

Minnesota Highway Safety Plan 2022
TO REDUCE FATALITIES AND SERIOUS INJURIES
ON MINNESOTA'S ROADS
TO ZERO

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

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The Minnesota Department of Public Safety Office of Traffic Safety submits the attached document as our Federal Fiscal Year 2022 annual Highway Safety Plan. As we begin to emerge from one of the most challenging years that any of us have experienced we remain focused on our traffic safety mission while also acknowledging the many challenges that are currently facing our state and the country as a whole. There is no doubt that we will continue to deal with the effects of COVID-19 pandemic as we begin the slow recovery process. These challenges are only further exacerbated by current events and the changing landscape regarding traffic law enforcement.

In FFY 2022 we will continue to focus on the 2020-2024 State Strategic Highway Safety Plan in cooperation with the Minnesota Department of Transportation and Department of Health. The SHSP sets out the strategies and tactics that are being implemented as we move into the next phase of the plan. All projects and programs found in this HSP are designed to support the goals and objectives of the SHSP and our mission of saving lives by preventing fatal and serious injury crashes.

Minnesota remains focused on the four primary contributing human factors that lead to the majority of serious injury and fatal motor vehicles crashes; Distracted driving, Impaired driving, Occupant Protection nonuse, and Speed. Our enforcement and public outreach programs are specifically designed to address these behaviors and to further reduce their prevalence on our roadways. Each of these enforcement and education programs have been carefully researched and the projects were developed based on data analysis. Data driven approaches remain the foundation of our planning and implementation processes.

We will also continue to work with and build on the solid relationships we have with our traffic safety partners at the Department of Health and Department of Transportation through our flagship traffic safety initiative; Minnesota Toward Zero Deaths. Focusing on a Safe Systems approach to our transportation systems, we will utilize best practices to make Minnesota roads safe for all.

Minnesota must and will seek new and innovative approaches to address ongoing and emerging traffic safety issues and challenges. The fatalities on Minnesota roads increased for the second year in a row. Certainly the COVID-19 pandemic and other societal influences will impact our partners and we will focus on flexibility and accountability in all of our programs. The Office of Traffic Safety is committed to a thorough evaluation of each of our projects and programs in order to ensure that we are doing everything possible to improve overall traffic safety across all of Minnesota.

In the area of traffic fatalities, we will leverage current, new, and emerging data sets to more specifically identify root causal factors and then apply appropriate strategies to prevent them. We will work closely with our Regional TZD Coordinators to identify and offer solutions to local concerns.

Minnesota has made remarkable gains in traffic safety over the past ten years but we are seeing a troubling and unacceptable reversal of this progress. We are committed to using data to drive our response and innovation to lead to the next solution. 2021 was a year best seen in our rearview mirror. In 2022 we are looking forward and are focused on our life saving mission.

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The Office conducts research to identify pervasive traffic safety problems and sets realistic targets based on that research. Looking at the targets, we select the countermeasures/strategies that are likely to improve the performance in the problem area. The strategies in turn lead us to seek specific projects and vendors to conduct them. The final step in the process is selecting the funding source for the selected projects.

The planning process continues throughout the year and involves collaborating with partners, developing performance goals and selecting performance measures, articulating objectives related to the goals, identifying, prioritizing and selecting programs and projects, evaluating results and adjusting problem statements and strategies accordingly.

When identifying problems, the office looks at both the size of the problem and at over-representation, considering overall numbers and the proportions to design a balanced program that takes both into account.

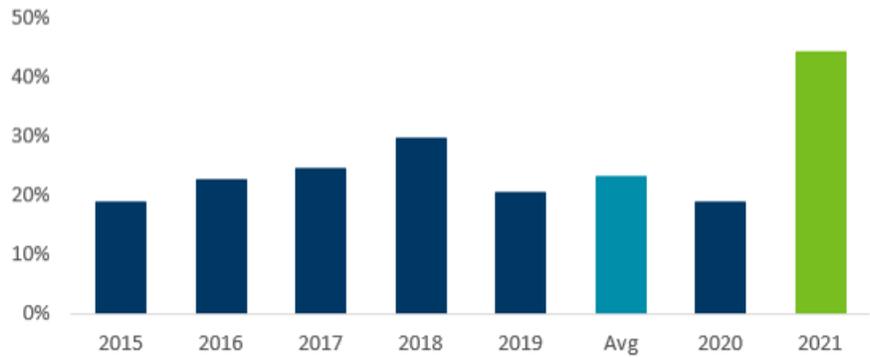
Selecting the right projects is one if not the most critical tasks leadership performs to further the mission of saving lives on the roadway. As mentioned the process is year round, ideas come in a variety of ways such as data trend analysis, brain storming sessions, the monitoring and evaluation of current projects, building relationships and listening to the formal and informal safety leaders across the state.

While close attention is paid to data trends throughout the year, we study the trends most closely when planning for a new year. Below are the performance target areas most closely considered in the planning process for 2022.

- In the area of traffic fatalities, we will leverage current, new, and emerging data sets to more specifically identify root causal factors and then apply appropriate strategies to prevent them. We will work closely with our Regional TZD Coordinators to identify and offer solutions to local concerns.
- While our occupant restraint compliance rate was 93.4% in 2019, 103 unrestrained vehicle occupants were killed in 2020. Outreach and education opportunities will increase as well as the outreach to our law enforcement partners.
- According to preliminary data in 2020, 84 persons were killed as a result of impaired driving. We will continue to advocate for policy and legislative solutions that will strengthen our current laws and make them more effective.
- Speed related fatalities continue to plague our entire state. In 2020, 122 people were killed in speeding related crashes. Improvement to our outreach and educational efforts while also looking for additional ways to support enforcement related activity. Minnesota OTS will also continue to explore other speed management projects.
- In the area of Motorcycle Safety, we will continue to work closely with rider advocacy groups and industry professionals to educate all riders about the importance of helmets and high visibility gear.
- 61 people were killed in teen driver crashes last year. In 2022, OTS will work closely with our Teen Driver Safety Task Force and with our partner agency Driver and Vehicle Services (DVS) to study and improve teen driver education and testing for all new drivers.
- Minnesota is following the national upward trend in the number pedestrian and bicycle fatalities. Minnesota and our partnership with the Minnesota Department of Transportation (MnDOT) will expand both education and outreach projects as well as enforcement efforts.

Speed-related fatalities account for around 23% of Minnesota’s fatalities each year. As of May 2021, speed-related deaths make up 44.3% of our fatalities. This is cause for alarm as the warmer weather brings increases in speeding and speed-related fatalities.

Percentage of Speed-Related Fatalities



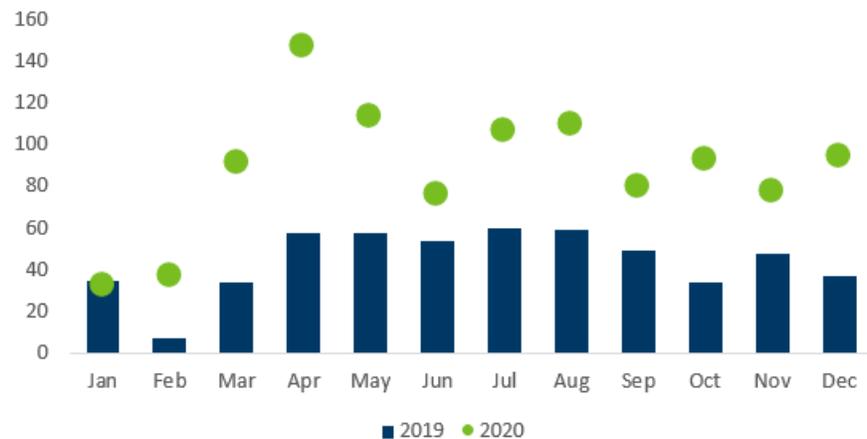
Speeding citations issued for 2020 and 2021 are below the 2015-2019 average. However, 2021 looks to be on par or greater than 2020. Heading into the summer months speed enforcement initiatives will attempt to tackle the speeding problem.

Speeding Citations



Since the pandemic began law enforcement agencies across the state noticed increases in excessive speed. This trend was observed in rural areas and throughout the metro. The graph below displays counts of citations issued by the Minnesota State Patrol for speeders going over 100+ mph.

State Patrol Speeding Citations (100 mph+)



The following information lists the key advisory boards and networks used during the past year.

Chiefs' and Sheriffs' Associations:

The boards of the Chiefs' and Sheriffs' associations receive a presentation on traffic safety legislation and emerging issues nearly every year. The executive directors of the associations are invited to the TZD program events. Both executive directors have been involved in OTS projects in the past and will be invited again when appropriate. The chiefs' association regularly reports OTS enforcement news, events, and grant opportunities in its weekly online newsletter.

Child Passenger Safety Advisory Taskforce:

This taskforce of Minnesota child passenger safety experts meets quarterly to provide advice on improvements to Minnesota's child passenger safety program. Members are SafeKids certified technicians from around the state and different professions.

CODES Board of Directors:

OTS traffic records coordinator sits on the Board of Directors for the CODES project at the Department of Health in the Injury and Violence Prevention Section.

DWI Task Force:

The DWI Task Force is a long-standing group which meets throughout the year and is most active during the legislative session. Presently chaired by an assistant city of Minneapolis attorney, members include representatives from OTS, law enforcement, MADD, Minnesotans' for Safe Driving, probation, prosecutors, and other interested individuals. The primary focus of the task force is to propose changes to current DWI laws and new DWI laws. The chair, a position with strong influence, testifies for or against many of the DWI laws that are proposed each year. In addition, the group identifies gaps in Minnesota's current DWI programs and proposes projects to fill those gaps that are possible under current law.

Enforcement:

Minnesota's law enforcement liaisons provide a wealth of information and recommendations about the needs of state, county, and local law enforcement agencies. One of their primary job duties is to identify and bring the wealth of information to OTS challenges, successes, and recommendations from the agencies with whom they work. In addition, break-out sessions at the statewide annual TZD conference are given separately for enforcement grant recipients, providing them an opportunity to offer suggestions and exchange information.

MMAP (Mobility for Minnesota's Aging Population):

Formerly housed at DARTS, a transportation provider, this group has been meeting on a regular basis for the past ten years to discuss older driver issues. Members include representatives from OTS, the Minnesota and Metropolitan Boards on Aging, Driver and Vehicle Services, occupational therapists and instructors of occupational therapists at universities.

Motorcycle Safety Advisory Taskforce:

This taskforce continues its role in defining key messages for public information campaigns and providing recommendations for the state-funded motorcycle safety program.

National Highway Traffic Safety Administration:

OTS takes into account the recommendations and opinions of those in the Region 5 NHTSA Office and NHTSA headquarters.

Open Solicitation of Projects:

Throughout the year, OTS solicits ideas for traffic safety projects. The solicitation is kept informal; we ask for a description of the problem needing to be addressed, the target market, a brief project description, and an estimate and explanation of funding needed.

Toward Zero Deaths Conference:

In a collaborative effort, the Departments of Public Safety, Health, and Transportation, develop and conduct the annual Toward Zero Deaths conference with sessions geared towards child passenger safety advocates, state and county traffic engineers, public health personnel, local, county and State Patrol enforcement officers, and other advocates (including OTS staffers, AAA of MN/IA, MADD, the Minnesota Safety Council, and EMS providers). Evaluations of all sessions are conducted and used in planning for the next year's conference. Ideas generated and issues discussed are summarized in conference proceedings.

Toward Zero Deaths Forums (formerly Traffic Safety Partners Breakfasts):

Twice a year, the Center for Transportation Studies will invite advocates from around the state to St. Paul to discuss trends, current efforts, and new ideas for decreasing traffic deaths and injuries. The sessions are available in real-time with dial up capabilities and are also archived for later review online. Participants include representatives from organizations such as MADD, the Minnesota Safety Council, 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, Office of Communications, and Driver and Vehicle Services), and present contractors to OTS (our law enforcement liaisons and traffic safety resource prosecutor). 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 or competition of efforts for everyone involved.

Toward Zero Death Leadership Committee:

The leadership committee is responsible for providing strategic direction and is made up of decision making staff from DPS, MNDOT, Department of Health, EMS Regulatory Board, FHWA, and the Association of Minnesota County Engineers.

Toward Zero Death Program Committee:

The program committee is made up of stakeholders and other interest groups from the four E's – engineering, enforcement, education, and emergency medical services – and other vital partners such as the media outlets and the court system. The program committee shares information on what activities are being conducted to enhance synergy. It also draws members into subcommittees for tasks such as advocating for a proposed legislation.

Traffic Records Coordinating Committee:

Representatives from local law enforcement, DOT, Health, DPS divisions, and the courts worked together to develop a strategic plan which prioritizes projects to ensure that any proposed changes to data systems related to traffic safety are reviewed by, and acceptable, to all.

University of Minnesota:

OTS has a close relationship with the Center for Transportation Studies at the University of Minnesota. The CTS is one of the primary partners in the TZD effort, receiving funding from OTS to provide support for all the TZD committees, stakeholder breakfasts, and the annual conference. Each year an OTS staff person reads and assists in evaluating proposals for funding received by the CTS. In addition to CTS, OTS has close ties to the HumanFIRST program (especially through the development and assessment of the new crash database), Intelligent Transportation Systems Institute, and Center for Excellence in Rural Safety at the University of Minnesota.

Occupant Protection

Performance Measure C-1 Number of Traffic Fatalities, C4 Unrestrained Passenger Motor Vehicle Occupant Fatalities

Though Minnesota has made great strides in the area of occupant protection, there is still an urgent need for improvement, particularly in higher injury severity crashes. The data shows that targeted occupant protection campaigns focusing on high-risk demographics, times, and locations are necessary to maximize the safety of Minnesota roadway users. An unacceptable proportion of motor vehicle occupants killed or injured in crashes are not properly buckled up.

Age and Gender

Young people are especially at risk; 30 percent of motor vehicle occupants killed or severely injured in Minnesota were aged 15-29. Tragically, only half of them were known to be buckled up. Males of all ages are less likely than females to wear their seat belts. Of all the motor vehicle occupants killed or injured in 2019 crashes, a larger percentage of males were not properly buckled up.

Time of Day

Seat belt usage is worse during late night hours. Thus, attention to enforcing seat belt use in the evening is being strengthened by OTS, regardless of the obvious difficulties.

Safety Equipment Use by Motor Vehicle Occupant killed or Injured by Region of the State.

Region	Used	Not Used	Unknown	Killed or Injured
Metropolitan	83.0%	3.2%	13.8%	14,762
Central	87.6%	5.1%	7.3%	3,258
Northeast	85.0%	4.5%	10.4%	1,168
Northwest	77.1%	12.0%	10.9%	467
South Central	82.6%	6.7%	10.7%	915
Southeast	88.0%	4.5%	7.5%	2,142
Southwest	82.0%	9.0%	9.0%	1,043
West Central	81.6%	10.7%	7.8%	890
Statewide	83.9%	4.44%	4.4%	24,645



Observational Seatbelt Survey Data

Each year, a statewide survey is conducted observing motor vehicle occupant seatbelt use. This study was not conducted in 2020, as of the time of this report 2021 results are not complete. The reports from 2019 were used to identify and implement proven countermeasures.

From our 2019 Observational Study of seat belt use, we found that males in the general population buckle up less often than females. In 2019, 95% of females observed were buckled up, compared to 92% of males (up 2% from the previous year). Pick-up truck drivers buckled up less than drivers of other vehicles by 5.5 percentage points (88.5% of pickup truck drivers buckled up, up 3.3% from 2018).

Summary

The crash data and observational study provide evidence that, while seatbelt use in Minnesota has greatly increased over the past 20 years, there is room for improvement, particularly among specific demographic groups in high-risk locations. These data tell us that our occupant protection campaigns should target mostly young men in greater Minnesota.

Enforcement should focus on high-risk times, locations and vehicle types. In addition, programming that promotes the motor vehicle safety of children in Minnesota must be maintained, as the safety and well-being of our youth continue to be of the highest priority.

Countermeasure Strategy: Strategies for Child Restraint and Booster Seat Use

Impacted Projects: 22-02-01, 22-02-04, 22-02-07

Many caregivers are not aware of the proper child passenger safety restraint procedures. This countermeasure aims to educate all caregivers on the best methods for securing children in motor vehicles based on Minnesota's CPS laws and NHTSA's recommend- recommendations.

Learning and sharing best practices allows technicians in the state to keep up-to-date, helps keep kids safe when traveling in cars, and reduces fatalities amongst children between the ages of zero and seven years old.

In Minnesota crashes from 2015– 2019, 87% of the 17,055 children ages zero to seven that were properly restrained were not injured, while another ten percent sustained only possible injuries. This is evidence that when children are properly restrained, their chances of being injured in a traffic are drastically reduced.

Minnesota is confident in supporting child passenger safety advocates who serve to promote child passenger safety in the southern, northern, and northeastern portions of the state. The advocates conduct Children and Restraint Systems (C.A.R.S.) trainings throughout the state to caregivers and parents. In FFY20 there were 1,773 verified attendees that successfully completed the C.A.R.S. training. OTS CPS advocates were also able to offer the National Child Passenger Safety Certification trainings, with low or local fee to incoming students.

Minnesota is confident in using Countermeasure That Work (Chapter 2: Seat Belts and Child Restraints; 6. Communications and Outreach; 6.2 Strategies for Child Restraint and Booster Seat Use).

Countermeasure Strategy: Data Collection and Analysis

Impacted Projects:22-02-08

The aim of this innovative countermeasure is to collect and analyze data in order to help identify problems and inform enforcement and outreach efforts.

We know that engaging in dangerous driving behaviors, such as speed, distraction, impairment, and not buckling up increases one's chances of being killed or injured in a crash, and makes roadways less safe for everyone. In 2019, 93.4% of drivers and passengers buckled up. Yet, nearly 30% of traffic fatalities were not restrained. This demonstrates the importance of identifying the groups that are still not buckling up, and targeting enforcement and outreach efforts accordingly. Minnesota has had successful outcomes when using data to drive strategies for education, outreach, and enforcement.

This project facilitates the implementation of an annual seatbelt observational survey, compliant with NHTSA guidelines, that determines Minnesota's seat belt use rate based on proven methodology. The results of this survey help to guide enforcement and communications.

We have chosen this countermeasure as one of our strategies because Minnesota is confident in using data driven solutions. Crash data analyses have been proven effective at helping to direct traffic safety efforts, thereby helping Minnesota achieve our performance targets.

Impaired Driving 164 Alcohol and 405d

Performance Measure C1 Fatalities, C5 Impaired Related Fatalities

Overview

Impaired driving remains a serious threat on Minnesota roadways, accounting for one fourth of all traffic deaths annually. Although progress has been made in combatting impaired driving, Minnesota, like other states, is experiencing an increase in impairment caused by substances other than alcohol. In 2020, 22,610 motorists were arrested for DWI, compared with 27,795 in 2019. That's a 19.2 percent decrease. The decrease maybe attributed to Governor Walz' executive order closing bars and restaurants in response to COVID-19 pandemic.

Minnesota, like 49 other states, has a .08 BAC limit for drivers. Motorists can be arrested with a BAC under .08 if impairment is determined by a combination of impaired driving conduct and / or field sobriety testing, or if operating a commercial vehicle or school bus. If a motorist's alcohol concentration is at or above .08, this constitutes a criminal offense ranging from a misdemeanor to a felony. This also triggers civil penalties including, but not limited to, loss of driving privileges, ignition interlock sanctions, and vehicle forfeiture.

Alcohol fatalities

The term alcohol-related is used when any amount of alcohol was involved. In 2020, there was a 14% increase in alcohol-related fatalities (114 in 2019, and 130 in 2020). However, alcohol-related serious injuries decreased 15% in 2020 (385 in 2019, and 336 in 2020). The term alcohol impaired is used when the amount of alcohol involved is greater than the 0.08 legal limit. Fatalities involving alcohol impairment decreased 22% in 2020 (89 in 2019, and 69 in 2020). Whether alcohol-related or alcohol impaired, these fatalities and serious injuries are preventable. We must not become complacent in our mission to drive deaths toward zero.

The most significant area of concern remains the 20-34 year-olds; nearly 34% percent of all alcohol impaired fatalities are in that age group compared with 23% percent of all traffic crash fatalities in that age group.

Overall, males and young adults are overrepresented in impaired-related crashes and account for a disproportionate share of fatalities. For instance, in 2019 males accounted for 87 percent of killed drivers who tested positive for alcohol.

In 2020, the eight county Twin Cities metro area had 46.5% of the impaired driving arrests and the remaining 79 county non-metro area had 53.5 percent.

Enforcement

Minnesota has 58 Enforcement groups and an additional 21 DWI Officer grantees throughout the state. The Enforcement groups conduct High Visibility Saturation campaigns to detect and arrest impaired drivers.

During FFY20, the Enforcement's High Visibility patrols netted 1,353 impaired driving arrests, while the DWI Officers accounted for 1,690 impaired driving arrests. These totals accounted for 13.9% of the statewide impaired driving arrests recorded during the fiscal year.

DWI Courts and Judicial Ignition Interlock

DWI Courts aim to reduce impaired driving recidivism by providing participants with much needed assistance. The DWI Court teams consist of a judge, state court employees, department of corrections employees, law enforcement, prosecuting authorities, defense attorneys, chemical dependency counselors and mental health experts. There are nearly 250 participants, who have a recidivism rate of less than 4%, far below the statewide rate of 40%.

Judicial Ignition Interlocks ensure eligible impaired driving offenders have their vehicles equipped with an alcohol detecting device. In FFY20, participation in this program decreased from 498 participants to 439 by the end of the fiscal year. The ignition interlock devices not only reduce recidivism, they contribute to a reduction in impaired driving fatalities.

eCharging and DWI Mapping

Minnesota utilizes an electronic platform, eCharging, to process all impaired driving incidents. Within eCharging, law enforcement officers are able to use data from multiple databases within Minnesota. The eCharging platform connects with Driver and Vehicle Services databases to provide driving record data for suspected impaired drivers. DVS data includes license validity and prior alcohol and / or drug impaired offenses. eCharging also is the platform that officers use to obtain search warrants. The wait times for obtaining probable cause search warrants has been reduced from an hours-long process to being reviewed and approved by a judge within a matter of a few minutes.

eCharging also communicates with our DWI Mapping tool. Software improvements are currently allowing for geo-coding in cases where GPS is needed to locate an impaired operation location.

