal Office of Juvenile Justice and Delinquency Prevention (OJJDP) to reduce the access, use, and abuse of alcohol by those under the age of 21. The funding provides mini-grants to law enforcement agencies for compliance checks and alternate underage drinking strategies, educational programs for retailers and servers, judicial task forces to increase consistency in county courts, and youth designed activities to decrease underage drinking.

**Evaluation:** Each of the grantees collect data to reflect project activity. This data, reported to OTS and OJJDP, is used to measure changes in the program. The data tracks community involvement and is also used to plan the future direction of the program.

**Directing Agency:** DPS: OTS with many and various grantees

**Project Number:** 06-03-14

**Project Title:** *Safe & Sober* DWI with Communities

**Target Population:** Potential Impaired drivers at *Safe & Sober* grant sites

**Description:** *Safe & Sober* is Minnesota's statewide Selected Traffic Enforcement (STEP) Program, combining enhanced enforcement with public education and media relations of that enforcement. In addition to providing overtime funding specifically for DWI periods of the *Safe & Sober* program, individual pilot programs will be considered for funding. *Safe & Sober* requires all officers being reimbursed to have had SFST and OPUE II training and the program concentrates on DWI and seat belt use. Grantees are also required to participate in and report separately in the national mobilizations. Grants are awarded in a competitive process with eligibility restricted to those over-represented.

<b>Evaluation</b>	Other funding in <i>Safe &amp; Sober</i> grants to locals is 402 and 157 Incentive. In addition to three enforcement performance objectives, each <i>Safe &amp; Sober</i> grant must write at least three objectives of their own in specific formats and report their progress towards meeting those objectives in their final report to OTS. In addition, the results of the DVS website and telephone surveys related to the Labor Day efforts will be used to evaluate the overall efforts.
<b>Directing Agency:</b>	Local PDs and Sheriffs' Offices with Grants from OTS: DPS

<b>Project Number:</b>	06-03-15
<b>Project Title:</b>	Transportation Operation Communication Centers (TOCCs)
<b>Target Population:</b>	Troopers on Minnesota roadways and ultimately impaired drivers
<b>Description:</b>	This project will assist the expansion of the state TOCCs utilizing 164 transfer funds from multiple years. The system being built, of which this project is a small part, will provide troopers in the field with the ability to send messages to dispatch and communicate car to car and will provide access to the criminal justice information system on a statewide basis. The project is a joint effort between DPS and MN/DOT.
<b>Evaluation</b>	In the short term, project success will be measured by the percentage of the State Patrol able to connect to the system and the interest of sheriffs' offices and police departments in using the system. In the long term, we will measure the percentage of local agencies able to connect and utilize the system.
<b>Directing Agency:</b>	DPS: OTS and MN/DOT

<b>Project Number:</b>	06-03-16
<b>Project Title:</b>	DWI Courts
<b>Target Population:</b>	Minnesota Judiciary and impaired drivers
<b>Description:</b>	The Office of Juvenile Justice Programs dedicates grant funding to planning and implementation of substance abuse courts. The purpose of this project is to support judicial leadership, multidisciplinary collaboration and local planning to include impaired driving with substance abuse issues when working with defendants in criminal and juvenile court. Funding from this project will augment the grants provided by the Office of Juvenile Justice Programs to include DWI courts. The key components of these grants will include: <ul style="list-style-type: none"><li>• Substance abuse courts integrate alcohol and other drug treatment services with justice system case processing.</li><li>• Using a nonadversarial approach, prosecution and defense counsel</li></ul>



promote public safety while protecting participants' due process rights.

- Eligible participants are identified early and promptly placed in the substance abuse court program.
- Substance abuse courts provide access to a continuum of alcohol, drug, and related treatment.
- Abstinence is monitored by frequent alcohol and other drug testing.
- A coordinated strategy governs substance abuse court responses to participants' compliance.
- Ongoing judicial interaction with each substance abuse court participant is essential.
- Monitoring and evaluation measure the achievement of program goals and gauge effectiveness.
- Continuing interdisciplinary education promotes effective drug court planning, implementation and operations.
- Forging partnerships among drug courts, public agencies, and community-based organizations generates local support and enhanced substance abuse court effectiveness.

**Evaluation** The project will be evaluated based on the number of courts that demonstrate interest in creating DWI courts and the number of offenders that are managed by the court system through this method. Future evaluation will indicate success by reducing the recidivism rate of offenders that participate in the program.

**Directing Agency:** 2<sup>nd</sup> Judicial Court (Ramsey County) through a grant from OTS

**Project Number:** 06-03-17

**Project Title:** Alcohol Focused Safe Communities

**Target Population:** Communities with high fatality and injury rates associated with high incidence of alcohol-related crashes

**Description:** Special consideration will be given to coalitions in communities where the number of alcohol-related crashes and severe injuries are the worst in the state. Mini-grants will be made available to help them increase local involvement in addressing the use of alcohol and drugs while driving and the use of passenger restraints. A workshop with the grantees from the projects funding Safe Communities (this one and 06-06-07) will provide a networking opportunity for the coalitions.

**Evaluation** Grantees are required to set measurable goals and objectives as part of their grant contracts.

**Directing Agency:** Communities through DPS:OTS' grants

<b>Project Number:</b>	06-03-18
<b>Project Title:</b>	Impaired Driving Facts Book
<b>Target Population:</b>	Minnesotans
<b>Description:</b>	.This project will fund printing an Impaired Driving Facts book which will document detailed information on impaired driving arrests, crashes, serious injuries, and fatalities.
<b>Evaluation</b>	The Impaired Driving Fact book is extremely popular and in high demand. The project will be evaluated based on the number of requests and the importance of information provided.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	06-03-19
<b>Project Title:</b>	Impaired Driving Focused Troopers
<b>Target Population:</b>	Impaired drivers in Minnesota
<b>Description:</b>	Fifty new, additional Minnesota State Patrol troopers will be funded by this project. Funding will come from an established state Alcohol Enforcement Fund which receives dedicated money from license fees for bars desiring to stay open until 2:00 AM and with federal funds that will be transferred from construction projects because Minnesota's repeat offender laws do not meet the federal requirements for such laws. The costs to be covered are comprehensive and include salaries, training, equipment and vehicles.
<b>Evaluation</b>	The areas where the additional troopers are deployed will be evaluated to determine if DWI arrests have increased and if alcohol-related crashes have been reduced.
<b>Directing Agency:</b>	DPS: MSP with a grant from OTS

<b>Project Number:</b>	06-03-20
<b>Project Title:</b>	Central Safety Fund
<b>Target Population:</b>	Drivers and Passengers in Minnesota
<b>Description:</b>	Following the Towards Zero Deaths (TZD) and Comprehensive Highway Safety Plan models, the DPS/OTS and MN/DOT will jointly decide on the particular projects to be funded. Grants could be awarded to any of the four "e"s – engineering, enforcement, education, and emergency services. Many of the projects selected will likely have decreasing impaired driving as their main goal.