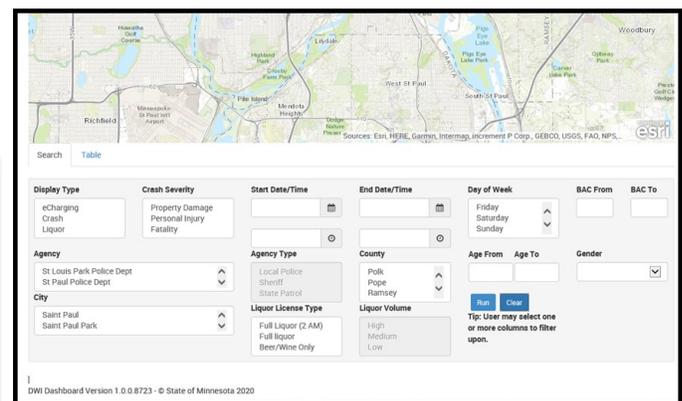
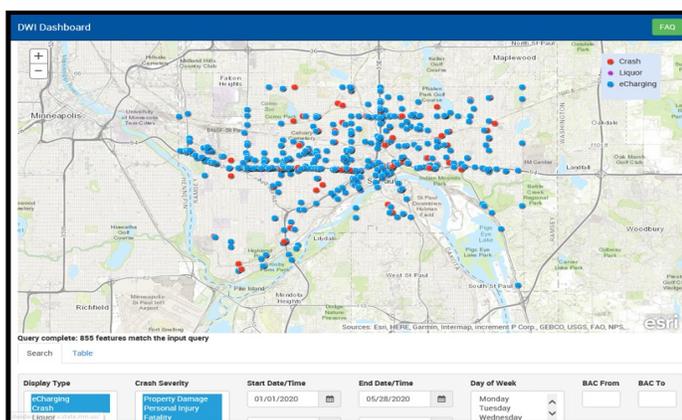
In FFY19, participation in this program increased from just under 400 participants to over 450 by the end of the fiscal year. The ignition interlock devices not only reduce recidivism, they contribute to a reduction in impaired driving fatalities.

eCharging and DWI Mapping

Minnesota utilizes an electronic platform, eCharging, to process all impaired driving incidents. Within eCharging, law enforcement officers are able to use data from multiple databases within Minnesota. The eCharging platform connects with Driver and Vehicle Services databases to provide driving record data for suspected impaired drivers. DVS data includes license validity and prior alcohol and/or drug impaired offenses. eCharging also is the platform that officers use to obtain search warrants. The wait times for obtaining probable cause search warrants has been reduced from an hours-long process to being reviewed and approved by a judge within a matter of a few minutes.

eCharging also communicates with our DWI Mapping tool. Software improvements are currently allowing for geo-coding in cases where GPS is need to locate an impaired operation location. This is especially important for locating impaired operation incidents of snowmobile or watercraft impaired operation on one of many lakes. The DWI Dashboard Mapping tool is versatile and has the capability of pulling specific information for very narrow search needs. The DWI Mapping tool also plots crash data from MN Crash reporting platform, which is used by all LEOs in Minnesota.

City of St. Paul 1/1/2020 to 5/28/2020
All agencies
All DWI arrests
All alcohol-drug related crashes (PD, PI, fatal)



Summary

Minnesota recorded a 17% increase in alcohol-related fatalities from 2019-2020. These data highlight the importance of focusing enforcement efforts on the deadliest counties and high-risk times. In addition, programming that promotes the responsible service of alcohol at participating establishments helps to prevent alcohol-related crashes by reducing the number of impaired drivers on the roadways.

Countermeasure Strategy: DWI Courts

Impacted Projects: 22-03-01, 22-03-21

The goal of DWI Courts is to reduce recidivism by providing more monitoring, services, and support than traditional courts provide. Key components of this approach are intensive supervision and addiction treatment, with the aim of modifying the offender's behavior in both the short and long-term.

Impaired driving remains a serious threat on Minnesota roadways; alcohol plays a role in approximately one-third of all traffic deaths annually. One in seven Minnesota drivers has a DWI on record, about half of whom will re-offend. Reducing recidivism is key to decreasing impaired-driving related traffic fatalities and injuries and, in Minnesota, this strategy has decreased recidivism rates among participants compared to offenders who do not participate in the program, thus bringing us closer to our goal of reducing impaired driving related fatalities.

Minnesota is one of the top states in the nation in terms of the number of designated DWI courts. Last year, there were 421 participants with 129 graduates, only 5 of whom incurred an additional DWI arrest. This recidivism rate of 3.9% demonstrates the projects success if compared to the statewide rate of nearly 40%. Participants complete treatment programs and participate in mandatory group therapy sessions. They are also regularly monitored and tested for drug and alcohol use. They receive support in achieving legal driving status and are closely monitored by probation officers, who conduct random alcohol checks. Last year 26 participants obtained valid unrestricted driving privileges and 83 obtained driving privilege via ignition interlock devices.

Minnesota believes in Countermeasure That Work (Chapter 1: Alcohol and Drug Impaired Driving; 2. Deterrence: Prosecution and Adjudication; 3.1 DWI Courts). We have chosen this countermeasure as one of our strategies as it has been proven to reduce recidivism by approximately 50% compared with regular courts. OTS believes in adopting an approach rooted in rehabilitation and support, which can be more cost effective long term than repeat arrests and incarceration, and will bring us closer to our goal of reducing impaired-related traffic deaths and injuries.

Countermeasure Strategy: Impaired Data Collection and Analysis

Impacted Projects: 22-03-02, 22-03-09

The aim of this innovative countermeasure is to collect and analyze impaired-related crash data and DWI data in order to help identify problems and inform enforcement and outreach efforts. OTS supports an ongoing DWI Dashboard project, which seeks to identify locations with high DWI incident numbers and analyze the correlation to crashes and liquor establishments by integrating several state databases and employing a DWI data analyst.

Last year 70.9% of DWI locations reported in eCharging were located and matched in the dashboard. These data were used to concentrate DWI enforcement efforts, helping Minnesota achieve the goal of reducing impaired-related fatalities and injuries. Another important part of the data collection and analysis process is alcohol and drug testing. To that end, OTS funds two BCA lab technicians to conduct alcohol and drug testing related to impaired driving.

We have chosen this countermeasure as one of our strategies because Minnesota is confident in using data driven solutions. Crash data analyses have been proven effective at helping to direct traffic safety efforts. Enhancing Minnesota's DWI analysis capabilities will broaden our ability to identify problems and implement solutions, thereby helping Minnesota achieve our impaired-driving related fatalities performance target.

Countermeasure Strategy: Ignition Interlock

Impacted Projects: 22-03-05, 22-03-13

Ignition Interlock is a device that prevents a vehicle from starting when the driver blows a breath alcohol level over a set threshold. The goal of this countermeasure is to reduce the likelihood that a DWI offender will re-offend, thereby decreasing overall recidivism and, in turn, impaired-driving related fatalities and injuries.

Impaired driving remains a serious threat on Minnesota roadways, accounting for one-fourth of all traffic deaths annually. One in seven Minnesota drivers has a DWI on record, about half of whom will re-offend. Reducing recidivism is key to decreasing impaired-driving related traffic fatalities and injuries. Studies have shown ignition interlock to reduce recidivism by 75% among participants compared to DWI offenders who do not participate.

In Minnesota, an ignition interlock law has been in place since June, 2011, wherein repeat offenders and offenders with high BAC are required to install ignition interlock in order to reinstate driving privileges. It is also mandatory for drivers whose licenses have been cancelled inimical to public safety. The ignition interlock program has been expanding in Minnesota since its launch. Last fiscal year ended with DVS monitoring 11,032 participants, after reaching a high in February 2020 of 12,162. Field investigators conducted regular inspection of 225 service centers around the state.

Minnesota is confident in using Countermeasure That Work (Chapter 1: Alcohol and Drug Impaired Driving; 2. Deterrence: DWI Offender Treatment, Monitoring, and Control; 4.2 Ignition Interlock). We have chosen this countermeasure as one of our strategies as it has been proven to reduce recidivism among participants, thereby reducing the occurrence of impaired-driving related crashes, fatalities and injuries.

Countermeasure Strategy: Alcohol and Drug Impaired Driving Enforcement

Impacted Projects: 22-03-03, 22-03-10, 22-03-12

The purpose of this countermeasure is to prevent impaired driving through vigorous and comprehensive enforcement of impaired driving laws. This strategy serves to remove unsafe drivers from the roadways and to deter the dangerous behavior of driving under the influence of alcohol or drugs.

Impaired driving remains a serious threat on Minnesota roadways, and alcohol plays a role in about one-third of all traffic deaths annually. One of the key strategies for deterring impaired driving is enforcement. Since 1998, drunk driving related fatalities have decreased by nearly 75%, due in part to enforcement efforts.

The eCharging system connects with the driver license database to immediately provide driver license information to law enforcement, including arrest data and prior DWI convictions. eCharging automates, simplifies and expedites an otherwise complex and time consuming arrest process. This makes enforcing impaired driving easier, more efficient, and more effective.

Minnesota is confident in using Countermeasure That Work (Chapter 1: Alcohol and Drug Impaired Driving; 2. Deterrence: Enforcement. We have chosen this countermeasure as one of our strategies as it has been proven to be a vital component in deterring impaired driving, and removing unsafe drivers from the roadways.)

Countermeasure Strategy: Responsible Beverage Service

Impacted Projects: 22-03-18

The purpose of this countermeasure is to prevent impaired driving through the implementation of over-serving policies in establishments that serve alcohol, and providing responsible-server training for restaurant/bar staff.

This countermeasure is most effective when the training provided is intensive and in-person, and when the policies are supported on an on-going basis by management.

Impaired driving remains a serious threat on Minnesota roadways, and alcohol plays a role in about one-third of all traffic deaths annually. Preventing impaired driving requires a multipronged approach, and one tactic is to reduce impairment at the source, namely, establishments that serve alcohol. Servers have the power to refuse over-service of alcohol, and can therefore contribute to a reduction in impaired driving.

The State will reinstate funding for intensive, in-person responsible server training that includes establishment management support. An AGE (Alcohol and Gambling Enforcement) liaison will update training materials and resources, provide 'train-the-trainer' services and recruit participants among traffic safety partners. He/she will collect and maintain data on trainer accreditation and the number of classes and participants. He/she will also provide responsible server training for community festivals and special events.

Minnesota is confident in using Countermeasure That Work (Chapter 1: Alcohol and Drug Impaired Driving; 5. Prevention, Intervention, Communications and Outreach; 5.3 Responsible Beverage Service.) We have chosen this countermeasure as one of our strategies as it has been proven to be effective at reducing over-serving when conducted according to guidelines: intensive, face-to-face responsible server training, coupled with strong, continued management support.

Police Traffic Service

Performance Measure C-1 Number of Traffic Fatalities, C4 Unrestrained Passenger Motor Vehicle Occupant Fatalities, C-6 Speed Related Fatalities, C-10 Number of Pedestrian Fatalities

Overview

The Police Traffic Services section of our traffic safety plan supports additional hours of enforcement, support and resources that focus on prevention and education. It also provides assistance for attendance at training and conferences to provide opportunities for networking and sharing best practices and recognition to inspire and motivate officers to do their work effectively and efficiently.

In Minnesota, speed related fatalities continue to plague our entire state, with street– racing contributing to the number at a growing rate, preliminary numbers in 2020 show an increase of five racing drivers in fatal crashes and four in serious injury crashes (perceived by officer as street racing) from the previous year. Therefore, it is necessary to focus on improving our outreach and educational efforts while also looking for additional ways to support enforcement efforts. This will be key to reducing lives lost on the roadways due to excessive speed. NHTSA research shows motorists wrongly believe speeding is not as great a risk to safety as other traffic violations. That simply is not true.

The consequences of excessive speed include:

- Greater potential for loss of vehicle control
- Increased stopping distance
- Increased crash severity leading to more numerous and severe injuries

Speeding-Related Fatalities:

In 2015–2019 in Minnesota, illegal or unsafe speed was a contributing factor in 518 fatal crashes resulting in 565 deaths.

Illegal or unsafe speed is a leading contributing factor in fatal crashes.

192 of the 518 fatal alcohol-related crashes from 2015-2019 were also speeding-related.

Over the five-year period, 2015–2019, 68.9 percent of the speed-related fatal crashes occurred in rural areas (less than 5,000 population).

Enforcement

In 2020, OTS provided 56 multi-jurisdictional law enforcement grants comprising of 305 agencies in addition to 11 State Patrol districts. Collaboration created strong high-visibility enforcement programs not only with others in their grant, but with neighboring grants as well. As part of the grant requirements, these agencies report their enforcement activity at the conclusion of six annual mobilizations (two seat belts campaigns resulting in 5,021 seatbelt citations, two impaired driving campaigns resulting in 1,576 impaired driving arrest, and a distracted driving and speed campaign resulting in 11,966 speeding citations).

Summary

The enforcement program incorporates the national and statewide mobilizations as part of the overall plan. Based on problem identification, additional funding is provided to specific law enforcement agencies to conduct highly-visible enforcement focused on specific behaviors, such as impaired driving, speed, distracted driving, and occupant protection. Agencies participate in the national mobilizations and report their successes through a website. Minnesota has committed law enforcement liaisons that keep the program a priority locally and serve as resources to their agencies in the region. In 2020, only the counties that are at or above the state average for speed-related fatalities and serious injuries are eligible for speed enforcement funding.

Evidence Based Traffic Safety Enforcement Program

Impacted Projects 22-03-12, 22-04-01, 22-04-08

Overview

A significant portion of Minnesota's highway safety grant funding is awarded to law enforcement agencies each year. To ensure that enforcement resources are used efficiently and effectively to support the goals of the state's highway safety program, Minnesota has designed an enforcement plan that incorporates data driven problem identification. Data driven problem identification process focuses on the analysis of crashes, fatalities and injuries to determine what is occurring, where, when, why and how it occurring and who is involved. Deployment of resources are based on these analyses and the plan is continuously monitored and adjusted as warranted. The state uses data to determine which 15 counties have had the most alcohol-related traffic fatalities and serious injuries. Funding for enforcement and outreach is then concentrated in these counties. In addition, local law enforcement and other traffic safety stakeholders conduct reviews of fatal and serious injury crashes to determine when and where the majority occur, and direct resources based on these results.

The counties with the highest number of alcohol-related fatalities and severe injuries are eligible for additional funding for sustained year-round impaired driving enforcement; additional speeding enforcement funding is allocated for counties that are at or above the state average for speed-related fatalities and serious injuries and counties with highest number of pedestrian fatalities and serious injuries are eligible for additional funding for motorist and pedestrian behavior. To further enhance location-based crash analysis, a public crash portal with mapping capabilities will become available in 2022.

Paid Media is used primarily in conjunction with enforcement, and paired with statewide campaigns targeting seatbelt use, impaired driving, distracted driving, speeding and pedestrian safety. Minnesota's paid media complements national paid media and enforcement, as combining increased enforcement with public awareness has been found to result in long lasting improvements in driver behavior. Paid media advertisements will focus on key messages about impaired driving, occupant protection, speed and distraction during the campaigns.

Media and enforcement campaigns run in conjunction and follow an annual calendar (see Appendix C) that specifies dates for specific areas of enforcement (e.g. seat belts, speed, impaired-driving). To ensure proper allocation of resources, Law enforcement events must be entered into ROAR according to the dates indicated of the enforcement calendar. In addition, continuous oversight and monitoring of the enforcement efforts include regular progress report review, onsite project monitoring, formal training, direct technical assistance, and LEL support.

Countermeasure Strategy: Enforcement of Drug Impaired Driving/ Law Enforcement Training

Impacted Projects: 22-03-03, 22-04-01, 22-04-08

Drug-Impaired driving is often under-reported. It is not uncommon that only drivers with low BACs are tested for drugs, given the officer perceives impairment. In addition, drug impairment can be difficult to detect given the wide range of potential drug types and symptoms. This countermeasure aims to close the enforcement and reporting gap related to drug-impaired driving by providing special drug impaired enforcement training (DRE) in addition to highly effective general impaired training (SFST, ARIDE, DWI EZ Guide) to police officers, empowering them to identify drug impairment in drivers. This strategy contributes to traffic safety as it facilitates more thorough testing and enforcement, getting impaired drivers off the roadways, and collecting more complete impairment data for later analyses.

We know that alcohol-impaired driving remains a serious threat on Minnesota roadways, accounting for close to twenty percent of all traffic deaths annually. However, drug-impaired driving remains a significant challenge. Drivers who are found to be impaired by alcohol are often not tested for drugs. This prevents traffic safety officials from obtaining the data necessary in order to target enforcement, education, and outreach related to drug impairment. Drug-impairment training programs for officer's increases drug- impairment identification capabilities, giving law enforcement the tools they need to conduct tests and make arrests. DRE trained officers have proven effective in Minnesota, as more than half of the time, DRE opinion and toxicology results match.

All Minnesota law enforcement officers who participate in grant-funded enforcement programs by OTS are required to receive SFST, ARIDE, and OPUE training. These courses are peer-taught by trained troopers, local and tribal officers, and county deputies. In addition, DRE certification programs are offered to qualified officers. By the end of FFY20, there were 268 certified DREs representing 114 agencies.

Minnesota is confident in using Countermeasure That Work (Chapter 1: Alcohol and Drug Impaired Driving; 7. Drug Impaired Driving; 7.1 Enforcement of Drug Impaired Driving). Drug Impaired driving enforcement is a key component in reducing deaths and injuries related to impaired driving.

Countermeasure Strategy: Short-Term, High Visibility Seat Belt Law Enforcement

Impacted Projects: 22-04-01, 22-04-08

This approach involves intensive, high visibility seatbelt enforcement for short-term durations accompanied by paid or earned media campaigns to spread awareness. The goal of highly visible enforcement is to encourage motor vehicle occupants to buckle up or risk incurring a citation. A high-profile example is the *Click It or Ticket* campaign which has been implemented with much success in many states across the nation.

Less than 7% of motor vehicle occupants are not properly restrained, according to Minnesota's annual observational survey, yet a disproportionate percentage of people killed in crashes are not buckled up. In 2019, 248 motor vehicle occupants were killed in traffic crashes, 29% of whom were unbelted. Therefore, it is vital that, despite Minnesota's high overall seatbelt use rate (which climbed from 64% in 1998 to 93.4% in 2019), we continue to target locations and demographics that have been shown to have lower belt use with enhanced enforcement and outreach.

Extra enforcement activities will take place across the state, coinciding with NHTSA's enforcement calendar. (see Appendix C) Enforcement will run concurrently with paid media campaigns to maximize impacts.

Minnesota is confident in using Countermeasure That Work (Chapter 2: Seat Belts and Child Restraints); 2. Seat Belt Law Enforcement; 2.1 Short-Term, High-Visibility Seat Belt Law Enforcement). This strategy has been proven highly effective, particularly when coinciding with outreach and communications efforts.

Countermeasure Strategy: Short-Term, High Visibility Enforcement

Impacted Projects: 22-04-01, 22-04-08, 22-08-01, 22-08-02, 22-08-03

This approach involves enhanced, high visibility, speeding enforcement for districts that have shown high rates of speeding and / or other aggressive driving behaviors, or have high fatality and serious injury numbers. These locations and times are identified by data-driven research. The primary strategy for this countermeasure is deterrence. With a perceived (and actual) high probability of arrest, the goal is to reduce the likelihood that individuals would risk speeding, or other high risk driving behaviors.

Speeding is a factor in one in four fatal crashes in Minnesota (2015-2019). Ensuring that drivers obey the speed limits and exercise due care when driving greatly impacts the safety of all roadway users. Minnesota saw a downward trend in speeding-related fatalities between 2008 and 2017, and then experienced an extreme uptick in 2020. This increase, coupled with emerging issue of street-racing, efforts to enforce speeding violations must be reviewed in order to reach our performance goals.

Distraction is a factor in 12% of fatal crashes in Minnesota (2015-2019), and is known to be under-reported. Ensuring the drivers obey cell phone use restrictions and exercise due care when driving greatly impacts the safety of all roadway users. The number of distraction-related traffic fatalities has decreased since 2014. However, the launch of a new crash reporting system (MNCrash) likely contributed to under-reporting of distraction due to different data value options in the distracted driving field. A hands-free law was passed in the summer of 2019 and, while sufficient data has not yet been collected to identify changes in violation rates, we expect that this law, in conjunction with enhanced enforcement campaigns, will increase the number of violations given, while reducing distracted driving overall, and helping Minnesota achieve its performance targets.

Extra enforcement activities will take place across the state in locations that show high rates of speeding-related traffic fatalities and serious injuries. Enforcement is coupled with outreach and education in order to increase community awareness of these campaigns. Law Enforcement Liaisons play a key role in the success of these campaigns. Anecdotal evidence suggests that enforcement officers trust, and are more responsive to suggestions from, fellow officers than from others. OTS employs retired officers to communicate directly with law enforcement agencies. One of the key functions of these law enforcement liaisons is to rally the law enforcement network to participate in national and state HVE campaigns.

Minnesota is confident in using Countermeasure That Work (Chapter 3: Speeding and Speed Management; 2. Enforcement; 2.2 High-Visibility Enforcement). We have chosen this countermeasure as one of our strategies as it has been shown to have positive traffic safety impacts. Overall, OTS believes that this is one of the tools we can use to bring us closer to our performance goals.

Countermeasure Strategy: Supporting Enforcement/ Professional Development

Impacted Projects: 22-04-03, 22-04-07, 22-06-13

The aim of this countermeasure is to motivate police officers and / or agencies to enhance enforcement efforts and outreach to reduce traffic crashes, injuries, and deaths, by recognizing exceptional traffic enforcement performance. This provides an incentive to excel, and expresses the gratitude of OTS, the Commissioner, and all traffic safety stakeholders to these agencies that go above and beyond.

Encouraging law enforcement agencies to perform top notch enforcement and cultivate positive traffic safety culture within their communities can greatly improve safety on Minnesota roadways by mitigating dangerous driving behaviors and preventing crashes from occurring.

Outstanding performance in the field is only possible with strong administrative support, rigorous training, and opportunities for growth via networking and idea sharing. Administrative staff maintain records, organize training and schedules, manage budgets, and perform all of the essential behind-the-scenes tasks that are necessary for effective and efficient law enforcement.

Enforcement is an important component in our mission to reduce traffic deaths and injuries, and keeping law enforcement officers motivated to excel in their enforcement efforts brings us closer to achieving that goal. Recognizing excellent work is a strategy that has resulted in enhanced enforcement performance. Minnesota awards agencies for superior performance in traffic, media, and public outreach during the previous year's grant-funded activities by presenting them with the Commissioner's Enforcement Award. The award includes the opportunity for the grant lead to attend an out-of-state traffic safety conference and allows for extra attendees at the statewide TZD conference.

Minnesota is confident in using this countermeasure is meant to support and motivate enforcement officers to perform at the highest level possible, thereby reducing fatalities and injuries, making our roadways safer, and helping Minnesota achieve our traffic fatality performance target.

Traffic Records

Performance Measure C-1 Number of Traffic Fatalities

Overview

The Traffic Records Program portion of the Highway Safety Plan supports a variety of projects designed to increase the ability to identify problem areas, evaluate the effectiveness of programs, and develop new data sources to mine for information about traffic crashes and injuries in Minnesota. These projects use multiple funding sources.

The Traffic Records Coordinating Committee (TRCC) is moving forward with several data improvements identified in the 2019 Traffic Records Assessment and additional opportunities for improvement identified by traffic records stakeholders. Funds are used to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of State data, evaluate the effectiveness of efforts to make such improvements, and link State data systems.

Minnesota incorporated the findings of the Assessment into the Traffic Records Strategic Plan
See: Appendix F.

Summary

Data is at the core of all the activities in the Highway Safety Plan. Data from the various Traffic Records systems provides the basis for problem identification, and project selection is a data-driven process. Furthermore, performance measurement relies on accurate and timely data.

Countermeasure Strategy: Data Collection and Analysis

Impacted Projects , 22-05-01, 22-05-02, 22-05-03, 22-05-04, 22-05-05, 22-05-06, 22-05-07, 22-05-08, 22-05-09, 22-05-11

The aim of this innovative countermeasure is to collect and analyze data in order to help identify problems and inform enforcement and outreach efforts.

We know that engaging in dangerous driving behaviors, such as speed, distraction, impairment, and not buckling up increases one's chances of being killed or injured in a crash, and makes roadways less safe for everyone. In 2019, 93.4% of drivers and passengers buckled up. Yet, 37% of traffic fatalities were not restrained. This demonstrates the importance of identifying the groups that are still not buckling up, and targeting enforcement and outreach efforts accordingly. Minnesota has had successful outcomes when using data to drive strategies for education, outreach, and enforcement.

These projects have been developed to improve, enhance and maintain important traffic related data systems that ultimately help direct traffic safety efforts by ensuring that they are guided by the most accurate, complete, and timely data possible.

We have chosen this countermeasure as one of our strategies because Minnesota is confident in using data driven solutions. Crash data analyses have been proven effective at helping to direct traffic safety efforts, thereby helping Minnesota achieve our performance targets.

Community Projects

Performance Measure C-1 Number of Traffic Fatalities, C-4 Number of unrestrained fatalities, C-5 Number of impaired-related fatalities, C-10 Number of Pedestrian Fatalities

Overview

There are few injuries or deaths more preventable than those caused by the decision to drive irresponsibly. Communities that are aware of the safety risks and costs that result from traffic crashes are more likely to devote their attention and resources to preventing more crashes, injuries and deaths on roadways. In addition, community members working together to solve their local traffic safety issues often increases the community's cohesiveness and improves its quality of living. Community level support is necessary for Minnesota to reach its goal of zero traffic deaths. It takes everyone, and everyone sharing the same message.

Young drivers are more likely than other age groups to be involved in crashes, often with serious consequences. Consistently, teen drivers make up a disproportionate percentage of crash-involved drivers on Minnesota roadways. In 2019 alone, there were 29 fatal crashes involving teen drivers. Senior drivers are involved in approximately 16% of all traffic crashes in Minnesota, and as the senior population slowly increases, so does senior involvement in crashes.

It is important that all traffic safety education and outreach efforts, whether legislated or voluntary, provide current information that is accessible to all of Minnesota's diverse communities.

Minnesota believes providing local education and outreach through a variety of community programs will provide the biggest impact to the Toward Zero Death goal set by Minnesota over 15 years ago. Community events need to be local and streamlined with consistent messages tailored to each unique audience. Local traffic safety professionals know the people in their community, identify with them, and are better equipped to meet them where they are.

The Minnesota Toward Zero Death (TZD) program consists of community stakeholders from professional fields of education, enforcement, engineering, and emergency medical services, as well as employers, the judicial system, and media.

Reaching ZERO traffic deaths and serious injuries requires traffic safety partners across all levels of government, communities and disciplines working in a coordinated effort.

Summary

The projects, priorities, strategies and tactics are intended to foster the coordination between local communities and four E's Education, Emergency Response, Enforcement, Engineering, with Everyone completing the five E's in traffic safety. The Community Program projects allows the local committee members to implement and lead change in their community.

Determining public perceptions regarding the risk of engaging in risky driving behaviors and of receiving a citation, and measuring the frequency in which people engage in dangerous driving behaviors, direct outreach and education in order to target misconceptions and make our roadways safer.

Countermeasure Strategy: Young Drivers: Parental Role in Teaching and Managing Young Drivers

Impacted Projects:22-06-05

The objective of this countermeasure is to provide programs that educate the parents of teen drivers on GDL laws and the responsibilities of both the guardian and the new driver. The idea is that enlisting the parents of new drivers to participate in encouraging and enforcing safe driving habits in their teen will help to reduce teen-driver related fatalities and injuries.

Young drivers are more likely than other age groups to be involved in crashes, often with serious consequences. Consistently, teen drivers make up a disproportionate percentage of crash-involved drivers on Minnesota roadways. In 2019 alone, there were 29 fatal crashes involving teen drivers. OTS is dedicated to improving teen-driver safety in order to protect our youth and everyone else on the roadways. These efforts have paid off: the proportion of teen-drivers involved in crashes, while still high, has been steadily decreasing over the past several years. Furthermore, the number of teens aged 13-19 killed in traffic crashes has decreased by 35% since 2012.

Through educational materials and outreach activities, Minnesota brings teens and parents together to facilitate understanding of the laws and best practices surrounding novice drivers.

Minnesota is confident in using Countermeasure That Work (Chapter 6: Young Drivers; 3. Parents; 3.1 Parental Role in Teaching and Managing Young Drivers. We have chosen this countermeasure as one of our strategies with the aim of helping young drivers practice safe driving habits and giving parents the tools needed to effectively monitor thirteens).

Countermeasure Strategy: Older Drivers General Communications and Education

Impacted Projects:22-06-06

This countermeasure focuses on educating older drivers and their families on the risks and driving challenges related to aging. The goal is to help older drivers assess their own abilities, develop strategies to compensate for the changes in their driving skill sets, and to self-restrict when necessary. In addition, this countermeasure is designed to assist families of older drivers with evaluating their loved one's changing capabilities and give them tools to mitigate the risks to the older driver and to all roadway users.

With a growing population of older drivers, it is important to prioritize safe driving behaviors among this group and to equip the drivers, families, and law enforcement with the tools needed to identify changing capabilities. Many older drivers will self-restrict to adapt to these changes. Senior drivers are involved in approximately 16% of all traffic crashes in Minnesota, and as the senior population slowly increases, so does senior involvement in crashes. However, the rate of senior drivers in crashes (16 per 1,000 licensed seniors) has remained steady since 2011. Making senior driver safety a priority will help reduce this rate and keep seniors and all roadway users safer. In fact, in FFY19, work funded through this project contributed to reducing the percentage of drivers in fatal crashes who were 85 years or older to 1.5%. This was less than the target of 3.0%.

Minnesota maintains an older driver working group in which older driver safety strategies are developed and education and outreach activities are planned.

Minnesota is confident in using Countermeasure That Work (Chapter 7: Older Drivers; 1.2 General Communications and Education). We have chosen this countermeasure as one of our strategies as our senior driving population is steadily increasing, so it is vital to educate seniors, communities, and law enforcement on the risks specific to aging drivers and provide strategies to improve driving behavior, thereby helping to reduce traffic crashes, fatalities and injuries.

Countermeasure Strategy: Data Collection and Analysis

Impacted Projects: 22-06-11, 22-07-07

With so many things changing collecting data needs to be constantly managed. The aim of this innovative countermeasure is to find new data collection formats, while continuing to analyze all data to identify and direct programs for enforcement and outreach efforts.

We know that engaging in dangerous driving behaviors, such as speed, distraction, impairment, and not buckling up increases one's chances of being killed or injured in a crash, and makes roadways less safe for everyone. From 2015-2019, speeding was a factor in one in four fatal crashes, distraction contributed to 12% of fatal crashes, and about a quarter of fatal crashes involved impairment. Everyone knows that these behaviors are unsafe. However, determining public perceptions regarding the risk of engaging in these behaviors and of receiving a citation, and the measuring the frequency in which people engage in dangerous driving behaviors, can help direct outreach and education in order to target misconceptions and make our roadways safer. Minnesota has had successful outcomes when using data to drive strategies for education, outreach, and enforcement.

Minnesota conducts an annual, reflective attitude and behavior survey to gauge public opinion on a variety of traffic safety issues. The results of the survey are analyzed and used to identify problem areas and target demographics. The medium of the survey is currently being reevaluated to maximize response rates and effectiveness. The assumption of problems need data to support and drive the direction of the programs and projects.

We have chosen this countermeasure as one of our strategies because Minnesota is confident in using data driven solutions. Crash data analyses have been proven effective at helping to direct traffic safety efforts, thereby helping Minnesota achieve our serious injury and fatality performance targets.

Countermeasure Strategy: Communications and Outreach: Supporting Enforcement

Impacted Projects: 22-04-05, 22-04-09, 22-06-01, 22-06-02, 22-06-03, 22-06-04, 22-06-07, 22-06-08, 22-06-09, 22-06-10

This countermeasure focuses on high visibility communications and outreach, which includes paid advertising, a variety of educational media (including newsletters and web-based outreach), in person presentations, and traffic safety conferences and events. This has been proven effective, especially when accompanied by enhanced enforcement efforts, in improving seat-belt and impaired driving enforcement.

Awareness of enforcement has declined since 2017 according to Minnesota's 2020 behavior survey. Among the general population TV and billboards were the most common sources of enforcement awareness; interestingly, the percentage has dropped which shows the need for this and other community outreach. The survey also showed young unmarried males have consistently been more likely to believe they would be stopped for driving drunk, particularly when aware of enhanced enforcement, again showing a need to provide outreach of extra enforcement. The survey showed that online ads and social media are most effective at reaching young people, the target population for much of our traffic safety messaging. However, partially due to outreach and communications, the numbers of both impaired-related fatalities and unbelted motor vehicle fatalities have declined significantly in the past 20 years, as have traffic fatalities overall.

Minnesota funds distribution of the NETS (Network of Employers for Traffic Safety) newsletter and coordinated media releases related to impaired-driving and seatbelt enforcement campaigns, outreach at health fairs, traffic safety meetings for Minnesota Employers, and representation at traffic safety conferences. Minnesota also supports regional coalitions in their efforts to reach out to their communities with traffic safety messaging, and supports an annual traffic safety conference and regional workshops for all stakeholders to share ideas and develop strategies. Minnesota also funds outreach, education, and enforcement resources to address senior driver issues.

Minnesota is confident in using Countermeasure That Work (Chapter 2: Seat Belts and Child Restraints; 3: Communications and Outreach 3.1 Supporting Enforcement. We have chosen this countermeasure as one of our strategies because supplementing enforcement with outreach has been proven time and again to maximize the impacts of both).

Media / Communication

Performance Measure C-1 Number of Traffic Fatalities, C4 Unrestrained Passenger Motor Vehicle Occupant Fatalities C-5 Number of impaired-related fatalities, C-6 Speed Related Fatalities, C-10 Number of Pedestrian Fatalities

Overview

Throughout each program area the need for education and outreach is noted as a strategy to assist in changing the behaviors of roadway users. Studies have shown that messages that are repeated, particularly from a credible source, are likely to facilitate changes in attitude (Johnson and Watkins, 1970). Changing attitudes is an important step toward instilling a culture of traffic safety in our communities, and ultimately, changing behaviors.

It is a well known fact that individuals are unique and have different learning styles and can experience different responses to the same message. The challenge is to provide enough information at the right time in the right way for the biggest impact. This involves understanding the target audience and formulating messaging that is likely to resonate with that group. The data shows young men still are over represented in fatalities. Campaigns need to focus on platforms that will reach them, without ignoring the younger teens, seniors and other roadway users.

Paid / Relations and Creative Media

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

These include:

- Cinema advertising
- Digital billboards
- Gas station Media - TV, fill boards, pump-toppers, concrete floor graphics
- Indoor displays in restaurants and restrooms
- Light rail train wraps, bus tails, bus kings, truck side wraps
- Out-of-home advertising (OOH)
- Social media promoted posts (i.e. Facebook, Instagram and Twitter)

For digital advertising, the focus will be on using the behavioral targeting competencies of Facebook, as well as the high reaching capabilities of top local websites.

Summary

Minnesota is well known for its exceptional traffic safety communications projects, carried out by the Department of Public Safety's Office of Communications. Media will be used in conjunction with enforcement, and paired with statewide/ national campaigns targeting seatbelt use, impaired driving, distracted driving, speeding and pedestrian safety.

Countermeasure Strategy: Mass Media Campaigns

Impacted projects 22-08-01, 22-08-02, 22-08-03

This approach consists of intensive communications and outreach regarding alcohol-impaired driving using a variety of media, including television, billboards, radio, social media and print. This can include both paid and earned media. These media campaigns are used to instill good driving behaviors and / or deter dangerous behaviors, and are most effective when data driven research is used to target specific audiences with appropriate messaging.

Alcohol use remains a serious threat on Minnesota roadways, contributing to one-third of all traffic deaths annually. Furthermore, drunk-driving (BAC .08 or above) contributes to a quarter of all traffic fatalities. One in seven Minnesota drivers has a DWI on record and about half of whom will re-offend. Reducing the number of drinking drivers on our roads will have a direct impact on our efforts to decrease traffic fatalities and injuries. In fact, in large part due to media campaigns running in conjunction with enhanced enforcement, drunk driving related fatalities have decreased by nearly 64% since 2000.

This project covers creative services for paid media related to impaired driving. It funds the creative messaging via a variety of platforms, including television, radio, billboards, bus clings/tails, digital websites, Facebook and Instagram. These media campaigns are supported by strong enforcement efforts to maximize the traffic safety impacts.

Minnesota is confident in using Countermeasure That Work (Chapter 1: Alcohol and Drug-Impaired Driving; 4: Prevention, Intervention, Communications, and Outreach; 5.2 Mass Media Campaigns). We have chosen this countermeasure as one of our strategies as it is proven to be very effective, when well-executed, at reducing alcohol-related traffic fatalities.

Planning and Administration

22-01-01 Planning and Administration

Amount	Source	Use	Fain
\$494,000.00	FAST Act NHTSA 402	Planning and Administration	69A37520300004020MNO
\$494,000.00	State	Match	

This project supports the individuals acting in administrative, financial and leadership roles within OTS.

Planning and administration staff will:

- Develop and submit the annual Highway Safety Plan
- Oversee completion of the Annual Report and biennial state budget
- Ensure all deadlines are met
- Ensure sound problem identification for each project
- Ensure State and NHTSA programmatic and financial policies, procedures, rules and regulations are met

The leadership team will:

- Hire and supervise employees
- Make final decisions on projects to be conducted and set project budgets
- Testify at the legislature (OTS director)
- Participate in the development of the Statewide Strategic Highway Safety Plan

All funding is split 50/50 between federal NHTSA funds and state Trunk Highway Funds. Funds are used for salaries, fringe benefits and indirect costs (under 9%) coordinators and one half time of an accounting officer. In addition, the project also covers rent, office supplies, communications (phone, postage, voice mail, email), necessary office supplies, computers, software, and in-state travel to conduct oversight of all programs, and OTS staff attendance at traffic safety seminar/conferences.

Sub recipient: The Staff of Office of Traffic Safety/ State of Minnesota approved vendors.

Countermeasure Strategy: Program Management

Impacted Projects: 22-01-01, 22-02-00, 22-02-22, 22-03-00, 22-03-22, 22-04-22, 22-05-22, 22-06-22, 22-07-22

A key factor in the success of a traffic safety program is effective management. Program management involves developing and planning projects from start to finish, ensuring that project activities take place on time and on budget, monitoring the projects' financial status to ensure funding is allocated as planned, assessing the effectiveness and efficiency of the projects (and program as a whole) throughout the year, troubleshooting problems that occasionally arise, and maintaining appropriate documents and records.

The key staff who assume the aforementioned responsibilities must be funded in order to continue making progress toward fewer death and injuries on our roadways.

Multiple Program Areas

22-0X-22 Office of Traffic Safety Staff

Counter Measure Strategy: Program Management

These projects will provide for a coordinator designated as the point-of-contact for each program area to provide expertise and ensure that the projects progress as planned. Funding levels are based on project complexity and allocation of funds per program area.

The coordinator for each program area will:

Assist the Office of Communications with the technical aspects of print, electronic materials and events as requested

Seek out and present to OTS new well-researched projects addressing identified problems

Monitor assigned projects and advise project directors on administrative processes and program requirements

Respond to legislative and media enquiries

Provide expertise and support to, and participate in, coalitions and partnerships addressing traffic safety issues

Funds will cover salary and fringe, reasonable in / out state travel and registration for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for traffic fatalities. Software related to the program area is also funded.

Intended sub recipient: Office of Traffic Safety Staff

Activity #	Amount	Source	Use /Program Area	FAIN
22-02-22	\$120,000.00	FAST Act NHTSA 402	Occupant Protection (FAST)	69A37520300004020MNO
22-03-22	\$220,000.00	Fast Act 405d Impaired	405d Impaired Driving Low	69A3751930000405DMNL 69A37519300001640MNA
22-04-22	\$220,000.00	FAST Act NHTSA 402	Police Traffic Services (FAST)	69A37520300004020MNO
22-05-22	\$325,000.00	Fast Act 405c	405c Traffic Records	69A3751930000405CMNO 69A37520300004020MNO
22-06-22	\$180,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MNO
22-07-22	\$130,000.00	FAST Act NHTSA 402	Motorcycle Programs (FAST)	69A37520300004020MNO

Occupant Protection

22-02-00 Occupant Protection Assessment

Countermeasure Strategy: Program management

Amount	Source	Use	Fain
\$30,000.00	FAST Act NHTSA 402	Occupant Protection (FAST)	69A37520300004020MNO

This project will support the overall assessment of the Occupant Protection program.

Funds will cover salary, fringe and indirect costs, if applicable, for a liaison, the awarding agency grant representative, and support staff. It will also fund in / out state travel.

Intended sub recipient: TBD

22-02-01 Child passenger Hospital Support

Countermeasure Strategy: Strategies for Child Restraint and Booster Seat Use

Amount	Source	Use	Fain
\$120,000.00	FAST Act NHTSA 402	Occupant Protection (FAST)	69A37520300004020MNO

This project will provide outreach and education on proper restraint systems to parents of children under the age of nine. Activities include but are not limited to:

- Assistance with the installation of proper restraints
- Holding CPS clinics
- Other classroom education as necessary to reach parents

Funds will cover costs related to CPS support materials, reasonable in / out state travel, registration fees related to attendance at local and national traffic safety seminars, and salary/ fringe for researchers, managers and directors for providing oversight and supporting data collection/ analysis, and child passenger safety technicians and instructors.

Intended Sub recipient: Health Partners Institute

22-02-04 Liaison Occupant Protection

Countermeasure Strategy: Strategies for Child Restraint and Booster Seat Use

Amount	Source	Use	Fain
\$270,000.00	FAST Act NHTSA 402	Occupant Protection (FAST) /	69A37520300004020MNO
\$270,000.00	Local Benefit		

The goal of this project is to promote occupant protection in more rural areas of the state and ensure that occupant protection services received are as high quality and readily available as the metro area services. In order to complete this goal an additional liaison will be added in FFY22. Activities will include but not limited to:

- Traditional and nontraditional instruction
- Recruiting
- Mentoring
- Facilitating planning for a variety of outreach and education opportunities

Funds will cover salary, fringe and indirect costs, if applicable, for a liaison, the awarding agency grant representative, and support staff. It will also fund reasonable in / out state travel and registration fees for attendance at local and national traffic safety seminars and conferences to assist in reaching Minnesota goal for unrestrained motor vehicle occupants.

Intended sub recipient: TBD

22-02-07 Support Occupant Protection

Countermeasure Strategy: Strategies for Child Restraint and Booster Seat Use

Amount	Source	Use	Fain
\$40,000.00	FAST Act NHTSA 402	Occupant Protection (FAST)	69A37520300004020MN0

This project will support educational opportunities through school programs, law enforcement , public health workers, tribal communicates and community education and will be accomplished through inspection stations and formal classroom education.

Funds will cover LATCH manuals, and other instruction related items, such as classroom props, printing, supplies (noodles, car seats, demo dolls) and supplies (disinfectant wipes, masks, paper, pens, clipboards, ink cartridges), reasonable in state / out state travel, associated costs for attendance and local and notational traffic safety trainings, instructor stipends to assist in reaching Minnesota goal for unrestrained motor vehicle occupants.

Intended sub recipient: TBD

22-02-08 Seat Belt Survey

Countermeasure Strategy: Data Collection and Analysis

Amount	Source	Use	Fain
\$125,000.00	FAST Act NHTSA 402	Occupant Protection (FAST)	69A37520300004020MN0

This NHTSA approved observation of statewide seat belt use survey captures data that assists in evaluating the success of applied occupant protection related efforts, as well as identifying opportunities to implement future strategies related to encouraging Minnesotans to buckle-up. The activities include:

- New site selection; per compliance with NHTSA’s Uniform Criteria for Observational Seatbelt Surveys
- Training observers
- Collecting seatbelt use data at pre-designated locations
- Compiling and analyzing the data
- Completing the final report

Funds will be used for the salary for survey preparation, survey conduct, survey analysis and reporting, and in-state travel.

Intended sub recipient: TBD

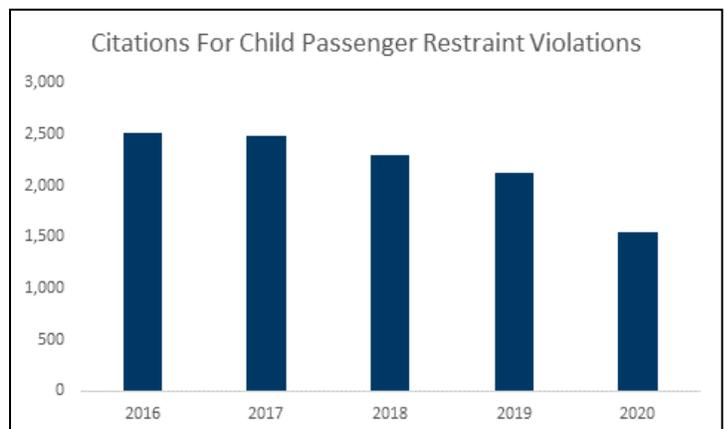
Child Seats for Needy Children

Countermeasure Strategy: Strategies for Child Restraint and Booster Seat Use

Amount	Source	Use	Fain
\$65,000.00	State	Match	N/A

This project will support a variety of agencies to provide child seats to families in need. Education component on the installation of the seat that is provided will take place.

Intended sub recipient: based on need



Impaired Driving Projects

22-03-00 Impaired Driving Program Assessment

Countermeasure Strategy: Program management

Amount	Source	Use	Fain
\$30,000.00	FAST Act 405d	Impaired Driving Low	69A37520300004020MNO

This project will support the overall assessment of the Impaired Driving program. Funds will cover salary, fringe and indirect costs, if applicable, for a liaison, the awarding agency grant representative, and support staff, in / out state travel.

Intended sub recipient: TBD

22-03-01 Impaired Driving Courts

Countermeasure Strategy: DWI Courts

Amount	Source	Use	Fain
\$1,568,150.00	164 Alcohol	164 Transfer Funds	69A37519300001640MNA
\$416,850.00	FAST Act 405d	Impaired Driving Low	69A3752030000405DMNL
\$750,000.00	Match		

This project is split funded; 79% 164AL / 21% 405d, as 21% of participants were admitted to the program following a drug impaired DWI or the DWI Court Team discovered an underlying drug addiction concern.

This projects supports participants as they complete treatment programs and participate in group therapies. Probation Officers will conduct intensive supervision of participants and make multiple random visits weekly to conduct random alcohol testing. Court teams will assist and support participants in achieving legal driving status

Funds will cover salary and fringe of the DWI Court coordinator and reasonable in / out state travel for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for impaired related fatalities. Office printing/copying, postage, software related to traffic safety projects are also funded.

Intended sub recipient: 2nd, 4th, 6th, 7th and 9th Judicial Districts and White Earth Tribal Council

22-03-02 Dashboard

Countermeasure Strategy: Impaired Data Collection and Analysis

Amount	Source	Use	Fain
\$20,000.00	164 Alcohol	164 Transfer Funds	69A37519300001640MNA
\$20,000.00	FAST Act 405d	Impaired Driving Low	69A3752030000405DMNL

This project is split funded 50% 164AI / 50% 405d due to an increased number of drivers being impaired by other than alcohol necessitating more frequent use of the search warrant application in eCharging. The crash reporting system has been integrated into the dashboard and mapping of old crashes continues.

Funds will cover salary and fringe for the data analyst and reasonable in / out state travel for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences. to assist in reaching Minnesota goal for impaired related fatalities. Related office printing/copying, postage, and software related to traffic safety projects are also funded.