**Evaluation** The long-term evaluation will compare traffic-related deaths and serious injuries before project implementation with those occurring afterward. In the short term, plans for evaluation will be included in each project funded and will be specific to that project.

**Directing Agency:** DPS: OTS and MN/DOT

**Project Number:** 06-03-21

**Project Title:** DWI Booking System

**Target Population:** Law enforcement officers and jailers

**Description:** In the recent past, the DPS division of Driver and Vehicle Services hand begun a pilot project in Dakota County (a populous suburban county of the metropolitan area) to provide a computer interface between the county and the state for DWI arrest and booking information. That specific project stalled and OTS feels the time is right to revive the project and broaden it to a wider range of agencies. The system will reduce the time it takes to book an impaired driver; much of the paperwork that is so repetitive now will be done electronically.

**Evaluation** In the short term, progress made towards achieving an electronic DWI booking system will be considered. In the long term, agencies using the systema and their opinions of it will be considered.

**Directing Agency:** Grants and contracts to be determined by DPS: OTS

**Project Number:** 06-03-22

**Project Title:** Mobilization/Crackdown Incentive Equipment

**Target Population:** Participants in the December Holiday and Labor Day impaired driving crackdowns

**Description:** Agencies that participate in the December Holiday and Labor Day crackdowns will be eligible for an incentive item in appreciation for their participation. Participation is defined as conducting enhanced enforcement and media relations and reporting results to the OTS. Each reporting agency will receive their choice of equipment worth less than \$100. In addition, a random drawing will be held for a few larger pieces of equipment. A second chance at the random drawing is provided for those agencies which report the average BAC of their arrests during the crackdown. If there is any single piece of equipment that costs more than \$5,000, we will seek prior approval from Region V before purchasing.

**Evaluation** The evaluation component related to this incentive project will see if the awards are successfully encouraging more new agencies to participate

and past agencies to continue participation.

**Directing Agency:** DPS: OTS

**Project Number:** 06-03-23

**Project Title:** DWI Paid Media

**Target Population:** Those likely to drive impaired (young males), and identified as being over-represented in fatal and serious injury crashes.

**Description:** Paid media provides the highest yield for reaching hard to reach audiences. To have the message seen by the target audience, it must be placed in locations such as television, radio, or gas pump toppers; whatever is shown by research to be attractive to that audience.

**Evaluation** The evaluation component related to this program will consider the reach and frequency reported by the media purchaser, as well as the results of the random telephone surveys of awareness of the campaigns and any resultant changes in beliefs or behavior.

**Directing Agency:** DPS: Office of Communications and OTS through a contract with a professional media purchaser

## Funding for Impaired Driving

In thousands of dollars

<b>06-03</b>						
<b>Code</b>	<b>AL</b>	<b>J8</b>	<b>J8PM</b>	<b>164AL</b>	<b>163ID</b>	<b>Other Federal</b>
<b>Section</b>	<b>402</b>	<b>410</b>	<b>410</b>	<b>Transfer</b>	<b>163</b>	<b>(not GTS)</b>
<b>Project Number</b>						
01 Alcohol Coordination	86.0					
02 Youth Alcohol Coordination	86.0					
03 DRE & Advanced Officer Training		230.0				
04 Law & Legal Training	25.0					
05 Court Program Sharing	5.0					
06 IMDLIS (Drivers License database)				3,000.0		
07 NightCAP Liaison		95.0				
08 Operation NightCAP		400.0		300.0		
09 NightCAP Equipment		97.5				
10 NightCAP Evaluation		50.0				
11 Resource Prosecutor		110.0				
12 State DWI						
13 Underage Drinking						360.0
14 <i>Safe &amp; Sober</i> DWI		190.0				
15 TOCCs				4,000.0		
16 DWI Court		100.0				
17 Alcohol Focused Safe Communities				1,022.0		
18 Impaired Driving Facts		3.5				
19 DWI Focused Troopers				7,300.0		
20 Central Safety Fund					2,000.0	
21 DWI Booking System		500.0				
22 Mobilization/Crackdown Incentives	50.0	50.0				
23 DWI Paid Media			400.0			
<b>Total</b>	<b>252.0</b>	<b>1,826.0</b>	<b>400.0</b>	<b>15,622.0</b>	<b>2,000.0</b>	<b>360.0</b>

(Continued on next page)

**Funding for Impaired Driving**

(continued)

In thousands of dollars

<b>06-03</b>						
<b>Project Number</b>	<b>Federal</b>	<b>State</b>	<b>Local</b>	<b>Total All Sources</b>	<b>Fed benefit to Local</b>	<b>Percent of Local Benefit</b>
01 Alcohol Coordination	86.0			86.0	64.5	75%
02 Youth Alcohol Coordination	86.0			86.0	51.6	60%
03 DRE & Advanced Officer Training	230.0			230.0	115.0	50%
04 Law & Legal Training	25.0		10.0	35.0	21.3	85%
05 Court Program Sharing	5.0			5.0	5.0	100%
06 IMDLIS (Drivers License database)	3,000.0			3,000.0	2,250.0	75%
07 NightCAP Liaison	95.0			95.0	85.5	90%
08 Operation NightCAP	700.0	40.0	35.0	775.0	280.0	40%
09 NightCAP Equipment	97.5			97.5	97.5	100%
10 NightCAP Evaluation	50.0	50.0		100.0	5.0	10%
11 Resource Prosecutor	110.0			110.0	99.0	90%
12 State DWI		5,700.0		5,700.0		
13 Underage Drinking	360.0			360.0		
14 <i>Safe &amp; Sober</i> DWI	190.0			190.0	190.0	100%
15 TOCCs	4,000.0			4,000.0	3,200.0	80%
16 DWI Court	100.0	50.0		150.0	100.0	100%
17 Alcohol Focused Safe Communities	1,022.0		100.0	1,122.0	1,022.0	100%
18 Impaired Driving Facts	3.5			3.5	1.8	50%
19 DWI Focused Troopers	7,300.0			7,300.0	2,555.0	35%
20 Central Safety Fund	2,000.0			2,000.0	800.0	40%
21 DWI Booking System	500.0			500.0	375.0	75%
22 Crackdown Incentives	100.0			100.0	95.0	95%
23 DWI Paid Media	400.0			400.0	320.0	80%
<b>Total</b>	<b>20,460.0</b>	<b>5,840.0</b>	<b>145.0</b>	<b>26,395.0</b>	<b>11,681.6</b>	