Intended sub-recipient: MN DPS, Bureau of Criminal Apprehension

22-03-03 Enforcement Impaired

Countermeasure Strategy: Alcohol and Drug Impaired Driving Enforcement

Amount	Source	Use	Fain
\$1,647,800.00	164 Alcohol	164 Transfer Funds	69A37519300001640MNA
\$991,200.00	FAST Act 405d	Impaired Driving Low	69A3752030000405DMNL
\$703,000.00	Match		

This project is split funded; 65% 164 Alcohol / 35% 405d based on the DWI Officer statistical finding that 35% of arrests in FY20 were for substances other than alcohol, an increase over FY19.

Full time DWI enforcement will be implemented between the hours of 1700-0500. A minimum of two Friday's and two Saturday's a month are required as part of the DWI Officer's schedule.

Funds will cover salary and fringe, reasonable in / out state travel for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for impaired related fatalities.

Intended sub recipient: Various city and county agencies

22-03-05 Ignition Interlock (Vendor Oversight)

Countermeasure Strategy: Ignition Interlock

Amount	Source	Use	Fain
\$450,000.00	164 Alcohol	164 Transfer Funds	69A37519300001640MNA

The Ignition Interlock program provides an option for participants to continue to drive legally while under a revocation period determined by Driver Vehicle Services and the participant's DWI history. The device is installed in the participant's vehicle and measures breath alcohol concentration level. If alcohol is detected, the vehicle will not start.

Funds will cover salary and fringe, reasonable in / out state travel and registration for attendance, vending, and / or facilitation at traffic safety seminars/conferences ,to assist in reaching Minnesota goal for impaired related fatalities. Travel to the over 190 service centers across the state. Communication/phone charges, vehicle lease payments, office printing/copying, and postage related to the MN ignition interlock program are also funded.

Intended sub recipient: Department of Public Safety Driver and Vehicle Services

22-03-09 BCA Lab Technicians

Countermeasure Strategy: Impaired Data Collection and Analysis

Amount	Source	Use	Fain
\$200,000.00	FAST Act 405d	Impaired Driving Low	69A3752030000405DMNL

This project funds a lab technician at the BCA who preform vital drug and alcohol testing. Activities will include but are not limited to:

- Drug screening and confirmatory tests of samples beyond the triage point;
- ongoing study of drug use by category

Funds will cover salary and fringe of the lab techs and reasonable in / out state travel for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for impaired related fatalities. Related office printing/copying, postage, software related to traffic safety projects are also funded.

Intended Sub-recipient: Minnesota Department of Public Safety/Bureau of Criminal Apprehension

22-03-10 eCharging

Countermeasure Strategy Alcohol and ?Drug Impaired Driving Enforcement

Amount	Source	Use	Fain
\$706,000.00	164 Alcohol	164 Transfer Funds	69A37519300001640MNA
\$140,000.00	FAST Act 405d	Impaired Driving Low	69A3752030000405DMNL

This project is split funded; 82% 164AL, 18% 405d based on allowed expenses per funding regulation and the planned activities associated with the detailed work plan.

This project covers the ongoing system updates 164 will be used for breath test replacement ,and analysis of Breath Alcohol Data (BrAD) storage and upgrade and 405d for other updates required from pending DWI law changes resulting from the legislative session and the training for law enforcement officers with 405D funds and administrative users of the eCharging system for new staff and agencies.

Funds will cover salary and fringe, reasonable in / out state travel and registration for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for impaired related fatalities. Office printing/ copying, postage, and software related to traffic safety projects are also funded. Minnesota continues to see a higher percentage of alcohol DWI's, however drug impaired driving is on the rise.

Intended sub recipient: Minnesota Department of Public Safety/Bureau of Criminal Apprehension

22-03-12 Drug Recognition/ DRE support

Countermeasure Strategy: Enforcement of Drug Impaired Driving/ Law Enforcement Training

Amount	Source	Use	Fain
\$550,000.00	FAST Act 405d	Impaired Driving Low	69A3752030000405DMN

The project provides funding for State Patrol personnel to coordinate, train instructors, and supply materials for traffic law enforcement training courses. Classes are provided without charge to state, municipal, and county officers as requested, with a priority given to enforcement officers that are required to take courses prior to working OTS/NHTSA funded overtime shifts.

These courses include:

- Drug recognition evaluator (DRE) courses
- Recertification training for current DREs
- Standardized Field Sobriety Testing (SFST)
- Advanced Roadside Impaired Driving Enforcement (ARIDE) SFST Update
- One SFST instructor course
- Up to two Phlebotomy course offerings for new phlebotomists
- One refresher course for current phlebotomists

Funds will cover salary and fringe for one SFST/DRE Coordinator, reasonable in / out state travel and registration for attendance at traffic safety conferences to assist in reaching Minnesota goal for impaired related fatalities. Office printing/copying, postage and materials related to this project are also funded. Also, pending approval by the Minnesota Legislature, oral fluid testing equipment for a roadside oral fluids testing pilot.

Intended sub recipient: Minnesota State Patrol

22-03-13 Ignition Interlock (Judicial)
Counter measure Strategy Ignition Interlock

Amount	Source	Use	Fain
\$550,000.00	164 Alcohol	164 Transfer Funds	69A37519300001640MNA
\$105,000.00	Match		

Judicial districts and / or probation service agencies need support to implement an ignition interlock program. They work in cooperation with their judges, who order the devices for offenders or make it part of the probation requirement. Participation rates in the MN ignition interlock program continue to be low. This grant will assist with reaching offenders through the judicial system and ordering participation in the ignition interlock program.

The program plans to target first time adult DWI offenders with a BAC at or above .16, with a test refusal, or repeat offenders. Voluntary offenders will also be accepted into the program targeting offenders with multiple DWIs with a license status of “Cancelled Inimical to Public Safety” who are no longer monitored by a probation agency.

Enrollment in the ignition interlock program is coordinated with the current administrative ignition interlock program conducted at Driver and Vehicle Services. See project 03-05 Ignition Interlock (vendor oversight). Coordinators will:

- Assist participants with enrollment process
- Assist participants with the installation of the device
- Monitor participation

Funds will cover salary and fringe, reasonable in / out state travel and registration for attendance, vending, and / or facilitation at traffic safety seminars/conferences .to assist in reaching Minnesota goal for impaired related fatalities Funds will be used to cover a portion of an ignition interlock installment fee, monthly service fee, and removal fee. Participant enrollment may be based on a financial eligibility (no more than 400% of the Federal Poverty Level). Payment may be on a sliding scale, for a period up to one year.

Intended sub recipient: Arrowhead Regional Corrections Dakota County Community Corrections
2nd , 3rd , 4th , 5th , 9th and 10th Judicial District/Wright County

22-03-18 Responsible Server Training
Countermeasure Strategy: Responsible Beverage Service

Amount	Source	Use	Fain
\$100,000.00	164 Alcohol	164 Transfer Funds	69A37519300001640MNA

This project supports a Server Training Program providing train the trainer to individuals in each region of Minnesota to prepare them to provide consistent, quality training to local servers and managers on the responsible service of alcohol.

Training curriculum developed will continue to be updated and focus on preventing impaired driving crashes, injuries and deaths by training the staff of on-sale establishments to recognize impairment and providing them with strategies to prevent over-serving alcohol to their customers.

Funds will cover salary and fringe based on grant activity hours, reasonable in / out state travel and registration for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for impaired related fatalities. Office printing / copying, postage, software related to traffic safety projects are also funded.

Intended sub recipient: Minnesota DPS /Alcohol and Gambling Enforcement

22-03-21 Traffic Safety Resource Prosecutor

Countermeasure Strategy: DWI courts

Amount	Source	Use	Fain
\$120,000.00	164 Alcohol	164 Transfer Funds	69A37519300001640MNA
\$120,000.00	FAST Act 405d	Impaired Driving Low	69A3752030000405DMNL

This project will provide for a Traffic Safety Resource Prosecutor (TSRP) to serve as a liaison between NHTSA, OTS, and the county and city prosecutors. Training/ education on new DWI laws and court case rulings will be easily accessible to Minnesota officers and prosecutors. Split funding is separated by activities dealing with impairment by alcohol verses drug.

TSRP will provide:

- Brief bans
- Case consultation
- Community outreach with MADD, schools, another groups
- Expert witness referrals
- Prosecutor training
- Quarterly newsletters
- Research assistance
- Website for resources

Funds will cover salary and fringe, reasonable in / out state travel and registration for attendance, vending, and / or facilitation assistance at traffic safety seminars / conferences to assist in reaching Minnesota goal for impaired related fatalities. Office printing/ copying, postage, and software related to traffic safety projects are also funded. This project is split funded; 50/50 based on the planned activities of the project and the regulations for these funding groups.

Intended sub recipient: Minnesota County Attorneys Association/Bill Lemons

Police Traffic Services

22-04-01 Enforcement Cities & Counties

Countermeasure Strategy: Alcohol and Drug Impaired Driving Enforcement: High Visibility Saturation Patrols, Sustained Enforcement, Speed High Visibility Enforcement, High Visibility Cell Phone and Text Messaging Enforcement, Short-Term, High Visibility Seat Belt Law Enforcement, Pedestrian Safety Enforcement Strategies.

Amount	Source	Use	Fain
\$925,000.00	FAST Act NHTSA 402	Police Traffic Service (FAST)	69A37520300004020MNO
\$1,700,000.00	164 Alcohol	164 Transfer Funds	69A37519300001640MNA
\$649,662.00	FAST Act 405d	Impaired Driving Low	69A3752030000405DMNL
\$497,500.00	FAST Act 405b	Occupant Protection High	69A3751930000405BMNH

This project will support extra enforcement activities and high Visibility Enforcement to cities and counties that have proven over-involvement in distracted, speed, unbelted, and impaired-related crashes, or crashes involving other identified contributing factors. Counties that experience among the highest numbers of traffic deaths and severe injuries also qualify for extra enforcement.

High visibility enforcement will include but will not be limited to “Click it or Ticket” and Labor Day and winter holiday Drive Sober or get Pulled over” National Campaigns following the National Campaign Calendar, as well as the OTS enforcement calendar see (Appendix C).

Funds will cover a portion of the cost of patrol and supervising officers, equipment, dispatch, grant administration and corrections assistance related to enhanced enforcement activities, in / out state travel and registration for attendance, vending, and/or facilitation assistance at traffic safety seminars/conferences.

Intended sub recipient: City and county law enforcement agencies.

22-04-03 Enforcement Recognition

Countermeasure Strategy: Communication and Outreach: Supporting Enforcement

Amount	Source	Use	Fain
\$5,000.00	FAST Act NHTSA 402	Police Traffic Service (FAST)	69A37520300004020MNO
\$5,000.00	FAST Act 405d	Impaired Driving Low	69A3752030000405DMNL

This project is split funded based on recognition of enforcement activity.

Funds will also be used for individual enforcement recognition. Minnesota will use the following items to recognize individual enforcement performances:

Hat-trick hockey sticks to recognize LEOs who make three impaired driving arrests during one continuous shift of work.

Grand Slam baseball bats to recognize LEOs who make four impaired driving arrests during one continuous shift of work.

TOP DWI ACE Plaques for LEOs who make five or more impaired driving arrests during one continuous shift of work.

Baseball caps, baseball bats and hat pins to DWI Enforcer All-Stars to recognize superior totals of impaired driving arrests during the previous calendar year, in the metro area and in Greater Minnesota.

Minnesota Department of Public Safety Office of Traffic Safety Challenge Coins to LEOs whose non-impaired driving enforcement efforts rise to a level worth recognizing during Seatbelt, Speed and/or Distracted Driving enforcement efforts. The coins will also be used to recognize stakeholders whose innovation and execution of ideas promotes the Toward Zero Deaths ideology or who otherwise make strides toward reducing serious injury and fatal crashes. The stakeholders could be in any of the 5 Es of the TZD ideology; Enforcement, Education, Engineering, EMS or Everyone.

Intended sub recipient: TBD

22-04-05 Law Enforcement Liaison

Countermeasure Strategy: Communication and Outreach: Supporting Enforcement

Amount	Source	Use	Fain
\$216,000.00	FAST Act NHTSA 402	Police Traffic Service (FAST)	69A37520300004020MNO
\$144,000.00	164 Alcohol	164 Transfer Funds	69A37519300001640MN
\$250,000.00	Local Benefit		

This project is split funded based on planned activities tracked through progress reports and activity logs. This project will support the Law Enforcement Liaisons (LEL). They serve as liaisons between OTS and state, county, city and tribal law enforcement agencies within their designated counties to promote and encourage enhanced high visibility impaired driving enforcement and to encourage individual agency participation in traffic safety programs.

- The LELs provide the following information and technical assistance to law enforcement personnel:
- Encouragement for law enforcement to participate in national and state impaired driving mobilizations
 - County-specific and / or state impaired driving crash data obtained by OTS
 - Impaired driving informational material and handouts developed by OTS
 - Education for law enforcement on TZD efforts
 - Encouragement for law enforcement to participate in Safe Road Coalitions within their county
 - Multi-agency impaired driving enforcement planning meetings to encourage development of strategic enforcement plans
 - Development of a strategic impaired driving enforcement plan including best practices, and determining specific needs to expedite the plan

Funds will cover salary and fringe, reasonable in / out state travel and registration for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for traffic fatalities. Office printing/copying, postage, software related to traffic safety projects are also funded.

Intended sub recipient: TBD

22-04-07 Minnesota State Patrol Administrative Support

Countermeasure Strategy: Communication and Outreach: Supporting Enforcement

Amount	Source	Use	Fain
\$65,000.00	FAST Act NHTSA 402	Police Traffic Service (FAST)	69A37520300004020MNO

This project is administrative in nature and supports the day-to-day tasks of multiple grants between the OTS and the Minnesota State Patrol.

Funds will cover salary and fringe for administrative grant activity.

Intended sub recipient: Minnesota State Patrol

22-04-08 Minnesota State Patrol Enforcement

Countermeasure Strategy: Alcohol and Drug Impaired Driving Enforcement, High Visibility Saturation Patrols, Sustained Enforcement, Speed High Visibility Enforcement, High Visibility Cell Phone and Text Messaging Enforcement, Short-Term, High Visibility Seat Belt Law Enforcement.

Amount	Source	Use	Fain
\$340,000.00	FAST Act NHTSA 402	Police Traffic Service (FAST)	69A37520300004020MNO
\$522,000.00	164 Alcohol	164 Transfer Funds /	69A37519300001640MNA
\$203,000.00	FAST Act 405d	Impaired Driving Low /	69A3752030000405DMNL
\$297,500.00	FAST Act 405b	Occupant Protection High	69A3751930000405BMNH
\$550,000.00	Match		

This project is split funded to include; 80% 164 Alcohol and 20% 405d. This is based on the DWI Officer statistical finding that 19% of total arrests in FY20 were for substances other than alcohol, an increase over FY19.

The project has dedicated funds for High Visibility Enforcement to include but not be limited to “Click it or Ticket” and Labor Day and winter holiday “Drive Sober or get Pulled over” following the National Campaign Calendar, as well as the OTS enforcement calendar see (Appendix C). Enforcement will be combined with public information and outreach conducted by the Office of Communication.

Enhanced impaired driving enforcement will be conducted on weekends beginning the day before Thanksgiving and will continue on weekends in December, 2021. An additional campaign will be held leading up to the Labor Day holiday in 2022.

Funds will cover enhanced enforcement activities, to include but not limited patrol officer and supervisory position to ensure proper execution of special operations.

Intended sub recipient: Minnesota State Patrol

22-04-09 Minnesota State Patrol Professional Development

Countermeasure Strategy: Communication and Outreach: Supporting Enforcement

Amount	Source	Use	Fain
\$10,000.00	FAST Act NHTSA 402	Police Traffic Service (FAST)	69A37520300004020MNO
\$5,000.00	FAST Act 405d	Impaired Driving Low	69A3752030000405DMNL
\$100,000.00	Match		

The Office of Traffic Safety is confident in using succession planning and continued education in all areas. The idea is to bring peers and their ideas together to build community, connect, collaborate and share solutions across regions to improve performance and culture. If the opportunity to learn and grow is absent it can severely limit organizational change and growth.

The individuals selected to travel in each of these projects will be selected through a process of application, nomination or job description/succession planning. Funds are split based on the focus of training attended.

Funds will cover reasonable in / out state travel and registration for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences .

Intended sub recipient: Minnesota State Patrol

Traffic Records

22-05-01 Crash Outcome Data Evaluation System /CODES

Countermeasure Strategy: Data Collection and Analysis

Amount	Source	Use	Fain
\$100,000.00	FAST Act 405c	Traffic Records	69A3751930000405CMNO

See MN_ISS-01 Traffic Safety Strategic Plan / Appendix F,

Intended sub recipient: Department of Health

22-05-02 MNCrash Asset Data Integration

Countermeasure Strategy: Data Collection and Analysis

Amount	Source	Use	Fain
\$300,000.00	FAST Act 405c	Traffic Records	69A3751930000405CMNO

See MN_RO-01 Traffic Safety Strategic Plan / Appendix F,

Intended sub recipient: Minnesota Department of Public Safety MnIT

22-05-03 MnIT Support and Services ROAR

Countermeasure Strategy: Data Collection and Analysis

Amount	Source	Use	Fain
\$30,000.00	FAST Act NHTSA 402	Traffic Records (FAST)	69A37520300004020MNO

A web-based application that provides law enforcement a method to accurately and efficiently capture and report traffic stop information needed to document high visibility enforcement activity that occurs during federally funded overtime shifts.

22-05-04 MnIT Support and Services eGrants

Countermeasure Strategy: Data Collection and Analysis

Amount	Source	Use	Fain
\$40,000.00	FAST Act NHTSA 402	Traffic Records (FAST)	69A37520300004020MNO

An electronic grant management system designed to automate the entire grant and project management process from application to closeout.

Intended sub recipient: Minnesota Department of Public Safety MnIT

22-05-05 Traffic Incident Management/TIM

Countermeasure Strategy: Data Collection and Analysis

Amount	Source	Use	Fain
\$100,000.00	FAST Act NHTSA 402	Traffic Records (FAST)	69A37520300004020MNO

See MN_CR_02 Traffic Record Strategic Plan / Appendix F

Intended sub recipient: HDR Engineering Inc.

22-05-06 Pursuit Study
Countermeasure Strategy: Data Collection and Analysis

Amount	Source	Use	Fain
\$50,000.00	FAST Act NHTSA 402	Traffic Records (FAST)	69A37520300004020MNO

This project will cover a study to identify the reasons why pursuits have increased considerably in Minnesota. The anticipated results will offer critical information to help reduce the number of pursuits in Minnesota by uncovering the decision process for fleeing law enforcement and better inform law enforcement officers of the associated risk factors resulting in vehicle pursuits.

Funds will cover salary and fringe, reasonable in / out state travel and registration for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for traffic fatalities. Office printing/copying, postage, software related to traffic safety projects are also funded.

Intended sub recipient: University of Minnesota College of Science and Engineering

05-07 MNCrash Updates
Countermeasure Strategy: Data Collection and Analysis

Amount	Source	Use	Fain
\$ 50,000.00	FAST Act NHTSA 402	Traffic Records (FAST)	69A37520300004020MNO
\$150,000.00	FAST Act 405c	Traffic Records /	69A3751930000405CMNO
\$390,000.00	State	Match	

See MN_CR_01 Traffic Records Strategic Plan / Appendix F

Intended sub recipient: Minnesota Department of Public Safety MnIT

22-05-08 Publications Automation
Countermeasure Strategy: Data Collection and Analysis

Amount	Source	Use	Fain
\$50,000.00	FAST Act NHTSA 402	Traffic Records (FAST)	69A37520300004020MNO

This project is to contract and partner with SAS software developers to create an automated method for producing the Minnesota Motor Vehicle Crash Facts publication. As a legislated annual requirement for OTS, the amount of work required to produce this document is extensive and the current manner in which the document is created is extremely time consuming and error prone.

Intended sub SAS

22-05-09 Model Minimum Uniform Crash Criteria/MMUCC
Countermeasure Strategy: Data Collection and Analysis

Amount	Source	Use	Fain
\$100,000.00	FAST Act 405c	Traffic Records	69A37520300004020MNO
\$100,000.00	State	Match	

See MN_CR_04 Traffic Record Strategic Plan / Appendix F

Intended sub recipient: University of Minnesota HumanFIRST

22-05-11 Trauma Data Improvements
Countermeasure Strategy: Data Collection and Analysis

Amount	Source	Use	Fain
\$150,000.00	FAST Act 405c	Traffic Records	69A37520300004020MN0

See MN_ISS_02 Traffic Records Strategic Plan / Appendix F

Intended sub recipient: Department of Health

Community Programs

22-06-01 Conference Annual Toward Zero Deaths

Countermeasure Strategy: Communications and Outreach, Supporting Enforcement

Amount	Source	Use	Fain
\$260,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MN0

The purpose of this project is to support the annual TZD conference that brings together Minnesota's traffic safety stakeholders (including law enforcement, legislators, the courts, child passenger safety advocates, public health officials, the medical community, EMS/Fire personnel, city and county engineers, the interested public and others).

This conference provides the latest information on traffic safety initiatives and strategies, as well as training on traffic safety topics.

This opportunity gives attendees the ability to network with other participants who share similar goals throughout the state.

The project coordinator and support staff will plan and facilitate the annual conference, as well as oversee the communication and marketing of the event.

Funds will cover salary and fringe, reasonable in / out state travel, facilitation at traffic safety seminars/conferences to assist in reaching Minnesota goal for traffic fatalities Related office and conference supplies, printing/copying, postage, software related to traffic safety projects, award plaques / certificates are also funded.

Intended sub recipient: Minnesota Department of Transportation and the University of Minnesota

22-06-02 Multicultural Driver Education Pilot Project

Countermeasure Strategy: Communications and Outreach

Amount	Source	Use	Fain
\$30,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MN0

This is a pilot program targeted at multicultural drivers ages 18 and older. The goal is to reduce crashes, injuries and deaths in multicultural communities through improved driver education and increased understanding of the challenges they face on the roadways. Available crash data includes information on role, gender and age, but does not provide ethnicity or cultural information. It is hoped that this project will help to identify problems associated with ethnic or cultural differences. The project will use pre and post-class quizzes to evaluate changes in participant knowledge.

The sub recipient (s) will be selected through a competitive grant application process. The grantee will be a 501C3 qualified non-profit or governmental entity with traffic safety, community outreach and driver education experience.

Funds will cover salary and fringe, reasonable in / out state travel and registration for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for traffic fatalities. Office printing/copying, postage, software, equipment/room rental related to traffic safety projects are also funded.

Intended sub recipient: TBD

22-06-03 Professional Development Office of Traffic Safety Staff
 Countermeasure Strategy: Communications and Outreach: Supporting Enforcement

Amount	Source	Use	Fain
\$75,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MNO

The Office of Traffic Safety is confident in using succession planning and continued education in all areas. The idea is to bring peers and their ideas together to build community, connect, collaborate and share solutions across regions to improve performance and culture. If the opportunity to learn and grow is absent it can severely limit organizational change and growth.

Funds will reasonable in / out state travel and registration for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for traffic fatalities.

Intended sub recipient: Staff of OTS

22-06-04 Network of Employers for Traffic Safety/NETS
 Countermeasure Strategy: Communications and Outreach

Amount	Source	Use	Fain
\$100,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MNO

The Office of Traffic Safety needs viable partners to promote the traffic safety message statewide. Through this grant, we work with Minnesota Safety Council through the Network of Employers for Traffic Safety (NETS).