Federal Benefit to Local Units of Government:

AL402: 75%, J8410: 84%, 164AL: 55%

## 06-04 Police Traffic Services

Research shows people are most likely to change their driving behavior if they perceive it likely they will receive a ticket or be arrested for non-compliance with traffic laws. Therefore, well-trained and well-equipped law enforcement officers with time dedicated to traffic patrol are an essential part of our traffic safety program. Speeding, failure to yield, and inattention are the driving behaviors cited most frequently in all types of crashes; however, those stalwarts of the PTS area have been surpassed in OTS' importance and priority by failure to use seat belts and impaired driving. The Police Traffic Services segment of our traffic safety plan supports additional hours of enforcement throughout the state, and it provides the assistance that the officers need to do their work effectively and efficiently.

<b>Project Number:</b>	06-04-01
<b>Project Title:</b>	PTS Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for the equivalent of a full-time Office of Traffic Safety staff person to manage and coordinate the federally funded police traffic services projects. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is provide services to local law enforcement and to assist law enforcement in the state in addressing priority traffic safety issues.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	06-04-02
<b>Project Title:</b>	<i>Safe &amp; Sober</i> with the Minnesota State Patrol
<b>Target Population:</b>	District commanders and safety education officers of the MSP and, through them, drivers and passengers in Minnesota
<b>Description:</b>	<i>Safe &amp; Sober</i> combined overtime enforcement and media relations are carried out by the Minnesota State Patrol through this project. Each district submits a plan to MSP headquarters. The MSP pro-rates the plans to fund all eleven districts. In addition to regular <i>Safe &amp; Sober</i> time periods, the districts have the opportunity to request the presence of special <i>Safe &amp; Sober</i> enforcement teams for major events in their area.

The project also funds additional troopers to work at Brainerd International Raceway and WeFEST – two large events that generate a great deal of drinking and driving; and provides for in and out-state travel to conferences and meetings for troopers. On a district level, the Patrol will also participate in the federal year 2006 national mobilizations.

**Evaluation** In addition to three enforcement performance objectives, each *Safe & Sober* grant must write at least three objectives of their own in specific formats and report their progress towards meeting those objectives in their final report to OTS. In addition, the results of the DVS, telephone, and observational studies of the Memorial Day and Labor Day efforts will be used to evaluate the overall efforts.

**Directing Agency:** DPS: MSP through a grant with OTS

**Project Number:** 06-04-03

**Project Title:** *Safe & Sober* with Local Law Enforcement

**Target Population:** Drivers and passengers in counties and cities where seat belt use is lower than the norm for the state, where impaired driving is involved in a higher proportion of crashes than the norm, or that are the twenty most dangerous counties in terms of traffic-related deaths and severe injuries.

**Description:** *Safe & Sober* is Minnesota's Selected Traffic Enforcement Program (STEP) Agencies are selected on the basis of over-involvement in crash measures, evaluations of applications written, geographical location, and past experience with OTS. The project consists of enhanced enforcement during the *Great Lakes Region Rural Initiative*, May seat belt mobilization, Labor Day DWI crackdown and seven days in between those two, decided jointly by area agencies. In addition, grantees are required to participate in two non-funded waves -- a seat belt Thanksgiving mobilization and a December holiday DWI crackdown. Public information and media relations are conducted before, during, and after the waves.

In addition to the 402 and 157 Incentive funding in this project and the previous one, *Safe & Sober* enforcement projects have any remaining 157 Innovative funding addressed earlier in the occupant protection section and 410 alcohol funding addressed in the impaired driving section.

**Evaluation** In addition to three enforcement performance objectives, each *Safe & Sober* grant must write at least three objectives of their own in specific formats and report their progress towards meeting those objectives in their final report to OTS. In addition, the results of the DVS, telephone, and observational studies of the Memorial Day and Labor Day efforts



will be used to evaluate the overall efforts.

**Directing Agency:** Police Departments and Sheriffs' Offices through grants with DPS: OTS

**Project Number:** 06-04-04

**Project Title:** *Safe & Sober Liaisons*

**Target Population:** The law enforcement community in Minnesota who need knowledge of OTS programs and resources, and encouragement and assistance with placing a higher priority on traffic enforcement

**Description:** The liaisons are retired enforcement officers with whom the OTS contracts to promote municipal and county participation in the various *Safe & Sober* projects and other traffic safety issues. One liaison is assigned to the metro area, one to southern Minnesota, and one to northern Minnesota. In addition to traffic safety consulting with departments on a one-to-one basis, the liaisons promote the *Safe & Sober* goals and objectives at large sheriffs' and chiefs' association meetings, distribute OTS materials, and bring back recommendations for program changes and additions to the OTS. At least every three years, a request for proposals is issued by the OTS and contracts are awarded on a competitive basis.

**Evaluation** The liaisons, in cooperation with OTS, set their objectives for each year. The objectives include the numbers of agencies participating in specific programs, meetings with area agencies, and regional and statewide meetings of law enforcement officials..

**Directing Agency:** Three Retired Officers through contracts with DPS: OTS

**Project Number:** 06-04-05

**Project Title:** *Safe & Sober Challenge*

**Target Population:** Minnesotans in areas that are not covered by an overtime *Safe & Sober* grant.

**Description:** The Challenge is designed to recognize and reward those enforcement agencies who demonstrate a sincere commitment to traffic safety on a day-to-day basis. The project provides materials, ideas and support to those who sign up for the Challenge. Thirty agencies are awarded mini-grants for placing first, second, and third in number and depth of project activities when compared to other agencies of similar size. Other agencies participating in the Challenge who do not receive a mini-grant but did a good job with the program may receive their choice of smaller items of traffic related equipment. Challenge agencies receive the same materials and support provided to overtime grant agencies.

Participating in the national mobilizations is necessary to receive a Challenge award.

**Evaluation** The Challenge Program promotes law enforcement to enforce traffic safety laws and educate the public on the importance of traffic safety. The project will be evaluated based on the number of agencies participating and the level of enforcement by participating agencies.

**Directing Agency:** DPS: OTS and Enforcement agencies with grants

**Project Number:** 06-04-06

**Project Title:** Incentive Equipment for Seat Belt Mobilizations

**Target Population:** Participants in the Thanksgiving and Memorial Day seat belt mobilizations

**Description:** Agencies that participate in the Thanksgiving and Memorial Day mobilizations will be eligible for an incentive item in appreciation for their efforts. Participation is defined as conducting enhanced enforcement and media relations and reporting results to the OTS. Each agency will have their choice of a small incentive such as two windbreakers, a flashlight, or two child seats. A random drawing will be held for a few larger pieces of equipment. If an agency conducts and reports the results of informal seat belt surveys, it receives a second chance for the larger items. If there is any single piece of equipment that costs more than \$5,000, we will seek prior approval from Region V before purchasing. The appropriate liaison and staff from OTS present the larger items at city council and county board meetings.

**Evaluation** The evaluation component related to this incentive project will see if the awards are successfully encouraging more new agencies to participate and past agencies to continue participation.

**Directing Agency:** DPS: OTS

## Funding for Police Traffic Services

In thousands of dollars

<b>06-04</b>		
<b>Code</b>	<b>PT</b>	<b>157PT</b>
<b>Section</b>	<b>402</b>	<b>157 Incentive</b>
<b>Project Number</b>		
01 PTS Coordination	86.0	
02 <i>Safe &amp; Sober</i> with the MN State Patrol	450.0	
03 <i>Safe &amp; Sober</i> with Local Agencies	900.0	198.0
04 <i>Safe &amp; Sober</i> Liaisons	230.0	
05 <i>Safe &amp; Sober</i> Challenge	67.0	
06 Mob Incentives		100.0
<b>Total</b>	<b>1,733.0</b>	<b>298.0</b>

	<b>Total Federal</b>	<b>State</b>	<b>Local</b>	<b>Total all Sources</b>	<b>Fed benefit to Local</b>	<b>Percent Local Benefit</b>
<b>Project Number</b>						
01 PTS Coordination	86.0			86.0	64.5	75%
02 <i>Safe &amp; Sober</i> with the MN State Patrol	450.0	50.0		500.0	0.0	0%
03 <i>Safe &amp; Sober</i> with Local Agencies	1,098.0		300.0	1,398.0	1,098.0	100%
04 <i>Safe &amp; Sober</i> Liaisons	230.0		10.0	240.0	207.0	90%
05 <i>Safe &amp; Sober</i> Challenge	67.0		30.0	97.0	67.0	100%
06 Mob Incentives	100.0			100.0	95.0	95%
<b>Total</b>	<b>2,031.0</b>	<b>50.0</b>	<b>340.0</b>	<b>2,371.0</b>	<b>1,531.5</b>	

Federal Benefit to Local PT 402: 75%

157 Incen :95%

## 06-05 Traffic Records

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

<b>Project Number:</b>	06-05-01
<b>Project Title:</b>	Traffic Records Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded traffic records projects. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to increase the reliability and availability of data related to traffic safety to ensure the best possible problem identification, resource allocation, and evaluation of our projects. This position is also largely responsible for the design and upkeep of the OTS website.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	06-05-02
<b>Project Title:</b>	Problem Identification and Systems
<b>Target Population:</b>	DPS, MN/DOT, other government and safety organizations, the general public and media
<b>Description:</b>	Federal funds cover the salary and computer run costs of three research analysts who perform problem identification and program evaluation. This project also covers upgrades to existing software packages and acquisition of products to enhance the Office of Traffic Safety's traffic research capabilities. Funds also provide for employee development and training, and in-state travel for OTS research staff.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the

successful coordination of projects undertaken.  
**Directing Agency:** DPS: OTS

**Project Number:** 06-05-03  
**Project Title:** Crash System Interface  
**Target Population:** Enforcement Agencies  
**Description:** This project will make it possible for law enforcement agencies which have their own crash data systems to submit that crash data electronically to the state without re-entering the data.  
**Evaluation:** The project will be evaluated based on increasing number of reports submitted electronically and the enforcement agencies satisfaction with the system.  
**Directing Agency:** DPS: OTS through a grant or contract

**Project Number:** 06-05-04  
**Project Title:** Crash Data Proponent  
**Target Population:** Crash data users and agencies that collect and compile crash data  
**Description:** This project funds one management level position in the Driver & Vehicle Services (DVS) division of DPS. The position will work with DVS crash records staff and administration to plan, promote and implement improvements to the crash data system. In addition, the position will serve as a link between the division and the many users of the system to assist in identifying rational modifications and, if needed, exploring different avenues of funding.  
**Evaluation:** Evaluation will be based on the accuracy, completeness, and timeliness of crash data and the satisfaction of its diverse users.  
**Directing Agency:** DPS: DVS with a grant through OTS

**Project Number:** 06-05-05  
**Project Title:** Traffic Records Coordinating Committee (TRCC)  
**Target Population:** Potential Data Grantees and Data Users  
**Description:** The Traffic Records Coordinating Committee is a multi-disciplinary group that meets to discuss and try to resolve issues with traffic data collection, processing, and analyzing. The committee will be revitalized and re-organized this year. The TRCC also reviews proposals received in response to a Request for Proposals for projects to improve traffic

records systems. These projects have been funded with federal data improvement money in the past; new 408 Data Funds may supplement any remaining 411 money.

**Evaluation** The traffic records coordinator serves as chair to this committee and will report to the Deputy Director of OTS.

**Directing Agency:** DPS: OTS (possibly through grants to others)

**Project Number:** 06-05-06

**Project Title:** Fatal Analysis Reporting System (FARS)

**Target Population:** NHTSA, DPS, citizens with questions

**Description:** The FARS analyst, a full-time staff position in OTS is funded by this grant from the NHTSA that is not on the GTS system. The analyst collects, compiles and reports data from all fatal crashes in Minnesota. Costs include those related to travel, employee development, rent, and communication.