The project coordinator and support staff will:

- Write and distribute a quarterly two-page NETS Newsletter to over 5,000 MN employees and Traffic Safety partners.
- Develop and distribute NETS focused press releases to various media outlets focusing on the Quarterly Drive Safely.
- Manage Work Week initiatives, as well as Seatbelt and Impaired Driving mobilization campaigns.
- Manage and develop NETS website.
- Work with Safe Roads grantees to promote and engage local employers to provide the Traffic Safety message to their employees.
- Conduct traffic safety outreach by participating in local and nationwide employer/employee safety events and health fairs.
- Provide safety resources as well as live presentations, such as fatal vision goggles and distract-a-Match/ demonstrations.
- Provide brown bag lunch sessions for Minnesota Employers
- Work with employers in the state and with administrations in schools to promote traffic safety culture.

Funds will cover salary and fringe, reasonable in / out state travel for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for traffic fatalities. Office printing/copying, postage, software related to traffic safety projects are also funded.

Intended sub recipient: Minnesota Safety Council

22-06-05 Novice Drivers Education and Outreach

Countermeasure Strategy: Young Drivers: Parental Role in Teaching and Managing Young Drivers

Amount	Source	Use	Fain
\$12,500.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MNO

This project will implement strategies that have been proven, or hold great promise, to be effective in changing driver behaviors. It will fund initiatives that educate teen drivers and families through traffic safety-related activities and materials with the intent of reducing crashes, injuries and deaths involving teen drivers.

Funds will cover salary and fringe, reasonable in / out state travel for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for traffic fatalities. Related office printing/copying, postage, software related to traffic safety projects are also funded.

Intended sub recipient: TBD

22-06-06 Senior Driver Working Group

Countermeasure Strategy: Older Drivers General Communications and Education

Amount	Source	Use	Fain
\$25,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MNO

This project is designed to provide profession-specific awareness education describing physical and cognitive changes that occur with aging and their potential effect on safe driving.

Education will include a screening tool (*DOSCI or other appropriate tool for the identified professional group*), information about how ability to drive is affected with age, clues that indicate potential risk of unsafe driving, and actions this group can take if there is concern. They will continue to identify and expand resource lists related to older drivers, including driver evaluation tools, resources to promote safe driving, transportation resources/ alternatives to driving, and links to other agencies that work to educate older drivers, family members, members of the community and others about safe driving.

The project will fund promotion and implementation of a cognitive screening program by engaging an additional 20 enforcement agencies to view the program that describes how age-related cognitive changes affects driving. This will include use of the DOSCI screening tool and encouraging the agencies to develop other actions to take.

Funds will cover salary and fringe, reasonable in / out state travel for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for traffic fatalities. Office printing/copying, postage, software related to traffic safety projects are also funded.

Intended sub recipient: Emergency Nurses Association Minnesota State Council

22-06-07 Regional Coordinators Toward Zero Deaths

Countermeasure Strategy: Communications and Outreach: Supporting Enforcement

Amount	Source	Use	Fain
\$385,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MNO

The Office of Traffic Safety shares financial responsibility for regional staff who offer general support /project coordination on "Toward Zero Deaths" initiatives across the state, with an emphasis on the assigned TZD regions. These responsibilities include facilitating communication about local traffic safety issues among stakeholders including, but not limited to, engineers, public health professionals, emergency responders and local law enforcement.

Funds will cover salary and fringe, reasonable in / out state travel for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for traffic fatalities.

Intended sub recipient: Minnesota Department of Transportation / OTS staff

22-06-08 Safe Roads Coalitions

Countermeasure Strategy: Communications and Outreach: Supporting Enforcement

Amount	Source	Use	Fain
\$600,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MN0
\$250,000.00	Match		
\$600,000.00	Local Benefit		

This project will support several Safe Road coalitions who work to identify local traffic safety issues and address those issues based on proven countermeasures.

Safe Roads Grantees must work on the identified problems with the greatest need in the area served based on the 2014-2018 Minnesota Crash Statistics supplied by the Minnesota Department of Public Safety. Additional points are awarded to the applicants based on the crash data indicating that the county is at or above the statewide average for fatalities.

The coalition coordinator and support staff will:

- Target areas for improvement using data driven approaches, while employing proven countermeasures
- Focus on the identified problems in the area they serve
- Provide education and outreach during the high visibility enforcement efforts
- Arrange for victim impact speakers to inspire and motivate communities

Funds will cover salary and fringe, reasonable in state travel and registration for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for traffic fatalities. Office printing/copying, postage, software related to traffic safety projects are also funded. This project will provide local benefit

Intended sub recipient: Public Health, Public Schools, Sheriff's Office

22-06-09 Safe Roads Coalitions Development

Countermeasure Strategy: Communications and Outreach: Supporting Enforcement

Amount	Source	Use	Fain
\$150,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MN0
\$75,000.00	Match		
\$150,000.00	Local Benefit		

This project will assist in developing several "NEW" Safe Road coalitions to work to identify local traffic safety issues and address those issues based on proven countermeasures.

Safe Roads Grantees must work on the identified problems with the greatest need in the area served based on 2014-2018 Minnesota Crash Statistics supplied by the Minnesota Department of Public Safety. Additional points are awarded to the applicants based on the crash data indicating that the county is at or above the statewide average for fatalities.

The coalition coordinator and support staff will:

- Target areas for improvement using data driven approaches, while employing proven countermeasures
- Focus on the identified problem in the area they serve
- Provide education and outreach during the high visibility enforcement efforts
- Arrange for victim impact speakers to inspire and motivate communities

Funds will cover salary and fringe, reasonable in state travel and registration for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for traffic fatalities. Office printing/copying, postage, software related to traffic safety projects are also funded.

Intended sub recipient: Public Health, Public Schools, Sheriff's Office

22-06-10 Professional Development Stakeholders to Conference

Countermeasure Strategy: Communications and Outreach: Supporting Enforcement

Amount	Source	Use	Fain
\$43,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MN0

This project will award a limited number of scholarships to attend traffic safety conferences/seminars. These scholarships will include registration and limited accommodation costs. Selection will be made based on financial need and essays written by the applicants. Applications are rated by a selection committee.

Intended sub recipient: Traffic Safety Stakeholders selected on nomination/ and or financial need and in recognition for hard work and commitment to local traffic safety.

22-06-11 Behavior/ Attitude Study

Countermeasure Strategy: Data Collection and Analysis

Amount	Source	Use	Fain
\$75,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MN0

This project will fund a statistically sound reflective survey of Minnesota drivers regarding their behaviors as they relate to a variety of traffic safety issues, as well as their awareness of various efforts to promote safer driving in the state. The survey will be conducted using a mixed-mode approach in which roughly half of responses are collected via telephone (including both landlines and cell phones) and half are collected using an online survey research panel. By blending these two approaches, we will be able to compare results to past surveys conducted via telephone while also seeing the benefits of online surveys.

Funds will cover contract services to perform the survey to include salary, in / out state travel. Related office printing/copying, postage, and software for this projects are also funded.

Intended sub recipient: TBD

22-06-13 Administrative Support TZD

Countermeasure Strategy: Communications and Outreach: Supporting Enforcement

Amount	Source	Use	Fain
\$225,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MN0

This project will deliver the support and coordination needed to maintain the Minnesota Toward Zero Deaths (TZD) program. This project will include:

- Coordinating the annual TZD Conference (This conference brings traffic safety professionals from the four “Es” [Education, Enforcement, Emergency Response, and Engineering] together to network and share information.)
- Arranging and facilitating meetings with the TZD Leadership team.
- Supporting the TZD website and electronic communications with stakeholders.
- Updating and developing TZD Materials.
- Supporting the TZD Strategic Direction Work Plan Development and Implementation.

Funds will cover salary and fringe, reasonable in / out state travel for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences to assist in reaching Minnesota goal for traffic fatalities. Office printing/copying, postage, software related to traffic safety projects are also funded.

Intended sub-recipient: MnDOT

Motorcycle Safety

Motorcycle Rider Training

Amount	Source	Use	Fain
\$476,005.00	State	Match	N/A

This project will provide classroom and training range facilities and 101 Rider Coaches for basic, skills re-test, intermediate, advanced and expert courses at locations throughout Minnesota in addition to private training providers. Additionally, this project will provide for Rider Coach professional development and training and for the training of new Rider Coaches.

Intended sub recipient: Minnesota State Colleges and Universities

Motorcycle Safety Public Information and Media Relations

Amount	Source	Use	Fain
\$175,000.00	State	Match	N/A

This project funds motorcycle safety activity including a public information officer, motorcycle safety educational materials, development of a motorcycle safety campaign, and motorcycle safety media relations.

Intended sub recipient: DPS Office of Communications

Motorcycle Rider Training Equipment and Supplies

Amount	Source	Use	Fain
\$15,000.00	State	Match	N/A

This project will provide necessary supplies and equipment to successfully conduct rider training courses throughout Minnesota.

Intended sub recipient: DPS Office of Traffic Safety

Motorcycle Equipment Transport

Amount	Source	Use	Fain
\$23,000.00	State	Match	N/A

This project will provide training equipment transportation to, from, and between training sites which will enable them to conduct rider training courses

Intended sub recipient: Starr Cycle

Motorcycle Mechanical Services

Amount	Source	Use	Fain
\$130,000.00	State	Match	N/A

This project will provide maintenance, winterization, tune ups, repair and off season storage of 335 training motorcycles and 28 equipment transport trailers, which will enable training sites to conduct rider training courses.

Intended sub recipient: Starr Cycle

Motorcycle Rider, Testing and Licensing

Amount	Source	Use	Fain
\$30,000.00	State	Match	N/A

This project will provide evening testing opportunities for motorcyclists seeking to earn their license endorsement at nine of the state's busiest exam stations in all regions of Minnesota and will increase the number of Minnesota riders who are properly licensed to operate a motorcycle.

Intended sub recipient: DPS Driver and Vehicle Services

22-07-07 Motorcycle Research Study

Countermeasure Strategy: Data Collection and Analysis

Amount	Source	Use	Fain
\$7,500.00	FAST Act NHTSA 402	Motorcycle (FAST)	69A37520300004020MN0

Minnesota experiences around 50 motorcyclist fatalities per year and is seeking creative ideas to reduce these deaths. To gain better understanding of motorcyclist behaviors and characteristics, Minnesota intends to conduct an online motorcycle survey.

A previous motorcycle survey was conducted in 2011 and those results could be used for comparative measurements. Insight attained from this study will be used to inform or guide future messaging and ad buys.

Intended sub recipient: TBD

Media / Education and Outreach

22-08-01 Creative Media Contract

Amount	Source	Use	Fain
\$175,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MNO
\$95,000.00	164 Alcohol	164 Transfer Funds	69A37519300001640MNA
\$5,000.00	FAST Act 405d	Impaired Driving Low	69A3752030000405DMNL

This project focuses on developing advertising for enhanced laws enforcement campaigns including but not limited to outreach during at enforcement campaigns including but not limited to “Click it or Ticket” and Labor Day and winter holiday Drive Sober or get Pulled over” following the National Campaign Calendar, as well as the OTS enforcement calendar see (Appendix C).

Linnihan Foy Advertising is the contracted creative agency that will develop impaired driving, seat belt, motorcycle, speed, distracted driving and pedestrian creative concepts to place across mediums (TV, radio, print/out-of-home, webfeet.) including:

- Public service announcements (PSAs)
- Websites and other productions
- Brochure/collateral development
- Infographics
- Social media concepts/strategies/direction/input
- Photo/video shoots
- Video/audio/photo editing
- Public relations events
- Ideas and execution

Other creative messaging projects may be as requested by DPS that support traffic safety education and enforcement campaigns aimed at reducing fatal and serious injury crashes.

The contracted creative agency will lead full-scale pre through post-production efforts on all projects that could include:

- Focus groups
- Concept development
- Scheduling
- Securing talent/release forms
- General production needs and logistics rental (equipment, location, studio, etc.)
- Videography and photography
- Post-production (video/audio editing)
- Closed-captioning
- Stock photography and music/sound effects procurement
- Copy writing
- Graphic design
- Web design needs and all associated work
- Courier services
- Final products in desired format and native art files to DPS

Funding is separated by activities dealing with impairment by alcohol and impairment from other drugs.

Intended sub recipient: Linnihan Foy Advertising

22-08-02 Media Relations at OOC

Amount	Source	Use	Fain
\$181,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MNO
\$199,500.00	164 Alcohol	164 Transfer Funds	69A37519300001640MNA
\$10,500.00	FAST Act 405d	Impaired Driving Low	69A3752030000405DMNL

This project focuses on coordinating advertising for enhanced law enforcement campaigns to include but not limited to outreach during at enforcement campaigns including but not limited to “Click it or Ticket” and Labor Day and winter holiday “Drive Sober or get Pulled over” following the National Campaign Calendar, as well as the OTS enforcement calendar see (Appendix C.) It will be a comprehensive public information and education plan to develop traffic safety messages and pursue personal impact stories.

Activities will include:

- Providing online template media materials
- Key messaging
- News conferences
- Talking points for agencies related to distraction, occupant protection, speed, pedestrian, and impaired driving
- Enforcement and / or awareness Campaigns

This grant is written with the Office of Communication to perform earned media relations and funds a percentage of the following positions in the Office of Communications at the Department of Public Safety:

- Public Information Officer (90%)
- Additional PIO support (53%)
- Purchasing and payroll (20%)
- Graphic Design (10%)

Funds will cover salary and fringe, in / out state travel for filming, interviewing for news stories, and registration for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences.

Funding is separated by activities dealing with impairment by alcohol and impairment from other drugs.

Intended sub recipient: Office of Communications, Department of Public Safety

22-08-03 Paid Media

Amount	Source	Use	Fain
\$950,000.00	FAST Act NHTSA 402	Community Programs (FAST)	69A37520300004020MNO
\$940,500.00	164 Alcohol	164 Transfer Funds	69A37519300001640MNA
\$49,500.00	FAST Act 405d	Impaired Driving Low	69A3752030000405DMNL
\$180,000.00	FAST Act 405f	Motorcycle Programs	69A3751930000405FMNO
\$250,000.00	Match		
\$1,500,000.00	Local Benefit		

This project is split funded based on planned activities.

This project includes targeting advertising on preventing distraction, occupant protection, speed, pedestrian, motorist awareness of motorcycles as well as for enhanced law enforcement campaigns including but not limited to “Click it or Ticket” and Labor Day and winter holiday Drive Sober or get Pulled Over” following the National Campaign Calendar, as well as the OTS enforcement calendar (see Appendix C).

These paid media include:

- TV/cable
- Radio
- Print
- Online
- Cinema
- Out-of-home

The media buyer will be responsible for all aspects of negotiating and placing paid media buys with media outlets that are pre- approved by OTS.

Funding is separated by activities dealing with impairment by alcohol and impairment from other drugs.

Intended sub recipient: Linnihan Foy Advertising

APPENDIX A

Acronyms

Acronym	Definition
ACR	Ambulance Child Restraint
AIIPA	Association of Ignition Interlock Program Administrators
ARIDE	Advanced Roadside Impaired Driving Enforcement
ATV	All-Terrain Vehicle
B2B	Border to Border
BAC	Blood Alcohol Content
BCA	Bureau of Criminal Apprehension
BRC2u	Basic Rider Course 2
BRCu	Basic Rider Course
CARE	Collision Awareness Reduction Efforts
CARS	Children and Restraint Systems
CEU	Continuing Education Unit
CFF	Critical Flicker Frequency
CHQ	Central Headquarters
CLEO	Chief Law Enforcement Officer
CODES	Crash Outcome Data Evaluation System
CPS	Child Passenger Safety
CPST	Child Passenger Safety Technician
CTS	Center for Transportation Studies
CVO	Criminal Vehicular Operation
DCTC	Dakota County Technical College
DMV	Department of Motor Vehicles
DOSCI	Driver Orientation Screen for Cognitive Impairment
DOT	Department of Transportation
DPS	Department of Public Safety
DRE	Drug Recognition Evaluators
DVS	Driver and Vehicle Services
DWI	Driving While Impaired
EC	East Central (TZD Region)

Acronym	Definition
EMS	Emergency Medical Services
ENA	Emergency Nurses Association
FARS	Fatality Analysis Reporting System
FAST	FAST Enterprises (Software vendor for DVS)
FAST Act	Fixing America's Surface Transportation Act
FFY	Federal Fiscal Year
GHSA	Governors Highway Safety Association
HS	High School
HSP	Highway Safety Plan
HVE	High-Visibility Enforcement
IACP	International Association of Chiefs of Police
KIM	Kidz In Motion
LATCH	Lower Anchors and Tethers for Child Restraints
LEL	Law Enforcement Liaison
MAAA	Metropolitan Area Agency on Aging
MC	Motorcycle
MDH	Minnesota Department of Health
MEMSA	Minnesota EMS Association
MIDAS	Minnesota Interactive Data Access System
MMAP	Mobility for Minnesota's Aging Population
MMSP	Minnesota Motorcycle Safety Program
MMUCC	Model Minimum Uniform Crash Criteria
MN	Minnesota
MnDOT	Minnesota Department of Transportation
MSP	Minnesota State Patrol
NCDC	National Center for DWI Courts
NE	North East (TZD Region)
NETS	Network of Employers for Traffic Safety
NGA	National Governor's Association
NHIS	National Health Interview Survey

Acronym	Definition
NHTSA	National Highway Traffic and Safety Administration
NW	North West (TZD Region)
OOC	Office of Communications
OOH	Out of Home
OP	Occupant Protection
OPUE	Occupant Protection Usage and Enforcement
OTS	Office of Traffic Safety
OTT	Over the Top
PBT	Preliminary Breath Testing
PD	Police Department
PeCANS	Pedestrian and Cyclist Awareness Notification System
POST	Peace Officer Standards and Training
PSA	Public Safety Announcement
RFP	Request For Proposal
RMS	Risk Management Solutions
ROAR	Real-Time Officer Activity Reporting
SAS	Statistical Analysis Software
SCI	Spinal Cord Injury
SE	South East (TZD Region)
SFST	Standardized Field Sobriety Test
SHSO	State Highway Safety Office
SHSP	Strategic Highway Safety Plan
SO	Sheriff's Office
SW	South West (TZD Region)
TBI	Traumatic Brain Injury
TRCC	Traffic Records Coordinating Committee
TRF	Traffic Records Forum
TRPs	Target Rating Points
TSRP	Traffic Safety Resource Prosecutor
TZD	Toward Zero Deaths
UTV	Utility Terrain Vehicle
VMT	Vehicle Miles Traveled
WC	West Central (TZD Region)
YUM	Young Unmarried Male

APPENDIX B

Performance Measures and Targets

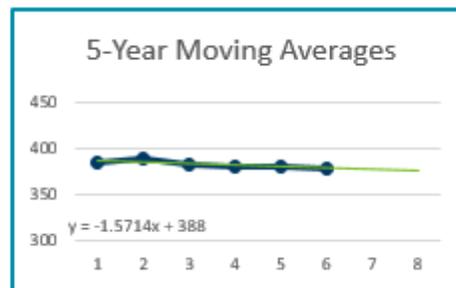
Performance Measure Name	Target Period	Target Start	Target End	Target Value
C-1) Number of traffic fatalities (FARS)	5-year	2018	2022	352.4
C-2) Number of serious injuries in traffic crashes (State crash data)	5-year	2018	2022	1,463.4
C-3) Fatalities/VMT (FARS/FHWA)	5-year	2018	2022	0.582
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5-year	2018	2022	95
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5-year	2018	2022	92
C-6) Number of speeding-related fatalities (FARS)	5-year	2018	2022	125
C-7) Number of motorcyclist fatalities (FARS)	5-year	2018	2022	58
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5-year	2018	2022	38
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5-year	2018	2022	50
C-10) Number of pedestrian fatalities (FARS)	5-year	2018	2022	46
C-11) Number of bicyclist fatalities (FARS)	5-year	2018	2022	9
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	1-year	2022	2022	92%

Performance Measure Name	2021 Target	Progress (YTD Data as of 6.30.21)
C-1) Number of traffic fatalities (FARS)	352.4	208
C-2) Number of serious injuries in traffic crashes (State crash data files)	1579.8	730
C-3) Fatalities/VMT (FARS/FHWA)	0.582	N/A
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	75	47
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	90	17
C-6) Number of speeding-related fatalities (FARS)	87	80
C-7) Number of motorcyclist fatalities (FARS)	52	30
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	36	19
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	47	24
C-10) Number of pedestrian fatalities (FARS)	43	23
C-11) Number of bicyclist fatalities (FARS)	7	3
B-1) Observed seat belt use for passenger vehicles, front seat out-board occupants (survey)	92%	N/A
Distracted Driving: % of drivers in crashes that officers noted were "Not Distracted"	65%	93.3%
Older Driver: % of drivers in fatal crashes who were 85 or more years old	3%	4.7%
Drugged Driving: % of DWI incidents that involved drugs	3%	N/A

C-1 Fatalities									
Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2014	2015	2016	2017	2018	2019	2020	2021*	2022*
Traffic Fatalities	361	411	392	358	381	364	394	352	352
5-Year Averages	384	384	389	382	381	381	378	374	374
PM Target						377	375	352.4	352.4

*Projected

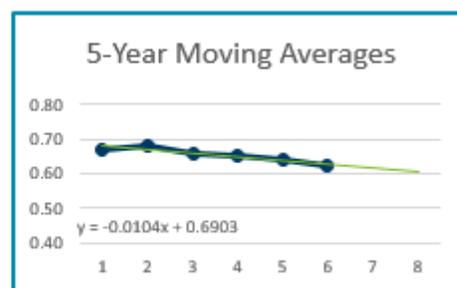
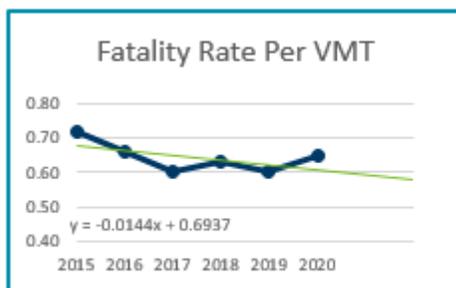
The performance measure targets are set from input from a diverse collection of stakeholders with the ultimate goal of reaching 225 by 2025. The projections in conjunction with DOT are based on backtracking from that goal.



C-3 Fatality Rate									
Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2014	2015	2016	2017	2018	2019	2020	2021	2022*
Fatality Rate	0.63	0.72	0.66	0.60	0.63	0.60	0.649	0.582	0.582
5-Year Averages	0.68	0.67	0.68	0.66	0.65	0.64	0.623	0.610	0.610
PM Target						0.630	0.582	0.582	0.582

*Projected

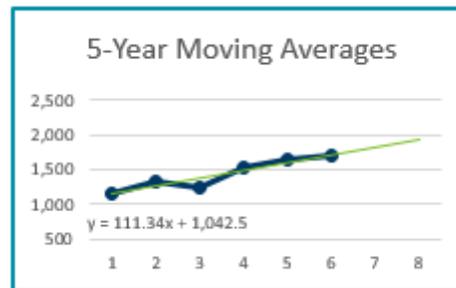
In the past decade Minnesota's fatality rate has decreased due to a declining number of traffic fatalities and an increasing VMT. The COVID-19 pandemic of 2020 (with increased fatalities and decreased VMT) saw a spike in this performance measure. The State is hoping the return to normal levels of VMT in 2022 will get this performance measure on track. The performance measure targets are set from input from a diverse collection of stakeholders with the ultimate goal of reaching 225 by 2025. The projections in conjunction with DOT are based on backtracking from that goal.