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

**Directing Agency:** DPS: OTS

**Project Number:** 06-05-07

**Project Title:** CODES Data Network

**Target Population:** NHTSA, DPS, Other States

**Description:** This project will provide a better understanding of the crash data picture as it relates to hospital and injury data on a nationwide basis. Data research will be conducted on NHTSA specific related topics that are requested through the CODES network. Several states will provide the data and it will all be analyzed together. This project will be funded for an estimated five years with monies, not on GTS, released annually. Costs include those related to the equivalent of one half time person; 20 percent of an OTS staff person and 30 percent of a Department of Health employee.

**Evaluation** Continued progress in linking new years of crash and hospital discharge data. Creation of new CODES management reports and fact sheets.

**Directing Agency:** DPS: OTS and a grant with the Minnesota Department of Health

## Funding for Traffic Records

In thousands of dollars

<b>06-05</b>				
<b>Code</b>	<b>TR</b>	<b>J9</b>		<b>Non-GTS</b>
<b>Section</b>	<b>402</b>	<b>411</b>	<b>408</b>	<b>Other Federal</b>
<b>Project Number</b>				
01 Coordination	77.0			
02 Problem ID	300.0			
03 Crash System Interface	60.0	25.0		
04 Crash Data Proponent	80.0			
05 TRCC			500.0	
06 FARS				75.0
07 CODES Network				75.0
<b>Total</b>	<b>497.0</b>	<b>25.0</b>	<b>500.0</b>	<b>150.0</b>

<b>Project Number</b>	<b>Total Federal</b>	<b>State</b>	<b>Local</b>	<b>Total all Sources</b>	<b>Federal benefit to Local</b>	<b>Percent Local Benefit</b>
01 Coordination	77.0			77.0	43.1	
02 Problem ID	300.0			300.0	165.0	55%
03 Crash System Interface	85.0	75.0		160.0	42.5	50%
04 Crash Data Proponent	80.0			80.0	40.0	50%
05 TRCC	500.0		40.0	540.0	300.0	60%
06 FARS	75.0			75.0		
07 CODES Network	75.0			75.0		
<b>Total</b>	<b>1,192.0</b>	<b>75.0</b>	<b>40.0</b>	<b>1,307.0</b>	<b>590.6</b>	

Federal Benefit to Locals: TR:56% 411:50% 408:60%

## 06-06 Safe Communities

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

<b>Project Number:</b>	06-06-01
<b>Project Title:</b>	Safe Communities Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded safe community projects. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to increase community-based programs in Minnesota and to assist coalitions in the state addressing traffic safety issues.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.
<b>Directing Agency:</b>	DPS: OTS

<b>Project Number:</b>	06-06-02
<b>Project Title:</b>	Evaluation Coordination
<b>Target Population:</b>	NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b>	This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the federally funded evaluation efforts and projects. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to ensure OTS projects are appropriately evaluated so success or failure can be measured and explained.
<b>Evaluation</b>	The evaluation will be administrative in nature; considering employee



performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.

**Directing Agency:** DPS: OTS

**Project Number:** 06-06-03

**Project Title:** Public Information Coordination

**Target Population:** NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns

**Description:** This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded public information, media relations, and paid media projects. It also covers appropriate employee development and training, in-state travel, supplies, software, and equipment required to support the position. The primary goal of this position is to provide consultation to the DPS Office of Communications and to ensure organizations, advocates, coalitions, and individuals have received the traffic safety messages in an appropriate and meaningful medium.

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

**Directing Agency:** DPS: OTS

**Project Number:** 06-06-04

**Project Title:** Traffic Safety Public Information and Education

**Target Population:** Travelers in Minnesota, Minnesota media, law enforcement, and other traffic safety partners

**Description:** This project provides print and electronic materials on traffic safety issues, as well as media relations services. The materials include, but are not limited to brochures, *Safe & Sober* media wave packets, production costs for public service announcements, and individuals to develop the public information and education efforts. Costs include salaries, fringe benefits, indirect costs, and travel for 3 full-time equivalent staff.

**Evaluation** Reports on frequency and reach of messages. Surveys on public recognition of messages and knowledge of activities.

**Directing Agency:** DPS: Office of Communications with a grant from OTS

<b>Project Number:</b> 06-06-05
<b>Project Title:</b> Traffic Safety Partners Breakfasts
<b>Target Population:</b> Traffic safety partners (law enforcement, legislators, community members, and advocacy representatives)
<b>Description:</b> The breakfast meetings are held on a quarterly basis. Each of these informal meetings focus on a different issue. Efforts are made to discuss both sides of any issues. The breakfast meetings also provide an informal forum for networking and sharing information with one another. It also provides an opportunity for the Office of Traffic Safety to thank its partners.
<b>Evaluation:</b> Each session is evaluated for content of session, relevancy of the topic, and suggestions for improvements and for future topics through the evaluation sheets completed by participants.
<b>Directing Agency:</b> DPS: OTS

<b>Project Number:</b> 06-06-06
<b>Project Title:</b> Global Evaluation
<b>Target Population:</b> OTS analysts, policy developers and the NHTSA
<b>Description:</b> Evaluation of projects continues to be an integral part of traffic safety efforts. Evaluation efforts this year will include phone, web and observational surveys. (Safety belt observational surveys will be conducted through project 06-02-05.) The OTS will continue with crash data evaluation and to consider the findings of CODES. The OTS will conduct and/or contract for various methods to evaluate the programs carried out, particularly with regard to the national mobilizations and the <i>Great Lakes Region Rural Initiative</i> .
<b>Evaluation:</b> Evaluation is administrative for this project: the projects will be completed in a timely manner and the results will be reported on schedule. The results will be used to evaluate our projects.
<b>Directing Agency:</b> DPS: OTS with contracts to private firms, organizations and individuals

<b>Project Number:</b> 06-06-07
<b>Project Title:</b> Safe Communities (Basic)
<b>Target Population:</b> Communities with high fatality and injury rates associated with low seat belt use.
<b>Description:</b> Existing local coalitions consisting of representatives from law enforcement, education (schools and public health), emergency medical

services, traffic engineering, businesses, hospitals, community members, and other non-profits will continue to be funded with this project. Additionally, mini-grants will be made available to other communities to help them increase local involvement in promoting traffic safety issues. A workshop with the grantees from the two Safe Communities projects will be held as a networking opportunity for the coalitions

**Evaluation** Grantees are required to set measurable goals and objectives as part of their grant contracts.

**Directing Agency:** DPS: OTS

**Project Number:** 06-06-08

**Project Title:** NETS

**Target Population:** Minnesota employers and their employees

**Description:** The Minnesota chapter of the Network of Employers for Traffic Safety (NETS) is currently coordinated by the Minnesota Safety Council. NETS' mission is to educate employers about the cost saving benefits of enacting traffic safety programs in the workplace.

**Evaluation** Develop a survey to be distributed to all employers using NETS services and analyze results. Track number of print materials and web site inquiries.

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

**Project Number:** 06-06-09

**Project Title:** Program Travel

**Target Population:** OTS Staff, Project Directors, and other advocates

**Description:** All out-of-state travel undertaken by the OTS staff will be supported by this project. NHTSA requires out-of-state travel of staff and other appropriate advocates to attend regional and national meetings, conferences, and training courses. In-state travel costs for P&A staff, and the use of state vehicles for all staff is also supported to ensure travel throughout the state to meet traffic safety partners and attend meetings, conferences, and workshops in Minnesota.

**Evaluation** Minnesota representatives are present at all significant meetings and conferences. Training advantageous to the program is attended. Those using out-of-state travel are required to submit a report on the trip's benefits and new ideas encountered.

**Directing Agency:** DPS: OTS

<b>Project Number:</b>	06-06-10
<b>Project Title:</b>	Community Health Liaisons
<b>Target Population:</b>	Health agencies and organizations
<b>Description:</b>	The community health liaison is an experienced health professional under contract with the OTS. This person's role is to encourage and assist county and municipal health agencies in increasing their attention to reducing traffic fatalities and injuries while reducing traffic-related health care and other economic costs on Minnesota streets and highways. Contingent on federal funding available, a full time, and a one-half time health professional will be hired to provide expansion of this program throughout the state.
<b>Evaluation</b>	Evaluation of the effectiveness of the liaison is based on the number of new contacts made, the liaison's participation in different health organizations, and feedback from grantees.
<b>Directing Agency:</b>	Individual(s) through contracts with DPS: OTS

<b>Project Number:</b>	06-06-11
<b>Project Title:</b>	Paid Media
<b>Target Population:</b>	Minnesota travelers, especially target audiences identified as being over-represented in fatal and serious injury crashes.
<b>Description:</b>	Paid media provides the highest yield for reaching the hard to get at audience. Getting the message seen means placing it in locations the target audience will see it. The Office of Communications along with OTS will assess the best plan for paid advertising for the various campaigns within the available funding.
<b>Evaluation</b>	Reports on frequency and reach of messages will be used to evaluate the campaigns, as will surveys on public recognition of messages and knowledge of publicized activities.
<b>Directing Agency:</b>	DPS: Office of Communications with a grant from OTS

<b>Project Number:</b>	06-06-12
<b>Project Title:</b>	Toward Zero Deaths Conference
<b>Target Population:</b>	Traffic Safety Stakeholders (law enforcement, legislators, community members, safety coalitions, child passenger safety advocates, public

	health officials, EMS/Fire personnel, city and county engineers, etc.).
<b>Description:</b>	The OTS presents a yearly conference for traffic safety stakeholders. This will be the second year, the conference will combine the <i>Safe &amp; Sober</i> and Child Passenger Safety Conferences into the Toward Zero Death Conference. This conference provides a venue to share progress that has been made since the North Star Workshop which was held in 2001 and the Minnesota Toward Zero Deaths program which emerged from the momentum created by the workshop. Achieving the goal of zero deaths requires cooperation among all levels of government, as well as building connections between government agencies and local organizations whose focus is traffic safety. The conference shares best practices in the areas of engineering, enforcement, education, and emergency services, and charts the course for a future where traffic fatalities and life-changing injuries are rare events.
<b>Evaluation</b>	Evaluations of each breakout session and the general sessions are collected. Participants are also asked to rate the benefits of the conference and provide feedback on the overall conference.
<b>Directing Agency:</b>	DPS: OTS and contractor for conference planning services

<b>Project Number:</b>	06-06-13
<b>Project Title:</b>	Southeast Regional Project
<b>Target Population:</b>	Citizens and community leaders in southeastern Minnesota
<b>Description:</b>	This is a pilot project to assess the success of building a region-wide traffic safety partnership in the counties of Dodge, Fillmore, Freeborn, Houston, Goodhue, Mower, Olmsted, Rice, Steele, Wabasha, and Winona. The partnership consists of enforcement, engineers, emergency services, and health educators. The Southeast Toward Zero Deaths steering committee will be comprised of volunteer members of the above disciplines and will report to a small group of community leaders who will make critical decisions. It also will provide funding for grants and to assist the steering committee in their efforts to define and set up partnerships that will support traffic safety programs in the southeast area.
<b>Evaluation</b>	A report on problems, successes, and recommendations for future similar efforts will be completed once the project is stabilized; however, it may take more than a single year to design and implement.
<b>Directing Agency:</b>	DPS: OTS through grants to the regional representatives

<b>Project Number:</b>	06-06-14
<b>Project Title:</b>	TZD Corridors: County Engineers
<b>Target Population:</b>	People traveling on and near corridors that have been identified as problematic
<b>Description:</b>	The MN/DOT will let a solicitation of projects from county engineers to address specific corridor problems identified on the local level. Project proposals received will be rated and evaluated to direct the awarding of mini-grants.
<b>Evaluation</b>	After the problems on a corridor have been addressed, an analysis will be done on fatal and serious injury crashes that occurred prior to changes being made and those that occurred after the changes were made.
<b>Directing Agency:</b>	MN/DOT (and ultimately counties) through a grant with DPS/OTS