C-2 Serious Injuries									
Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2014	2015	2016	2017	2018	2019	2020	2021*	2022*
Traffic Injuries	1,044	1,127	1,992	1,849	1,660	1,520	1,491	1,463	1,463
5-Year Averages	1,176	1,163	1,329	1,235	1,534	1,630	1,702	1,650	1630
PM Target						1,750	1,714	1,463.4	1,463.4

*Projected

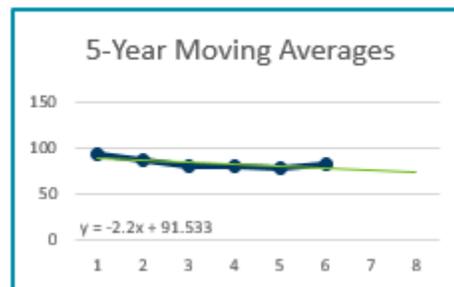
Minnesota trends downwards for serious injuries. This performance measure target was developed in conjunction with DOT.



C-4 Unrestrained Occupant Fatalities									
Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2014	2015	2016	2017	2018	2019	2020	2021**	2022*
Traffic Fatalities	93	85	74	71	84	74	112	94*	109
5-Year Averages	99	93	87	81	81	78	83	87*	95*
PM Target						70	65	87*	95*

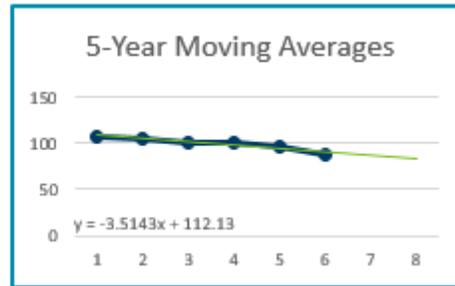
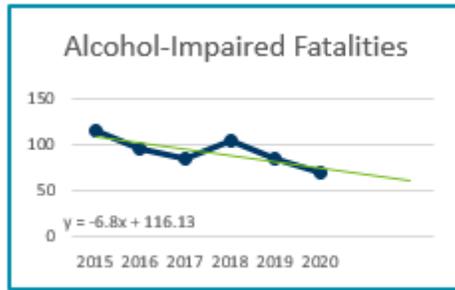
**YTD x2 *Projected

As with several other performance measures, unrestrained fatalities saw a spike during the COVID-19 pandemic year of 2020. The State expects to continue enforcement efforts to reduce unrestrained occupant fatalities in 2022.



C-5 Alcohol Impaired Driving Fatalities									
Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2014	2015	2016	2017	2018	2019	2020	2021**	2022*
Traffic Fatalities	108	115	95	85	104	86	69	108	94
5-Year Averages	111	108	105	100	101	97	88	90	92
PM Target						96	93	90*	92

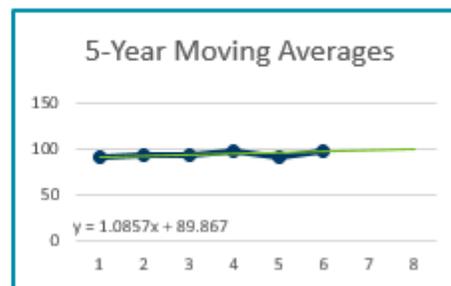
** YTDx2 *Projected



C-6 Speeding Related Fatalities									
Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2014	2015	2016	2017	2018	2019	2020	2021**	2022*
Traffic Fatalities	111	84	92	89	114	77	120	160	156
5-Year Averages	94	91	92	92	98	91	98	112	125
PM Target						92	93	112	125

** YTDx2 *Projected

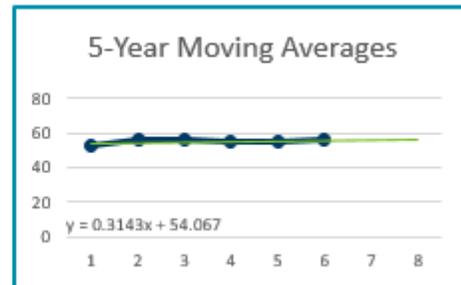
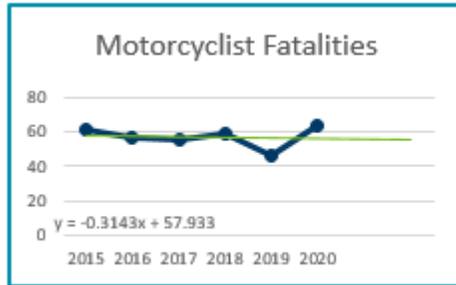
After a good year in 2019, speeding related fatalities shot up in 2020. Speeding citations in 2020 also increased. Additionally, citations issued for speeds above 100 MPH also increased. Law enforcement officers throughout the state noticed this trend. The OTS has implemented speed initiatives throughout the state to combat speeding.



C-7 Motorcyclist Fatalities									
Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2014	2015	2016	2017	2018	2019	2020	2021**	2022*
Traffic Fatalities	46	61	56	55	59	46	64	60	61
5-Year Averages	50	53	56	56	55	55	56	57	58
PM Target						56	56	57	58

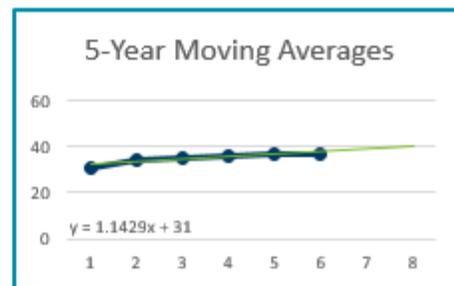
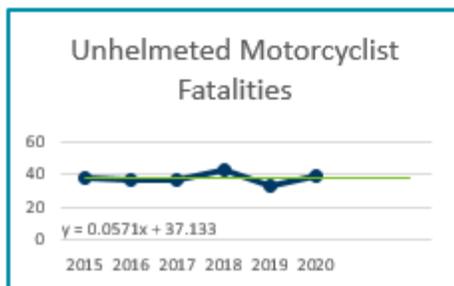
** YTDx2 *Projected

Motorcycle riding season in Minnesota is largely dependent on weather. Due to this, motorcyclist fatalities are difficult to forecast.



C-8 Unhelmeted Motorcyclist Fatalities									
Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2014	2015	2016	2017	2018	2019	2020	2021**	2022*
Traffic Fatalities	29	38	36	36	42	33	39	38	38
5-Year Averages	28	31	34	35	36	37	37	38	38
PM Target						38	38	38	38

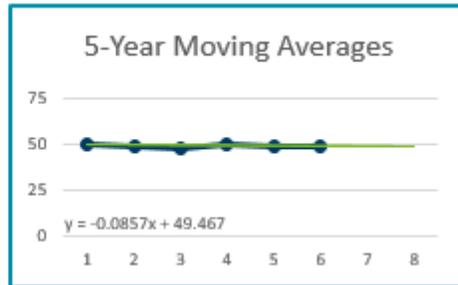
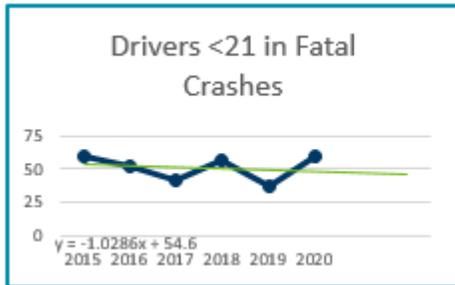
** YTDx2 *Projected



C-9 Drivers in Fatal Crashes Who Are <21 Years Old

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2014	2015	2016	2017	2018	2019	2020	2021**	2022*
Drivers <21	38	60	52	42	56	37	59	48	51
5-Year Averages	51	50	49	48	50	49	49	48	50
PM Target						48	48	48	50

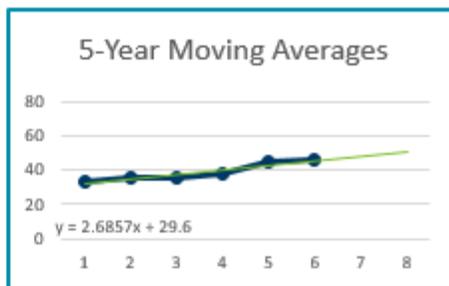
** YTDx2 *Projected



C-10 Pedestrian Fatalities

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2014	2015	2016	2017	2018	2019	2020	2021**	2022*
Traffic Fatalities	15	39	58	38	42	47	45	46	49
5-Year Averages	32	33	36	36	38	45	46	44	46
PM Target						45	45	44	46

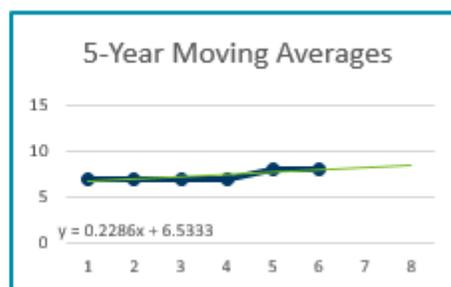
** YTDx2 *Projected



C-11 Bicyclist Fatalities									
Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2014	2015	2016	2017	2018	2019	2020	2021**	2022*
Traffic Fatalities	5	10	7	6	7	11	10	6	9
5-Year Averages	6	7	7	7	7	8	8	8	9
PM Target						7	7	8	9

** YTDx2 *Projected

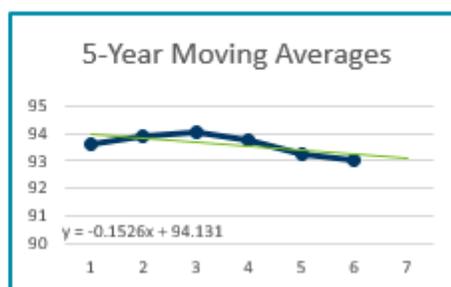
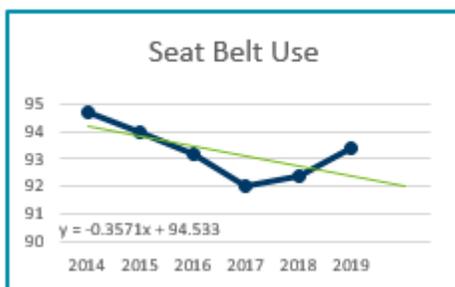
Bicyclist fatalities are typically isolated events and thus difficult to forecast.



B-1 Seat Belt Use									
Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2012	2013	2014	2015	2016	2017	2018	2019	2021*
Seat Belt Use	93.6	94.8	94.7	94.0	93.2	92.0	92.4	93.4	92.0
5-Year Averages	91.0	93.0	93.6	93.9	94.1	93.7	93.3	93.0	92.6
PM Target									92.6

*Projected

Minnesota has a high seat belt usage rate as evidenced by our annual seat belt study results. The target for this performance measure is set using annual projections. Due to the COVID-19 pandemic, the observational study was not conducted, but should be conducted in 2021.



APPENDIX C

OTS enforcement calendar

Enforcement Calendar - FFY22



Enforcement Dates

- DWI (optional): Oct. 30-31; 2021 - Halloween
- DWI (optional): Nov. 4-6; 2021 - Deer hunting opener
- DWI: Nov. 24-27; Dec. 2-4; 9-11; 16-18; 23-25; 30-31, 2021
- DWI (optional): Feb. 13, 2022 - Super Bowl
- DWI (optional): March 12 and/or 17, 2022 - St. Patrick's Day celebrations
- Distracted: April 1-30, 2022
- DWI (optional): Every Thursday-Sunday, May 12- Sept. 5, 2022
- Seat belts and child restraints: May 23 - June 5, 2022
- Speed: July 1 - 31, 2022
- DWI: Aug. 19 - Sept. 5, 2022
- Move Over (optional): Aug. 31, 2022
- Seat belts and child restraints: Sept. 18-24, 2022

Short Report Due Dates (Each agency required to submit)

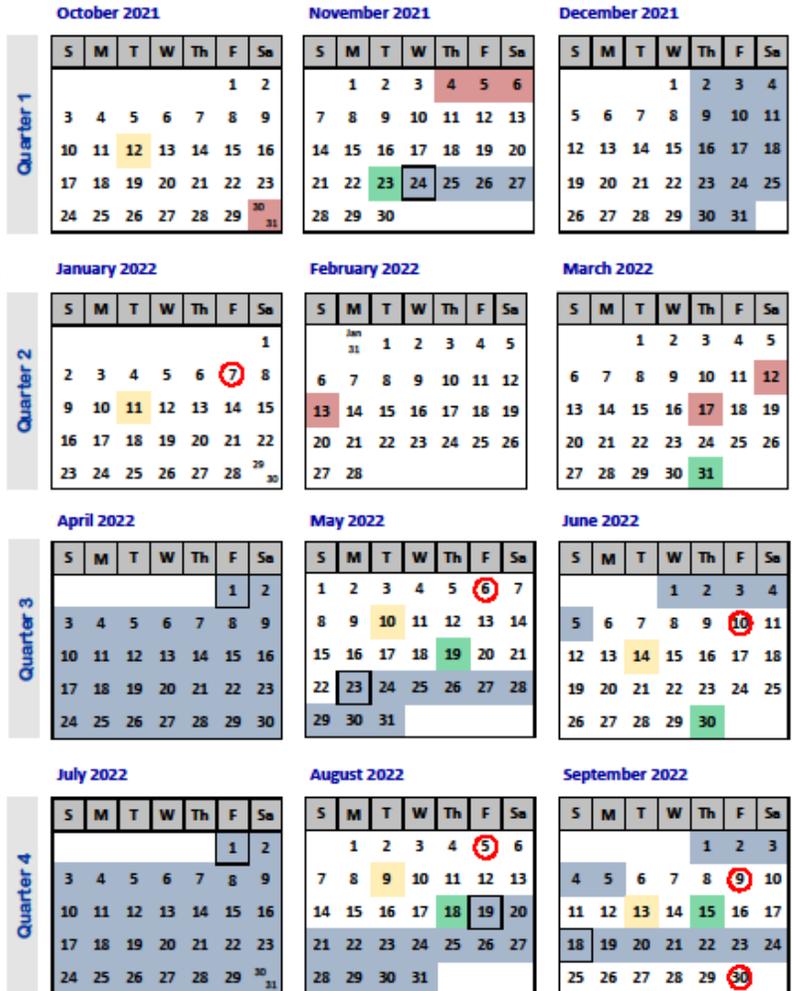
- Jan. 7: DWI arrests, highest B.A.C., from Nov. 24 - Dec. 31, 2021
- May 6: Use of wireless device citations, from April 1-30, 2022
- June 10: Seat belt/child restraint citations from May 23- June 5, 2022
- Aug. 5: Speed citations from July 1-31, 2022
- Sept. 9: DWI arrests, highest B.A.C., from Aug. 19 - Sept. 5, 2022
- Sept. 30: Seat belt/child restraint citations from Sept. 18-24, 2022

Short Report Due Dates



- Announcement to Media
- Enhanced Enforcement
- Statewide Results to Media
- Optional DWI Enforcement
- Statewide Enforcement

Enforcement Grant recipients should collaborate with Toward Zero Deaths education and outreach programs to support enforcement campaigns.



APPENDIX D

Data sources

Type of Data

Provider/ Owner

Ambulance run reports

EMS Regulatory Board

Attendee Evaluation

Attendees from al DPS/OTS sponsored events

Citations and Convictions

State Court Administration and Project Directors

CODES

Minnesota Department of Health

Countermeasures That Work

NHTSA

Crash Location Mapping

Minnesota DOT

Crash Records

Minnesota DPS (OTS/ DVS)

Drivers' License Records

Minnesota DPS (DVS' Driver's License Data Base)

DWI Offenders

Minnesota DPS (DVS' Driver's License Data Base)

Evaluations of Specific Projects

Minnesota DPS and Various contractors

FARS

NHTSA

Observational Studies of Seat Belt Use

Minnesota DPS and Various contractors

Occupation, Cause of Death

County Coroners' Reports of Death

Population

Minnesota State Demographer

Project Reports

Minnesota DPS and Various contractors

SHSP Focus Areas

Minnesota DOT

Telephone Surveys of Attitudes and Knowledge

Contractors for DPS/OTS

Tribal Boundaries

Minnesota DOT

Vehicles Miles Traveled

Minnesota DOT

Vehicle Registrations

DPS (DVS' Vehicle Registration Data Base)

APPENDIX E

405b application

405b application

Enforcement 22-04-01, 22-04-08

Countermeasure Strategy: Alcohol and Drug Impaired Driving Enforcement, High Visibility Saturation Patrols, Sustained Enforcement, Speed High Visibility Enforcement, High Visibility Cell Phone and Text Messaging Enforcement, Short-Term, High Visibility Seat Belt Law Enforcement, Pedestrian Safety Enforcement Strategies.

Across the state of Minnesota 311 agencies, 71 Sheriff's departments, 235 Police, departments, 2 Tribal, 3 University Police Departments join together for the "Click it or Ticket" campaign .

Child restraint Inspection Stations 22-02-01, 22-02-04, 22-02-07

Countermeasure Strategy: Strategies for Child Restraint and Booster Seat Use

Many caregivers are not aware of the proper child passenger safety restraint procedures. This countermeasure aims to educate all caregivers on the best methods for securing children in motor vehicles based on Minnesota's CPS laws and NHTSA's recommendations.

Learning and sharing best practices allows technicians in the state to keep up-to-date, helps keep kids safe when traveling in cars, and reduces fatalities amongst children between the ages of zero and seven years old. In Minnesota crashes from 2015 – 2019, 87% of the 17,055 children ages zero to seven that were properly restrained were not injured, while another ten percent sustained only possible injuries. This is evidence that when children are properly restrained, their chances of being injured in a traffic are drastically reduced.

Minnesota is confident in using supporting child passenger safety advocates who serve to promote child passenger safety in the southern, northern, and northeastern portions of the state. The advocates conduct Children and Restraint Systems (C.A.R.S.) trainings throughout the state to caregivers and parents. In FFY20, there were 1,773 verified attendees that successfully completed the C.A.R.S. training. OTS CPS advocates were also able to offer the National Child Passenger Safety Certification trainings, with low or no fee to incoming students. Numbers attending the training were significantly lower than previous years. Many in-person classes needed to be cancelled due to the COVID-19 stay at home order.

Minnesota is confident in using Countermeasure That Work (Chapter 2: Seat Belts and Child Restraints; 6. Communications and Outreach; 6.2 Strategies for Child Restraint and Booster Seat Use).

Minnesota plans on holding a total of 10 Safe Kids certified technician classes. Opportunities for classes will be offered with the goal of training 90 individuals. Associated project 22-02-04, 22-02-07

Of the planned inspection stations and events during the coming grand year, 25% (22) will serve urban communities, 25% (22) will serve portions of rural, greater Minnesota in which there is a high unbelted occupant rate and high traffic fatality counts, and 50% (46) will serve American Indian Reservations, and ethnic minority groups, including Somali, Hmong, and Latino communities.

The State of Minnesota lost over 200 CPST due to the pandemic in 2020 (FFY2021) and the certifying entity: National Child Passenger Safety Certification, a Program of Safe Kids Worldwide, lost over 14,000 CPST throughout the 50 USA States.

Associated project 22-02-01, 22-02-04, 22-02-07 and child seat for needy families (state project).

Intended Agencies Participating in Click it or Ticket 2022; Associated projects 22-04-01, 22-04-08

Aikin County
Airport Police Department
Aitkin PD
Akeley Police Department
Albany Police Department
Albert Lea Police Department
Alexandria Police Department
Annandale Police Department
Anoka County Sheriff's Office
Anoka Police Department
Apple Valley Police Department
Appleton Police Department
Arlington Police Department
Audubon Police Department
Austin Police Department
Avon Police Department
Barnesville Police Department
Battle Lake Police Department
Baxter Police Department
Bayport Police Department
Becker County Sheriff's Office
Becker Police Department
Belgrade Police Department
Belle Plaine Police Department
Beltrami County Sheriffs Office
Bemidji Police Department
Benson Police Department
Benton County Sheriff Department
Big Lake Police Department
Blackduck Police Department
Blaine Police Department
Bloomington Police Department
Blue Earth County Sheriff's Office
Bovey Police Department
Braham Police Department
Brainerd Police Department
Breckenridge Police Department
Breezy Point Police Department
Breitung Police Department
Brooklyn Center Police Department
Brooklyn Park Police Department
Buffalo Lake Police Department
Buffalo Police Department
Burnsville Police Department
Caledonia Police Department
Callaway Police Department
Cambridge Police Department
Cannon Falls Police Department
Carlton County Sheriffs Department
Carver County Sheriff's Office
Cass County Sheriff's Office
Centennial Lakes Police Department

Champlin Police Department
Chaska Police Department
Chatfield Police Department
Chippewa County Sheriff's Office
Chisago County Sheriff's Office
Chisholm Police Department
Clara City Police Department
Clay County Sheriff's Office
Clearbrook PD
Clearwater County
Cloquet Police Department
Cold Spring Police Department
Coleraine Police Department
Columbia Heights Police Department
Coon Rapids Police Department
Corcoran Police Department
Cottage Grove Police Department
Cottonwood County Sheriffs Office
Crookston Police Department
Crosby Police Department
Crosslake Police Department
Crow Wing County Sheriff's Office
Crystal Police Department
Cuyuna Police Department
Dakota County Sheriffs Office
Danube Police Department
Dayton Police Department
Deephaven Police Department
Deer River Police Department
Deerwood Police Department
Detroit Lakes Police Department
Dilworth Police Department
Dodge County Sheriff's Office
Douglas County Sheriff's Office
Duluth Police Department
Dundas Police Department
Eagan Police Department
Eagle Lake Police Department
East Grand Forks Police Department
East Range Police Department
Eden Prairie Police Department
Edina Police Department
Elk River Police Department
Elko New Market Police Department
Ely Police Department
Emily Police Department
Eveleth Police Department
Fairfax Police Department
Fairmont Police Department
Faribault Police Department
Farmington Police Department
Fergus Falls Police Department

Fillmore County Sheriff's Office
Floodwood Police Department
Foley Police Department
Fond Du Lac Police Department
Forest Lake Police Department
Frazee Police Department
Freeborn County Sheriff's Office
Fridley Police Department
Gaylord PD
Gilbert Police Department
Glencoe Police Department
Glenwood Police Department
Glyndon Police Department
Golden Valley Police Department
Goodhue County Sheriff's Office
Goodhue Police Department
Goodview Police Department
Grand Rapids Police Department
Grant County Sheriff's Office
Hastings Police Department
Hawley Police Department
Hector Police Department
Hemantown Police Department
Hennepin County Sheriff's Office
Henning Police Department
Hibbing Police Department
Hopkins Police Department
Houston County Sheriff's Office
Howard Lake Police Department
Hubbard County Sheriff's Office
Hutchinson Police Department
Inver Grove Heights Police Department
Isanti County Sheriff's Office
Isanti Police Department
Itasca County Sheriff's Office
Jackson County Sheriff's Office
Janesville Police Department
Jordan Police Department
Kanabec County Sheriff's Office
Kandiyohi County sheriff's Office
Kasson Police Department
Keewatin Police Department
Kenyon Police Department
La Crescent Police Department
Lac Qui Parle County SO
Lake City Police Department
Lake Crystal Police Department
Lake of the Woods County Sheriff's Office
Lake Park Police Department
Lake Shore Police Department
Lakes Area Police Department
Lakeville Police Department