<b>Project Number:</b>	06-06-15
<b>Project Title:</b>	Speed Study Project
<b>Target Population:</b>	Minnesota travelers, law enforcement, and policy makers
<b>Description:</b>	This project contains three grants – one with MN/DOT, one with the Minnesota State Patrol, and one with the DPS or MN/DOT Communications Office. The project will bring three of the “e”s (enforcement, engineering, and education) together in an extensive study on traffic safety and speed. MN/DOT will collect roadway data and document speeds on specific roadways where maximum speed limits will be raised from 55 to 60 throughout the project. The State Patrol will assess the time of day and day of week to focus enforcement on roadways with high speeds and the roadways that have a high number of serious injuries and fatal crashes. Communications will focus media messages to publicize the campaign.
<b>Evaluation</b>	Two market research studies will be conducted, collecting the perception of and opinions on speed on highways and expressways. The first study will be prior to the initiation of the project and the second will be towards the end of the project. Speed data will be collected throughout the project. Crash data on designated roadways and enforcement hours worked will be collected. A final report will analyze the data.
<b>Directing Agency:</b>	DPS/OTS

## Funding for Safe Communities

In thousands of dollars

<b>06-06</b>			
<b>Code</b>	<b>CP</b>	<b>PM</b>	<b>164HE</b>
<b>Section</b>	<b>402</b>	<b>402</b>	<b>Transfer</b>
<b>Project Number</b>			
01 CP Coordination	95.0		
02 Evaluation Coordination	67.0		
03 Public Information Coordination	90.0		
04 Public Education & Media Relations	385.0		
05 TSP Breakfasts	1.2		
06 Global Evaluation	90.0		
07 Safe Communities	150.0		
08 NETS	50.0		
09 Program Travel	40.0		
10 Health Liaison	100.0		
11 Paid Media		800.0	
12 TZD Conference	75.0		
13 SE Regional Project	80.0		
14 TZD: County mini- grants			4,000.0
15 TZD: Speed Research			6,000.0
<b>Total</b>	<b>1,223.2</b>	<b>800.0</b>	<b>10,000.0</b>

**Funding for Safe Communities**

(continued)

In thousands of dollars

<b>06-06</b>						
	<b>Total Federal</b>	<b>State</b>	<b>Local</b>	<b>Total all Sources</b>	<b>Fed benefit ToLocal</b>	<b>Percent Local Benefit</b>
<b>Project Number</b>						
01 CP Coordination	95.0			95.0	76.5	80%
02 Evaluation Coordination	67.0			67.0	26.8	40%
03 Public Information Coordination	90.0			90.0	69.3	77%
04 Public Education & Media Relations	385.0			385.0	277.2	72%
05 TSP Breakfasts	1.2			1.2	.6	50%
06 Global Evaluation	90.0			90.0	36.0	40%
07 Safe Communities	150.0		25.0	175.0	150.0	100%
08 NETS	50.0			50.0	30.0	60%
09 Program Travel	40.0			40.0	.4	8%
10 Health Liaison	100.0			100.0	94.0	94%
11 Paid Media	800.0			800.0	640.0	80%
12 TZD Conference	75.0		10.0	85.0	45.0	60.0
13 SE Regional Project	80.0			80.0	80.0	100%
14 TZD: County Mini- grants	4,000.0			4,000.0	1,600.0	40%
15 TZD: Speed Research	6,000.0	60.0	10.0	6,070.0	1,200.0	20%
<b>Total</b>	<b>10,923.2</b>	<b>60.0</b>	<b>45.0</b>	<b>11,028.2</b>	<b>4,325.8</b>	

Federal Local Benefit: CP402: 80% PM: 80% 164HE:40%



## 06-07 Motorcycle Safety

Minnesota has an active motorcycling community that provides dedicated funds for motorcycle training, public information campaigns, and endorsement testing. The program has been in operation for nearly two decades. Nevertheless, the number of rider deaths has increased alarmingly in each of the past two years. The first project described below is funded with state funds obtained through an additional license fee charged to each person with a motorcycle endorsement.

<b>Project Number:</b> 06-07-01
<b>Project Title:</b> Motorcycle Coordination
<b>Target Population:</b> NHTSA, State of Minnesota, MN Department of Public Safety, project directors; also the legislature, media, and private citizens with questions or concerns
<b>Description:</b> A half of a full-time OTS staffer is reimbursed by the dedicated Minnesota Motorcycle Safety Fund, the other half of this person's expenses are covered by P&A. The position exists to coordinate and improve the state-funded motorcycle projects and, if available to Minnesota, the newly authorized section 2010 funding from the NHTSA.
<b>Evaluation:</b> The evaluation will be administrative, consisting of employee performance reviews and the successful coordination and implementation of OTS' motorcycle safety initiatives and the Minnesota Motorcycle Safety Program.
<b>Directing Agency:</b> DPS: OTS

<b>Project Number:</b> 06-07-03
<b>Project Title:</b> Motorcycle Assessment
<b>Target Population:</b> Minnesota Motorcycle Safety Program: DPS (OTS, OC & DVS); Rider Coaches, and the Minnesota State Colleges and Universities staff assigned to the Rider Training Project
<b>Description:</b> This project will coordinate and provide support for a NHTSA sponsored assessment of the Minnesota Motorcycle Safety Program.
<b>Evaluation:</b> The evaluation will be the assessment document prepared by the NHTSA team for OTS
<b>Directing Agency:</b> DPS: OTS through contracts with team members and for support services

<b>Project Number:</b> 06-07-03
<b>Project Title:</b> Motorcycle Safety Support
<b>Target Population:</b> Minnesota rider training students and rider coaches
<b>Description:</b> If Minnesota is the recipient of the newly authorized section 2010 funding, this project will be implemented and will provide training motorcycles and motorcycle hauling trailers for rider courses. If any piece of equipment costs more than \$5,000, the Regional Office will be contacted in writing, requesting approval of such a cost before it is incurred.
<b>Evaluation:</b> The evaluation will be administrative, consisting of the successful coordination and implementation of OTS' motorcycle equipment replacement.
<b>Directing Agency:</b> DPS:OTS

<b>Project Number:</b> 06-07-04
<b>Project Title:</b> Minnesota Motorcycle Safety Program
<b>Target Population:</b> Minnesota motorcyclists
<b>Description:</b> This state funded program conducts novice and experienced rider training, provides for third party endorsement testing and evening hours for skills testing, conducts a statewide public information campaign, provides Rider Coach Trainers, trains Rider Coaches, and maintains approximately 305 motorcycles, 22 transport trailers, and 33 training ranges throughout the state.
<b>Evaluation:</b> The evaluation will consider if the rate of motorcycle deaths per 10,000 registered motorcyclists was lowered during the year.
<b>Directing Agency:</b> DPS: OTS, OC and DVS and a grant with Minnesota State Colleges and Universities