LeSueur County Sheriff's Office	Olmsted County Sheriff's Office	St Francis Police Department
LeSueur Police Department	Orono Police Department	St Paul Park Police Department
Lewiston Police Department	Osakis Police Department	St Paul Police Department
Lincoln County Sheriff's Office	Osseo Police Department	St. Charles Police Department
Lino Lakes Police Department	Otter Tail County Sheriff's Office	St. Cloud Police Department
Little Falls Police Department	Park Rapids Police Department	St. Joseph Police Department
Long Prairie Police Department	Parkers Prairie Police Department	St. Louis County Sheriff's Office
Lonsdale Police Department	Paynesville Police Department	St. Louis County Sheriff's Office
Lower Sioux Police Department	Pelican Rapids Police Department	St. Louis Park Police Department
Lyon County Sheriffs Office	Pennington County Sheriff's Office	St. Peter Police Department
Madelia Police Department	Pequot Lakes Police Department	Staples Police Department
Madison Lake Police Department	Perham Police Department	Starbuck Police Department
Mahnomen County	Pierz Police Department	Stearns County Sheriff Department
Mankato Department of Public Safety	Pine County Sheriff's Office	Steele County Sheriff's Office
Maple Grove Police Department	Pine River Police Department	Stevens County Sheriff's Office
Mapleton Police Department	Pipestone County Sheriff's Office	Stillwater Police Department
Maplewood Police Department	Plainview Police Department	Thief River Falls Police Department
Marshall Police Department	Plymouth Police Department	Todd County Sheriff's Office
Martin County Sheriff's Office	Polk County Sheriff's Office	Truman Police Department
McLeod County Sheriff's Office	Pope County Sheriff's Office	University of Minnesota - Morris
Medina Police Department	Preston Police Department	University of Minnesota - Twin Cities
Melrose Police Department	Prior Lake Police Department	University of Minnesota Duluth Police
Menahga Police Department	Proctor Police Department	Verndale Police Department
Mendota Heights Police Department	Ramsey County Sheriff's Office	Virginia Police Department
Minneapolis Park Police Department	Ramsey Police Department	Wabasha County Sheriff's Office
Minneapolis Police Department	Red Wing Police Department	Wabasha Police Department
Minnesota Lake	Redwood County Sheriffs Office	Wadena County Sheriff's Office
Minnetonka Police Department	Redwood Falls Police Department	Wadena Police Department
Minnetrissa Public Safety	Renville County Sheriff's Office	Waite Park Police Department
Montevideo Police Department	Rice County Sheriff's Office	Walker Police Department
Moorhead Police Department	Rice Police Department	Waseca County Sheriff's Office
Morris Police Department	Richfield Police Department	Waseca Police Department
Morrison County Sheriff's Office	Robbinsdale Police Department	Washington County Sheriff's Office
Motley Police Department	Rochester Police Department	Wayzata Police Department
Mounds View Police Department	Rock County Sheriffs Office	West Concord Police Department
Mountain Lake Police Department	Rogers Police Department	West Hennepin Public Safety
Mower County Sheriff's Office	Rosemount Police Department	West St. Paul Police Department
Nashwauk Police Department	Roseville Police Department	White Bear Lake Police Department
New Brighton Police Department	Royalton Police Department	Wilkin County Sheriff's Office
New Hope Police Department	Sartell Police Department	Willmar Police Department
New Prague Police Department	Sauk Centre Police Department	Winona County Sheriff's Office
New Richland Police Department	Sauk Rapids Police Department	Winona Police Department
New York Mills Police Department	Savage Police Department	Winsted Police Department
Nicollet County Sheriff's Office	Scott County Sheriff's Office	Woodbury Police Department
Nisswa Police Department	Sebeka Police Department	Worthington Police Department
Nobles County Sheriffs Office	Shakopee Police Department	Wright County Sheriff's Office
North Branch Police Department	Sherburne County Sheriff's Office	Wyoming Police Department
North Mankato Police Department	Slayton PD	Yellow Medicine County SO
North St Paul Police Department	South Lake Minnetonka Police	Zumbrota Police Department
Northfield Police Department	South St. Paul Police Department	
Oak Park Heights Police Department	Spring Grove Police Department	
Oakdale Police Department	Spring Lake Park Police Department	
Olivia Police Department	St Anthony Police Department	

APPENDIX F
405c application

Minnesota Traffic Records Strategic Plan

Plan Year 2022



Submitted by:

Minnesota Traffic Records Coordinating Committee

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State Plan Information

Program / Plan Level Information:

Traffic Records Improvement Program Coordinator:

Brendan Wright
Traffic Records Coordinator
Minnesota Department of Public Safety Office: Office of Traffic Safety
445 Minnesota Street, Suite 1620 City, Zip: St. Paul, 55101-5150
(651) 274-4971
Email: brendan.wright@state.mn.us

Traffic Records Assessment:

The date of the last Traffic Records Assessment is December 26, 2019

Assessment Last Updated: December 26, 2019

Please see Page 16 for the Traffic Records Assessment Update

Introduction

Background

The Minnesota Department of Public Safety, Office of Traffic Safety, supports the State Traffic Records Coordinating Committee (TRCC). The State uses the advisement of the TRCC to guide resources used to improve the traffic records system. The Code of Federal Regulations (CFR) Title 23. §1300.22 requires the State to have a multi-year strategic plan that performs the following:

- Describes specific, quantifiable and measurable improvements anticipated in the State's core safety databases, which includes crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases;
- For any identified performance measure, refers to the formats set forth in the Model Performance Measures for State Traffic Records Systems collaboratively developed by National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA);
- Includes a list of all recommendations from the State's most recent highway safety data and traffic records system assessment;
- Identifies which such recommendations the State intends to implement and the performance measures to be used to demonstrate quantifiable and measurable progress; and
- For recommendations that the State does not intend to implement, provides an explanation.

This plan guides the State's traffic records improvement efforts while addressing recommendations from the 2019 Traffic Records Assessment.

The updated Traffic Records Strategic Plan (TRSP) will serve the State by completing the following objectives:

- Address the opportunities noted in the most recent Traffic Records Assessment.
- Implement improvements that were established in the most recent State Highway Safety Plan.

Minnesota TRCC Background

The Minnesota TRCC is responsible for guiding the overall design and development of the State's traffic safety information systems. This entity was established in 1998 in response to the Transportation Equity Act for the 21st century. The current Code of Federal Regulations (23 CFR 1300.22) maintains the requirement for a State to have a TRCC. Within the TRCC, there is at least one agency representing each of the core traffic records systems. Each member is committed to the improvement of timeliness, accuracy, completeness, uniformity, accessibility, and data integration for the systems they represent.

TRCC Governance

The Minnesota TRCC duties and responsibilities are charged by the Minnesota TRCC Charter. Annually, the Policy Level TRCC reviews the TRSP update. The charter does not formally dictate a meeting schedule of the State TRCC for either the policy or program level. In practice, both policy and program level members meet once a month.

TRCC Membership

Minnesota has a two-level TRCC. The Policy Level represents each of the core traffic records system components. The members of this group hold policy leadership positions within the State of Minnesota. The Program Level TRCC carries out the guidance of the Policy Level by identifying and applying resources and technical skills from their respective agencies. They are an assortment of data managers, users, collectors and other stakeholders. While many belong to the State agencies represented, there are also members of local organizations involved with the core traffic records systems. This group is primarily responsible for reviewing traffic safety information system data and processes, and evaluating those efforts to keep the systems up to date.

TRCC Meeting Schedule FFY2021

The TRCC met 7 times during FFY2021:

- December 9, 2020
- January 13, 2021
- February 10, 2021
- March 10, 2021
- April 14, 2021
- May 12, 2021
- June 9, 2021

TRCC Roster, 2022

Please see page 22 for the full TRCC roster.

TRCC Operation

*Do you have an executive (policy level) TRCC? Yes
If so, how often does it meet? Annually*

*Do you have a technical (working level) TRCC? Yes
If so, how often does it meet? At least four times per year*

Does your TRCC have in place documents that demonstrate that the TRCC meets the following requirements of the legislation & Federal register? Yes

The TRCC has the authority to approve the Strategic Plan.

The TRCC has the authority to review any of the State's highway safety data and traffic records systems and to review changes to such systems before the changes are implemented

The TRCC includes representative from highway safety, highway infrastructure, law enforcement and adjudication, public health, injury control and motor carrier agencies and organizations.

The TRCC provides a forum for the discussion of highway safety data and traffic records issues and report on any such issues to the agencies and organizations in the State that create, maintain, and use highway safety data and traffic records.

The TRCC considers and coordinates the views of organizations in the State that are involved in the administration, collection and use of the highway safety data and traffic records systems The TRCC represents the interests of the agencies and organizations within the traffic records system to outside organizations. The TRCC reviews and evaluates new technologies to keep the highway safety data and traffic records systems up-to-date

Project Prioritization

The vacancy in the Traffic Records Coordinator position was filled in October 2020. After the hiring, a rework for the solicitation process was enacted, which ensured that the grant management policies were followed under Minnesota Statute 16B.97 sub. 4 (a)(1).

Proposals were submitted via the State Highway Safety Office's idea solicitation process, which was provided by the Traffic Records Coordinator to the TRCC Members.

In continuing to solicit projects and ideas, which could be implemented into the TRSP through the amendment process, the TRCC will continue to follow the development outline provided below.

TRSP Development



Traffic Records Strategic Initiatives

The Traffic Records Strategic Plan (TRSP) provides a strategic approach to system improvements to the State Traffic Records System. The Fixing America's Surface Transportation (FAST) Act requires the State to develop a strategic plan to qualify for Section 405(c) funding. This section of the plan provides the vision and mission as agreed upon by the members of the State TRCC. The vision and mission will guide the direction of the improvement opportunities of the traffic records system. The 2019 Traffic Records Assessment provided a comprehensive list of recommendations that can guide the State's improvements using the Traffic Records Advisory as a reference. This section also includes a list of opportunities organized by the six core traffic records system components.

TRCC Vision

The vision of the Minnesota TRCC is: To create a Traffic Records System that promotes timely, accurate, and complete data that is integrated with all of the core traffic records systems. This data would be accessible to all traffic records stakeholders, which will ultimately reduce the number of injuries and fatalities on Minnesota's public roadways.

TRCC Mission

The mission of the TRCC is to ensure high quality traffic data, information, and systems in order to improve roadway transportation safety.

TRCC Goals

The TRCC does this by:

- Ensuring the collection of complete, timely, and accurate data;
- Fostering productive partnerships;
- Seeking input from traffic records stakeholders;
- Producing data standards;
- Enhancing, maintaining, and integrating high quality data; and
- Identifying resources to accomplish TRCC goals and objectives.

Traffic Records Projects

The TRCC reviews the Traffic Records Assessment and Crash Data Improvement Program recommendations at least annually. Additionally, recommendations provided by state entities and TRCC members help to plan and develop the programs listed below. These programs are a combination of new, ongoing and highlighted projects that are related to Minnesota's traffic records:

MNCrash Enhancement [FFY21 Data Driven Highlight]

Project Description: Since the inception of MNCrash in 2016, there have been 80 improvements made to the MNCrash system, including system enhancements, error corrections, user interface improvements, and accessibility and usability enhancements. By March 2020, there had been 32 enhancements, and by April 2021, that number rose to 50. Therefore, between March 2020 and April 2021, there were 17 enhancements completed during this time period. These include improving the map query function for more accurate crash geolocation, improved diagram functionality to allow for better illustration of crash events, system improvements, and data field definition clarifications for more accurate data entry.

Edits and Enhancement to the MNCrash System Between March 2020 and April 2021

- 33- Changes at USDOT broke the "DOT Fill" functionality on the CMV Screen. Update MNCrash to accommodate USDOT changes
- 34- Enhancement: Populate Vehicle Owner data when Vehicle is owned by a Company (Web and SAC; Form, Wizard, and QC)
- 35- Enhancement: Identify and remove all MNCrash unused third party libraries and code cleanup
- 36- Resolved Session variable issue with Form and Wizard ESD diagram
- 37- Extract Interface – Resolved SSL/TLS connectivity issues in Test
- 38- Extract Interface – Upgrade the .NET Framework from 4.5.2 to 4.7.1
- 39- Defect: Error on the Admin Website updating some of the Data Attributes
- 40- Defect: Clear all Vehicle Owner fields when another Plate Search is executed (Web and SAC; Form, Wizard, and QC)
- 41- Web – Enhancement – Improved performance with Advance Search Map query
- 42- Louisiana State – Sending the package is pending DPS Security Review
 - Code redaction
 - Database data cleanup
- 43- "Test" data DL and Name Search for the same "person" does not return the same exact data
- 44- Request by St. Paul Police Department (SPPD) to update the Badge ID for all their Officers in MNCrash with the user's employee ID. Out of 631 SPPD users in MNCrash, 156 do not have Badge IDs entered
- 45- Knowledge Transfer to MNIT@DPS staff
- 46- Define Field Differences in Data Dictionary
 - MNCrash OTS Data Extract - What is the difference between dataIncident.RouteSystemCde and dataIncidentRdwyTypeCde? Data dictionary is unclear on this.
 - dataIncident.RouteSystemCde column is not used in MNCrash. It has been deleted from Data Dictionary.
- 47- Vehicle Occupant NBR Disappeared From Data Dictionary
 - Vehicle.OccupantsNbr has disappeared from the data dictionary but I believe it is still there because it still has a critical error associated with it (Error 180: Occupants must be greater than 0 if not parked.)
 - OccupantsNbr column does not exist in MNCrash database and the value must be calculated during validation of report submissions
- 48- MNCrash-DVS Interface - New MNIT FTP Deployment Servers
 - Resolved network connectivity and password issues (in Dev, Test, and Production) and completed setup and validation on BCA Dev Server
 - Setup and validation on BCA Test Server
 - Setup and validation on BCA Production Server
- 49- New DPS-MnDOT Interface to include additional "Private" crash data for crashes involving Public Property Damage
- 50- Data Request from NHTSA (CRSS) - OTS would like to use Electronic Data Transfer (EDT) to NHTSA
 - Production deployment - Completed on January 14, 2021
 - Backfill of 2020 Crash Data - Completed on January 17, 2021

MN_CIT_01 - DWI Dashboard [164AL/405D]

Project Description: An increased number of drivers being impaired by substances other than alcohol has necessitated more frequent use of the search warrant application in eCharging.

This project for DWI analytics is ongoing. The crash reporting system has been integrated into the dashboard and mapping of old crashes continues.

Funds will cover salary and fringe for the data analyst and in/out state travel for attendance, vending, and/or facilitation assistance at traffic safety seminars/conferences. Related office printing/copying, postage, and software related to traffic safety projects are also funded.

MN_CR_01 - Crash Records Enhancements [405C/402TR/State]

Project Description: This project will cover technical resources (a system architect and two developers) who will work with MNCrash to maintain and enhance the quality of the data, the ease and efficiency of the law enforcement user experience, and the extraction and distribution of data to the public and other stakeholders. This team also works on system-specific data requests and resolves technical problems that arise with the system. Currently, there are more than a dozen enhancements in process, and a growing list of additional enhancements pending on the development list. The 405c funds will be used in part to develop a public portal. This project began in FY21, and was set to go to production in the spring. However, security issues arose and this has delayed the launch and has necessitated additional resources to ensure the security of PII. The goal of this public portal is still to provide 100% of grantees access to crash data. Other enhancements will be funded based on each enhancement, 402 will cover ease of use, and 405c will cover enhancement directly related to core data base system improvements based performance area. This project also funds the hosting and maintenance of the MNCrash mapping feature, owned by MNIT/MNGEO. Finally, this project will cover the hosting costs for the MNCrash training course for Law Enforcement, the software license required to maintain and edit the training, and the student registrations fees incurred. This training will be hosted on the BCA’s training site, and will allow for post credits for law enforcement officers. This course will contribute to the quality of the data, as it provides officers with the tools necessary for creating a complete and accurate crash report.

Funds will cover salary and fringe, reasonable in / out state travel and registration for attendance, vending, and / or facilitation assistance at traffic safety seminars/conferences. to assist in reaching Minnesota goal for traffic fatalities. Office printing/copying, postage, software related to traffic safety projects are also funded.

Performance Measure: The performance measure for this project is crash system accessibility (C-X-1), measured by the expansion of MNCrash data access from just government agencies to other interested stakeholders via a public portal. Currently, MNCrash data is unavailable to the public, so the baseline is zero and the goal is to make the crash data portal available to all interested parties. An additional performance measure is crash system completeness (C-C-1), measured through the implementation of more base roadway data into the application.

Core System and Performance Area

Core System	Performance Area				Uniformity	Accessibility
	Accuracy	Completeness	Integration	Timeliness		
Crash	X	X	X	X	X	X
Driver License / History						
Injury Surveillance / EMS						
Roadway						
Citation / Adjudication						
Vehicle Registration						

MN_CR_02 - Traffic Incident Management [402TR]

Project Description: This project will fund a qualified entity to identify the various sources, types, and hosts of traffic incident data that can be utilized to improve incident response, traffic management, and clearance rates (accuracy and timeliness).

At the heart of any effective TIM program is data. By utilizing and improving the data captured by the MNCrash system, and identifying other potential sources of relevant data, protocols and procedures will be developed to prevent crashes and to improve crash response.

Currently, data related to TIM concepts is minimal and this project will result in a useable and reliable baseline that will be used to measure performance and data quality improvements. This systematic way of managing crash system data and response capability will improve the overall quality and accuracy of the data.

Similar states who have incorporated standardized TIM protocols have realized substantial reductions in the number of secondary crashes resulting in damage, injury, and death.

From the statewide crash data perspective, the analysis will identify existing data types and sources that can be utilized to develop and track TIM practices. The initial phase of the study will determine the baseline measures which will then be used to track improvement across the system. Additionally, gaps in data necessary to build the TIM protocols would be identified, and solutions designed to gather the missing pieces utilizing the MNCrash system and other data sources where appropriate.

Funds will cover salary and fringe, in /out state travel and registration for attendance, vending, and/or facilitation assistance at traffic safety seminars/conferences. Office printing/copying, postage, software related to traffic safety projects are also funded

2022 Update: The project is being continued for the next fiscal year. Progress has been made in identifying training and data needs that will reinforce TIM principals and overall incident response resources.

Core System	Performance Area				Uniformity	Accessibility
	Accuracy	Completeness	Integration	Timeliness		
Crash	X	X	X	X	X	X
Driver License / History						
Injury Surveillance / EMS						
Roadway						
Citation / Adjudication						
Vehicle Registration						

Core System and Performance Area

MN_CR_03 - FARS Support [405C]

Project Description: Federal data improvement funds cover the salary, fringe benefits, and indirect costs associated with a .5 FTE research analyst who performs problem identification and program evaluation as well as handling requests for data from stakeholders, media, the legislature and public for the FARS program. This is in addition to the full-time FARS analyst funded under the FARS Cooperative Agreement. This project also covers the costs of computer run time, software and computer equipment and training, upgrades to existing software packages, and acquisition of products to enhance the Office of Traffic Safety's traffic research capabilities.

2022 Update: Currently, this position is vacant; however, approval for filling the position has been given and an analyst is anticipated to fill this position within the 2021 calendar year.

Core System and Performance Area

Core System	Accuracy	Completeness	Performance Area		Uniformity	Accessibility
			Integration	Timeliness		
Crash		X				
Driver License / History						
Injury Surveillance / EMS						
Roadway						
Citation / Adjudication						
Vehicle Registration						

MN_CR_04 - MMUCC [405C]

Project Description: This project aims to develop user-centered design modifications and additions to MNCrash based on MMUCC 5th edition. The expected MNCrash enhancements should meet user needs to improve the timeliness of crash report completeness, data accuracy, data completeness, and data uniformity. .

The selected vendor will work with the Crash Data Users Group (CDUG) and OTS staff to establish the desired modifications to MNCrash, which are based on MMUCC 5th edition. Said vendor will then continue to conduct law enforcement user experience testing, as efficiency and ease of use will be of high-priority. The implementation of these enhancements to improve MnCrash level of alignment with MMUCC 5th edition will be carried out in coordination with the OTS MNCrash development team. This project will also entail developing an updated MNCrash user manual.

Performance Measure:

The performance measure for this project is crash completeness (C-C-2), measured by the implementation of modifications and enhancements to the MNCrash application, and based on recommendations made by CDUG and OTS staff, as it relates to MMUCC 5th edition. There are 39 person, vehicle, crash, and roadway data field change recommendations from MMUCC 4 to MMUCC 5 that are not currently reflected in MNCrash. This project will assess each of these elements, in addition to identifying other potential changes and additions, for potential implementation into MNCrash during FFY22. We hope to adopt at least 17 of the 39 recommended changes, pending results of user testing, during the fiscal year

Core System	Accuracy	Completeness	Performance Area		Uniformity	Accessibility
			Integration	Timeliness		
Crash		X				
Driver License / History						
Injury Surveillance / EMS						
Roadway						
Citation / Adjudication						
Vehicle Registration						

MN_ISS_01 - CODES Support [405C]

Project Description: The Crash Outcome Data Evaluation System (CODES) project links motor vehicle crash data with hospital treatment information. The mission of CODES is to provide linked crash and hospital-injury data in aggregate form. It represents a collaborative effort among the Minnesota Departments of Health, Public Safety, and Transportation, along with the Minnesota Hospital Association and Minnesota Emergency Medical Services Regulatory Board. A board of directors governs the Minnesota CODES project which is made up of representatives from the partnering agencies. CODES data can provide policy makers with hospitalization charges associated with motor vehicle crashes. This project will pay for personnel support to link crash data and to scope the process for returning injury severity data from CODES to the crash database.

2022 Update: This project will continue through the 2022 fiscal year. Progress has been made in collecting and maintaining crash, registry, mortality, and EMS data. Updates have been made to the Minnesota Injury Data Access. An emphasis will be made to connect the hospital treatment information with other variables, such as speed and confirmed drug usage.

Performance Measure: The performance measure for this project is EMS/injury surveillance system integration (I-I-1), measured by the number of successfully linked injury severity outcomes. The current baseline for this measure is 70 percent, this project is continuing to link hospital outcome data to the crash records data. The goal of the project is to successfully link 99 percent of reported injury severity data to long-term hospital outcome data and integrate the injury outcome data into the crash records system.

Core System and Performance Area

Core System	Performance Area				Uniformity	Accessibility
	Accuracy	Completeness	Integration	Timeliness		
Crash						
Driver License / History						
Injury Surveillance / EMS		X	X	X		
Roadway						
Citation / Adjudication						
Vehicle Registration						

MN_ISS_02 - Trauma Data Improvement [405C]

Project Description: Problem: Currently, reports on traumatic brain injury (TBI) and spinal cord injury (SCI) in Minnesota are not available soon enough to connect TBI/SCI survivors with services shortly after discharge, when the services are most needed. In the current system, significant delays often occur before the data are available for notifying the survivors of available services and analyzing the data. Reports are not promptly available for several reasons. MDH currently requires hospital staff to (a) input case reports individually or (b) submit uploads from the hospital's trauma registry. The format for hospitals' submissions changes annually because the submission software architecture is updated by the national vendor annually, resulting in delayed reporting. The delays are compounded by the manual work required for MDH staff to download data files and load them into our current TBI/SCI Registry system. We have an array of analysis questions related to improved linkage to care that would benefit from richer, timelier, and more complete data for analysis. We routinely link hospital discharge data with the TBI/SCI registry, but our knowledge of crash survivors' interactions with the medical system currently ends at the time of their hospital discharge.

Solution: We propose to increase the timeliness, richness, and completeness of the MN TBI/SCI Registry by (1) identifying how to help hospitals to achieve more timely submissions, (2) increasing the automation in how data files are received and loaded into the TBI/SCI database, and (3) increasing the data available in or to the TBI/SCI Registry by incorporating data from the Encounter Alert Service (EAS), convincing the Minnesota All Payer Claims Database (APCD) to allow linkage between our registry and their database of hospital, outpatient, and pharmacy claims, incorporating the new EMS database process at the MDH, and benefiting from a "data lake" approach recently carried out for us by Amazon Web Services and staff of the MN Information Technology agency at MDH.