## Funding for Motorcycle Safety

In thousands of dollars

<b>06-07</b>						
<b>Project Number</b>	<b>402 MC</b>	<b>2010</b>	<b>State</b>	<b>Total all Sources</b>	<b>Fed benefit to Local</b>	<b>Percent Local Benefit</b>
01 MC Coordination			38.0			
02 MC Assessment	25.0			25.0	2.5	10%
03 MC Training Support		100.0		100.0	100.0	100%
04						
Rider Training			310.0	310.0		
Public Information			210.0	210.0		
Licensing			32.0	32.0		
RiderCoach Trainer			50.0	50.0		
Maintenance, Supplies, Transportation and Materials			162.0	162.0		
<b>Total</b>	<b>25.0</b>	<b>100.0</b>	<b>802.0</b>	<b>927.0</b>	<b>102.5</b>	

Federal Local Benefit: MC: 10% 2010: 100%

## 06-09 Roadway Safety

Although the majority of the funds received through NHTSA are devoted to programs designed to change driver behavior, a portion of the funds are ear-marked for programs that assess problems related to the roadway itself, improve the safety of certain segments of the road, and supply equipment and training to accomplish these objectives. Minnesota has not yet passed sufficiently stringent laws related to repeat DWI offenders; therefore, a large amount of federal funds are transferred from construction to safety activities. Due to the success of the original Towards Zero Death conference and the Comprehensive Safety Plan, DPS and MN/DOT are working closely together on a large range of projects; those not mentioned in this Roadway Safety section can be found earlier in the Alcohol and the Safe Community sections.

<b>Project Number:</b>	06-09-01
<b>Project Title:</b>	Toward Zero Deaths Committee
<b>Target Population:</b>	Drivers in Minnesota
<b>Description:</b>	The object of the project is to maintain an on-going committee that will identify local efforts to help reach the goal of reducing traffic deaths to zero. The Toward Zero Deaths (TZD) committee includes staff from DPS, MN/DOT, Department of Health, FHWA, NHTSA, and the Center for Transportation Studies (CTS) at the University of Minnesota. Funds will be used to provide staff support for the committee, printing costs and management of the Toward Zero Deaths Conference.
<b>Evaluation:</b>	The membership and the projects generated by the committee will be reviewed for continued growth and progress.
<b>Directing Agency:</b>	DPS: OTS and TZD Committee.

<b>Project Number:</b>	06-09-02
<b>Project Title:</b>	Cable Median Barriers
<b>Target Population:</b>	Drivers in Minnesota
<b>Description:</b>	Minnesota's laws concerning repeat DWI offenders do not meet the federal requirements. Consequently, federal funds were transferred from construction projects to safety projects in 2003. A portion of this money is being spent on hazard elimination, in this case through the use of cable median barriers to prevent cross-over head-on crashes.
<b>Evaluation:</b>	MN/DOT will be able to monitor the reduction of serious injuries and fatalities at these sites.
<b>Directing Agency:</b>	MN/DOT through a grant with DPS/OTS

**Project Number:** 06-09-03

**Project Title:** Tailgating / Rear-End Collision Avoidance

**Target Population:** Minnesota Drivers

**Description:** In Minnesota rear-end crashes accounted for 23.3% of the total crashes and 3.1% of the total traffic fatalities in 2002. In 2003 there were 28 fatal rear-end crashes that killed 30 people. In an effort to reduce rear-end crashes, this joint project with MN/DOT will involve painting a series of dots in traffic lanes, and providing signage and public information informing the public how to use the dots. This pilot project is intended to influence drivers to maintain safe following distances on selected rural two-lane corridors and is modeled after a successful effort in Pennsylvania.

**Evaluation:** The success of this project will be determined by a statistical analysis of the reduction in rear-end crashes on the selected corridors.

**Directing Agency:** DPS: OTS and MN/DOT

## Funding for Roadway Safety

In thousands of dollars

<b>06-09</b>		
<b>Code</b>	<b>RS</b>	<b>164HE</b>
<b>Section</b>	<b>402</b>	<b>164</b>
<b>Project Number</b>		
01 TZD Committee	30.0	
02 Cable Median Barriers		1,200.0
03 Tailgating	25.0	
<b>Total</b>	<b>55.0</b>	<b>1,200.0</b>

<b>Project Number</b>	<b>Total Federal</b>	<b>State</b>	<b>Total all Sources</b>	<b>Federal benefit to Local</b>	<b>Percent Local Benefit</b>
01 TZD Committee	30.0		30.0	10.0	33%
02 Cable Median Barriers	1,200.0		1,200.0	480.0	40%
03 Tailgating	25.0		25.0	10.0	40%
<b>Total</b>	<b>1,255.0</b>		<b>1,255.0</b>		

Federal local benefit: RS402: 45.5 164HE: 40%

# STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high-risk grantee status in accordance with 49 CFR §18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

## Certifications and Assurances:

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

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

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

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

- National law enforcement mobilizations,

- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect.

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

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

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

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other



nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

## **The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):**

The State will provide a drug-free workplace by:

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

## **BUY AMERICA ACT:**

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

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

more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

## **POLITICAL ACTIVITY (HATCH ACT):**

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

## **CERTIFICATION REGARDING FEDERAL LOBBYING:**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

- 1) Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- 2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
- 3) The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

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

## **RESTRICTION ON STATE LOBBYING:**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal

pending before any State or local legislative body. Such activities include both direct and indirect (e.g., “grassroots”) lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

## **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION:**

### Instructions for Primary Certification

- 1) By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
- 2) The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency’s determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
- 3) The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
- 4) The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
- 5) The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
- 6) The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
- 7) The prospective primary participant further agrees by submitting this proposal that it will include the clause titled “Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction,” provided by the department or

agency entering into this covered transaction, without modification , in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

- 8) A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
- 9) Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
- 10) Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

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

- 1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
  - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
  - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
  - (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
  - (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
- 2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

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

- 2) The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
- 3) The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
- 4) The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
- 5) The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
- 6) The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
- 7) A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
- 8) Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
- 9) Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

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

- 1) The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

- 2) Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participants shall attach an explanation to this proposal.

## **ENVIRONMENTAL IMPACT:**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2001 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

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Governor's Representative for Highway Safety

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Date