2022 Update: The program will continue into fiscal year 2022.

Performance Measure: The performance measure for this project is EMS/injury surveillance system timeliness (I-T-1), measured by the median number of days from when a case is created in the hospital to when it is submitted into the TBI/SCI Registry. Currently, it takes an average of 90 days for cases to be entered into the TBI/SCI Registry. The goal of this project is to decrease the time it takes to enter cases into the Registry by 89 percent (to 10 days).

Core System and Performance Area

Core System	Accuracy	Completeness	Performance Area		Uniformity	Accessibility
			Integration	Timeliness		
Crash						
Driver License / History						
Injury Surveillance / EMS	X	X	X	X	X	X
Roadway						
Citation / Adjudication						
Vehicle Registration						

MN_RO_01 - MNCrash Asset Data Integration [405C]

Project Description: Millions of assets exist along all roadways in Minnesota that carry significant cost to install, maintain, and repair in the event of a crash. These crashes result in millions of dollars annually that must be recovered through statutorily granted means. Because crash reports are not directly linked to asset data, the process of identifying, repairing, and recovering damages is very inefficient. Additionally, across the state of Minnesota, there are various traffic asset management systems used amongst each of the 87 counties.

Solution: This project proposes to augment the MNCrash interface to enable users to more clearly identify roadway assets involved in crash events. Roadway assets include, but are not limited to, MnDOT assets (TAMS) such as signs, lights, and signals. A standard model for submitting asset data to MNCrash must be built to conform to MMUCC and the needs of damage restitution efforts for all agencies. This multi-year project will assess those various systems used by participating counties, compare said systems to the State's trunk highway asset management system, and implement an optimized interface into the MNCrash application.

Following the completion of the new features, the team will develop a detailed user manual to document all the functions, features, and business rules. The manual will undergo user testing to ensure that the terminology is in plain language and easily understandable by the user population and highlights common areas of confusion or inaccurate mental models. The manual will complement the existing online training that will also be updated to capture any necessary changes.

Funds will cover the salary and additional expenses associated with analyzing the asset systems and in working with the MNCrash team to implement the desired interface.

Performance Measure: The performance measure for this project will be roadway accuracy (R-I-1), measured by the percentage of traffic assets that are identified and capable of integration into the existing traffic asset management system, and subsequently incorporated into the MNCrash application. With the current Traffic Asset Management system, MnDOT maintains 1.2 million traffic assets throughout the State's trunk highway system. The goal will be to increase this amount to 1.5 million assets monitored by the Traffic Asset Management system, which would include assets monitored by select counties and municipalities.

Core System and Performance Area

Core System	Performance Area				Uniformity	Accessibility
	Accuracy	Completeness	Integration	Timeliness		
Crash						
Driver License / History						
Injury Surveillance / EMS						
Roadway	X	X	X	X	X	X
Citation / Adjudication						
Vehicle Registration						

MN_MGMT_01 - Traffic Records Coordinator

Project Description: Provides for costs associated with a full time TrafficRecords Coordinator in the Office of Traffic Safety.

Traffic Assessment Update

Traffic Record Assessment Update for 2019

The TRCC reviews the Traffic Records Assessment recommendations at least annually. The results of the 2019 assessment centered on a need to improve or implement data quality controls for all six systems. The following pages address each of the recommendations and its current status.

Crash Recommendations (2)

Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

Status: Addressed – Some Progress

State Comments: This recommendation was also in the 2014 TRA and work is on-going. The completion of Crash Analysis has identified areas and strategy to address data quality.

Performance Measure: The performance measure for this project is crash system accessibility (C-X-1), measured by the expansion of MNCrash data access from just government agencies to other interested stakeholders via a public portal. Currently, MNCrash data is unavailable to the public, so the baseline is zero and the goal is to make the crash data portal available to all interested parties.

Improve the interfaces with the Crash data system to reflect best practices

Status: Addressed – Pending

State Comments: The MNCrash enhancement project has several enhancements currently in queue that will improve the quality of crash data.

Performance Measure: The performance measure for this project is crash system accessibility (C-X-1), measured by the expansion of MNCrash data access from just government agencies to other interested stakeholders via a public portal. Currently, MNCrash data is unavailable to the public, so the baseline is zero and the goal is to make the crash data portal available to all interested parties.

After experiencing delays in FFY21 due to security issues that needed to be resolved, the tentative launch date for the public site has been rescheduled for August 2021.

Linked Items

MN-CR-	Crash Records Enhancements
22-05-07	Crash Records Enhancements

Vehicle Recommendations (1)

Improve the data quality control program for the Vehicle data system that reflects best practices

Status: Completed

State Comments: The new MNDRIVE system, launched in 2020, made improvements and enhancements to the state's vehicle registration system. The system is designed to minimize user error, track performance, track errors, and to provide leadership with data and reports to use for auditing and training purposes.

Linked Items

MNDRIVE

Driver Recommendations (1)

Improve the data quality control program for the Driver data system that reflects best practices

Status: Completed

State Comments: As with the vehicle system, the new MNDRIVE system, which launched in 2020, continued to make enhancements and improvements. The FAST DS project that replaced the legacy mainframe system resulted in the ability to more easily track data quality measures on a routine basis.

Linked Items

MNDRIVE

Roadway Recommendations (3)

Improve the applicable guidelines for the Roadway data system that reflect best practices

Status: Addressed – Pending Action

State Comments: In 2014 the Minnesota Department of Transportation moved our old TIS data systems off the mainframe and implemented a new Linear Referencing System (LRS). We update the entire roadway system through our annual status update process with the local municipalities and counties. This gives us 100% coverage and completeness of the critical highway data elements.

As a part of the MNCrash Enhancements and Updates project for FFY22, an effort to link MNDOT intersection data to MNCrash as a part of the MNGEO mapping tool will get underway. The goal of this project is to capture additional roadway data on the crash report that is currently available through MNDOT by linking the data to the current MNGEO mapping system used to locate crashes, thereby bring Minnesota in closer compliance with MMUCC roadway data collection standards.

Performance Measure: The performance measure for this recommendation is roadway system completeness (R-C-4), measured by the percentage of total roadway segments that include location coordinates, using measurement frames such as a GIS basemap.

Improve the data dictionary for the Roadway data system that reflects best practices

Status: Addressed – Pending

State Comments: The Minnesota Department of Transportation has made all our Linear Referencing System (LRS) data available for consumption on the MN Geospatial Commons website. You will find all applicable metadata which has all the necessary fields documented.

Performance Measure: The performance measure for this recommendation is roadway system accessibility (R-X-1).

Linked Items

MN-CR-O1 Crash Records Enhancements
22-05-07 Crash Records Enhancements

Improve the data quality control program for the Roadway data system that reflects best practices I

Status: Completed

State Comments: The Minnesota Department of Transportation (MnDOT) contracted with the Minnesota Geographic Information Office (MnGEO), a branch of the Minnesota Information Technology Department (MNIT), for them to scope and build an automated, scheduled Extract/Transform/Load (ETL) application.

Linked Items

Local Update MnDOT
20-05-04 MnDOT Local Updates

Citation / Adjudication Recommendations (4)

Improve the applicable guidelines for the Citation and Adjudication data systems that reflect best practices

Status: Addressed – Progress

State Comments: In FFY2022 a judicial liaison will be working with the TRCC and will greatly increase the ability to make improvements to the state's citation and adjudication systems. There is currently no representation on the TRCC from the adjudication system.

Performance Measure: The performance measure for this project is citation/adjudication system timeliness (C/A-T-1), measured by the median/mean number of days from the date the citation is issued to the date the citation is entered into the statewide citation database.

Linked Items

MN-CIT-01 DWI Dashboard

22-03-02 DWI Dashboard

Improve the data dictionary for the Citation and Adjudication systems to reflect best practices

Status: Not Addressed

State Comments: This recommendation is not being addressed because the status of the data dictionary is currently private, available only to the courts. There currently are plans for the Office of Traffic Safety to acquire a judicial liaison, which will greatly increase the ability of the TRCC to make improvements to the state's citation and adjudication systems. There is currently no representation on the TRCC from the adjudication system.

Performance Measure: The performance measure for this project is citation/adjudication system timeliness (C/A-T-1), measured by the median/mean number of days from the date the citation is issued to the date the citation is entered into the statewide citation database.

Improve the interfaces with the Citation and Adjudication systems that reflect best practices I

Status: Completed

State Comments: The Bureau of Criminal Apprehension has implemented eCharging statewide implementing an e-warrant solution with continuous improvements.

Performance Measure: The performance measure for this project is citation/adjudication system timeliness (C/A-T-1), measured by the median/mean number of days from the date the citation is issued to the date the citation is entered into the statewide citation database.

Linked Items

MN-CIT-02 eCharging

22-03-10 eCharging / Data Improvements

Improve the data quality control program for the Citation and Adjudication systems that reflects best practices

Status: Completed

State Comments: The Bureau of Criminal Apprehension has implemented eCharging statewide implementing an e-warrant solution with continuous improvements.

Performance Measure: The performance measure for this project is citation/adjudication system timeliness (C/A-T-1), measured by the median/mean number of days from the date the citation is issued to the date the citation is entered into the statewide citation database.

Linked Items

22-03-10 eCharging / Data Improvements

MN-CIT-02 eCharging

EMS / Injury Surveillance Recommendations (2)

Improve the interfaces with the Injury Surveillance systems that reflect best practices

Status: Addressed – Some progress

State Comments: Minnesota is a CODES state and has focused on data linkage. A long term goal is to implement the MMUCC linked person variables in the MNCrash database.

Performance Measure: The performance measure for this project is EMS/injury surveillance system integration (I-I-1), measured by the number of successfully linked injury severity outcomes. The current baseline for this measure is 70 percent. This project is creating a new process for linking hospital outcome data to the crash records data. The goal of the project is to successfully link 99 percent of reported injury severity data to long-term hospital outcome data and integrate the injury outcome data into the crash records systems.

Linked Items

MN-ISS-01 CODES

22-05-01 Crash Outcome Data Evaluation System (CODES)

Improve the interfaces with the Injury Surveillance systems that reflect best practices

Status: Addressed – Some progress

State Comments: The Trauma Data Improvement will assist in ensuring that timeliness is considered when entering EMS/IS data.

Performance Measure: The performance measure for this project is EMS/injury surveillance system timeliness (I-T-1), measured by the median number of days from when a case is created in the hospital to when it is submitted into the TBI/SCI Registry. Currently, it takes an average of 90 days for cases to be entered into the TBI/SCI Registry. The goal of this project is to decrease the time it takes to enter cases into the Registry by 89 percent (to 10 days).

Linked Items

MN-ISS-02 Trauma Data Improvements

22-05-11 Trauma Data Improvement

Policy Level Approval

The undersigned members of the Traffic Records Policy Committee have reviewed, support, and approve this Annual Update and Application for 405c funds to the National Highway Transportation Safety Administration as witnessed by their signature effective June 1, 2021

Michael Hanson, Director
Office of Traffic Safety
Minnesota Department of Public Safety

Emma Corrie, Director
Driver and Vehicle Services
Minnesota Department of Public Safety

Dawn Van Ryn, Application Development Manager
Minnesota IT Services (MNIT)
MNIT@DPS

Brian Sorenson, State Traffic Engineer
Office of Traffic, Safety, and Technology
Minnesota Department of Transportation

Mark Kinde, Injury & Violence Prevention Program Director
Injury and Violence Prevention Section
Minnesota Department of Health

Colonel Matt Langer
Chief of the Minnesota State Patrol
Minnesota Department of Public Safety

TRCC Membership Roster, 2022

TSIS System	Role	Division	Agency	First Name	Last Name	Job Title
<i>Citation/ Adjudication</i>	User	MN Bureau of Criminal Apprehension	DPS	Troy	Woltman	Product manager
<i>Crash</i>	User	U of M HumanFIRST Lab	U of MN	Nichole	Morris	Director
<i>Crash</i>	Collector/ User	Office of Traffic Safety, FARS	DPS	Bob	Hoemke	Research analyst
<i>Crash</i>	User	Office of Traffic Safety	DPS	Karen	Aldridge	Research analyst
<i>Crash</i>	Manager	Office of Traffic Safety	DPS	Craig	Flynn	Deputy Director
<i>Crash</i>	User	Office of Traffic Safety	DPS	Allison	Hawley	Program Coordinator
<i>Drivers Licensing (DL)</i>	Collector	Driver and Vehicle Services	DPS	Alexandra	Reese	Driver improvement supervisor
<i>Federal government</i>	Advisor	Federal Motor Carrier Safety Admin	FMCSA	Matthew	Marrin	State program manager
<i>Federal government</i>	Advisor	Federal Highway Administration	FHWA	William	Stein	Safety engineer
<i>Federal government</i>	Advisor	National Highway Traffic Safety Administration	NHTSA	Jessica	Hopkins	Regional program manager
<i>Federal government</i>	Advisor	National Highway Traffic Safety Administration	NHTSA	Martin	Broyles	Regional program manager
<i>Injury Surveillance/ EMS</i>	Collector/ User	Injury and Violence Prevention	MDH	Anna	Gaichas	Research analyst
<i>Injury Surveillance/ EMS</i>	Collector/ User	Injury and Violence Prevention	MDH	Leslie	Seymour	Epidemiologist

TSIS System	Role	Division	Agency	First Name	Last Name	Job Title
<i>Injury Surveillance/ EMS</i>	Collector/User	Injury and Violence Prevention	MDH	Sally	Bushhouse	Epidemiologist
<i>Injury Surveillance/ EMS</i>	Collector/User	EMS Regulatory Board	EMSRB	Tony	Spector	Executive director
<i>Injury Surveillance/ EMS</i>	Collector/User	Office of Rural Health & Primary Care	MDH	Tim	Held	State Program Administrator
<i>Multiple: All TSIS</i>	User/ Database/ Chair	Office of Traffic Safety	DPS	Brendan	Wright	Traffic Records Coordinator
<i>Multiple: C/A, Crash, DL, VR</i>	Collector/User	MN State Patrol Central Office	DPS	Steve	Bluml	Director
<i>Multiple: C/A, Crash, DL, VR</i>	Collector/User	MN State Patrol	DPS	Jeff	Huettl	Major
<i>Multiple: Crash, DL, VR</i>	Manager	Driver and Vehicle Services	DPS	Andrea	Fasbender	Driver services director
<i>Roadway</i>	Collector/User	Office of Traffic Engineering (OTE)	MnDOT	Eric	DeVoe	Research analyst
<i>Roadway</i>	Collector/User	Office of Traffic Engineering (OTE)	MnDOT	Ian	Saari	Research analyst
<i>Roadway</i>	Collector/User	State Aid	MnDOT	Rashmi	Brewer	Engineer
<i>Roadway</i>	Collector/User	State Aid	MnDOT	Girma	Feyissa	Engineer
<i>Roadway</i>	Collector/User	Transportation Data and Analysis	MnDOT	Peter	Morey	Program Supervisor
<i>Roadway</i>	Collector/ User/Co-Chair	Office of Traffic Engineering (OTE)	MnDOT	Nathan	Drews	Engineer
<i>Roadway</i>	Collector/User	Damage Restitution	MnDOT	Mary	Parrott	Program Coordinator
<i>Roadway</i>	Collector/User	Transportation Data and Analysis	MnDOT	James	Agunsoye	Research Analyst
<i>Roadway</i>	Collector/User	MnDOT OTSM	MnDOT	Jesse	Pearson	Research analyst supervisor

TSIS System	Role	Division	Agency	First Name	Last Name	Job Title
<i>Roadway</i>	Collector/User	Washington County	WC	Joe	Gustafson	Traffic Engineer
<i>Roadway</i>	Collector/User	State Aid	MnDOT	Loren	Hill	Engineer
<i>DVS Redesign</i>	User	Driver and Vehicle Services (registration)	DPS	Frankie	Benson	Management analyst
<i>DVS Redesign</i>	User	Driver and Vehicle Services (licensing)	DPS	Jason	Storck	Driver services liaison
Policy Level Members						
<i>Citation/ Adjudication</i>	Colonel	Minnesota State Patrol	DPS	Matt	Langer	Colonel
<i>Injury Surveillance/ EMS</i>	Manager	Injury and Violence Prevention	MDH	Mark	Kinde	Health program manager
<i>State IT</i>	Manager	MNIT Services	MNIT DPS	Dawn	Van Ryn	App/dev manager
<i>Crash</i>	Manager	Office of Traffic Safety	DPS	Mike	Hanson	Director
<i>Multiple: Crash, DL, VR</i>	Manager	Driver and Vehicle Services	DPS	Emma	Corrie	Director
<i>Roadway</i>	Manager	Office of Traffic Engineering	MnDOT	Brian	Sorenson	State traffic engineer

APPENDIX G

405f application

405f application

Minnesota qualifies for a Section 405f grant by meeting the Motorcycle Rider Training Course and Motorcyclist Awareness Program criteria. The Minnesota Motorcycle Safety Program (MMSP) is administered by the Minnesota Department of Public Safety (DPS). Minnesota State Statute 171.335 established a motorcycle safety program and designates the Commissioner of Public Safety administer the program. This statute further appropriates designated motorcycle safety funds to the Commissioner of Public Safety to carry out a motorcycle safety program, which includes rider training, motorcycle safety promotion and public information.

As stated in state statute 171.335, the Commissioner of Public Safety, John Harrington, is responsible for administering the Motorcycle Safety Education program which is state funded by fees on motorcycle endorsements on drivers' licenses. The Commissioner of Public Safety, John Harrington, has designated Michael Hanson, the Director of the Office of Traffic Safety, to be the Governor's Representative for Highway Safety. As such, Director Hanson is responsible for the NHTSA funded programs in the state, including the motorist awareness program which is funded with Section 405f funding.

Countermeasure Strategy: Motorcycle Rider Training

In Minnesota, there are 215,092 registered Motorcycles according to most recent available data, 2020.

Motorcycle Rider Safety Foundation Course

In 2020, the MMSP trained 2,785 motorcyclists, 2,368 of whom took an entry-level riding course. The Motorcycle Safety Foundation's (MSF) Basic Rider Course (BRC) is used by the Minnesota Motorcycle Safety Program for entry-level rider training and is approved by the DPS Division of Driver and Vehicle Services (DVS), which regulates all driver training in the state. The MSF's BRC utilizes a formal program of instruction in crash avoidance and other safety oriented operational skills for both in class and on cycle training.

In Federal Fiscal Year 2022 (FFY 22), the Basic Rider Course will be conducted at established training sites in Minnesota counties that contain 64 percent of the state's registered motorcycles. Following pages include tables complete with a list of Minnesota counties, including the number of motorcycles that were registered in each county in 2020. Registered motorcycles have been split into two columns: one column for counties that will have at least one training course in FFY22, and one column listing the number of registered motorcycles in counties where training will not be held in FFY22.

Minnesota County Motor Vehicle Registration Report 2020

Supporting Data In In 2018 and 2019 a combined 43% of motorcyclist fatalities occurred while negotiating a curve (24 of 58 in 2018 and 20 of 44 in 2019).

Development of the MMSP's Motorcyclist Awareness Program is a collaborative effort, led by the DPS's Office of Traffic Safety and Office of Communications, with the DPS-sponsored Motorcycle Safety Advisory Task Force whose membership is comprised of fifteen motorcyclists from a variety of backgrounds, the state's chief examiner from DVS, two representatives from the Minnesota Department of Transportation's Office of Communications and Office of Traffic Safety and Technology, and the Rider Training Project Manager from Minnesota State Colleges and Universities.

2020 Motorcycle Registration Data by Minnesota County

County	Training Will Be Conducted in FFY 22	Training Will Not Be Conducted in FFY 22	County	Training Will Be Conducted in FFY 22	Training Will Not Be Conducted in FFY 22
Aitken		820	Ottertail		2,969
Anoka	15,428		Pennington	671	
Becker	1,814		Pine	1,403	
Beltrami	1,460		Pipestone		526
Benton		1,710	Polk		1,429
Big Stone		276	Pope		664
Blue Earth	3,034		Ramsey	12,519	
Brown		1,729	Red Lake		259
Carlton		1,518	Redwood		831
Carver		3,519	Renville		860
Cass		1,344	Rice	2,855	
Chippewa		742	Rock		480
Chisago		3,351	Roseau		640
Clay		2,278	Saint Louis	8,322	
Clearwater		347	Scott		6,278
Cook		284	Sherburne	4,991	
Cottonwood		599	Sibley		825
Crow Wing	3,259		Stearns	6,683	
Dakota	14,508		Steele		2,036
Dodge		1,124	Stevens		374
Douglas	2,166		Swift		559
Faribault		878	Todd		1,305
Fillmore		1,096	Traverse		185
Freeborn	2,066		Wabasha		1,216
Goodhue		2,536	Wadena		658
Grant		329	Waseca		884
Hennepin	31,759		Washington	9,650	
Houston		938	Watsonwan		590
Hubbard		889	Wilkin		433
Isanti		2,417	Winona	2,244	
Itasca		2,029	Wright		6,969
Jackson		482	Yellow Medicine		641
Kanabec		877			
Kandiyohi	2,114				
Kittson		193			
Koochiching		513			
Lac Qui Parle		330			
Lake		582			
Lake of the Woods		196			
LeSueur		1,737			
Lincoln		380			
Lyon	1,098				
McLeod	2,145				
Mahnomen		122			
Marshall		483			
Martin		1,087			
Meeker		1,579			
Mille Lacs		1,401			
Morrison		1,635			
Mower		2,087			
Murray		534			
Nicollet		1,541			
Nobles		1,003			

Countermeasure Strategy: Communications and Outreach – Other Driver Awareness of Motorcyclist Impacted Projects 22-08-03

The MMSP’s Motorcyclist Awareness Program will utilize a mix of paid and earned communication and outreach mechanisms to educate and target the general adult driving public. The paid media effort will include outdoor advertising, audio and digital media.

Outdoor advertising utilizing billboards, digital billboards, and truck side infinity wraps will target the counties where the majority of our state’s multi-vehicle crashes involving a motorcycle occur (see first table below) and also target those counties that contain the majority of fatal and serious injury crashes sustained in multi-vehicle crashes involving a motorcycle see tables on following pages.

Counties targeted by this paid effort are highlighted in grey on both tables and account for a majority of the multi-vehicle crashes involving a motorcycle and a majority of those where fatal and serious injuries were sustained. Outdoor ad buys of \$38,866 in Section 405f funding will be made in the following metropolitan areas that include these counties:

- Twin Cities area counties: Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Sherburne, Washington, and Wright
- Duluth area counties: Saint Louis
- Saint Cloud area counties: Stearns
- Rochester area counties: Olmsted
- Mankato area counties: Blue Earth
- Moorhead area county: Clay

The digital media paid effort of \$2,335 will run in all Minnesota counties and include online ads and banners that will be posted on websites targeting the adult driving public with “Start Seeing Motorcyclists” messaging. Venues included in the digital media buy are:

- Desktop and mobile websites, this includes diverse media websites
- home page takeover of KARE 11’s website with motorcycle awareness ads.
- Digital video airs online (15 second spots)
- YouTube pre-roll (15 second spots)
- Facebook (newsfeed and stories)
- Instagram (newsfeed and stories)

The audio media paid effort of \$20,000 will run in all Minnesota counties and include Pandora audio and video advertisements featuring the “Start Seeing Motorcyclists.”

The paid media effort will be supported by an earned media effort, which the MMSP has grown over the years. There will be editorial efforts to generate news coverage of the campaign and its objective. All ads, both video and static images, will be posted on the MMSP’s website, motorcyclesafety.org, and be available for download by partners to help share the safety messages.

The motorcyclist awareness campaign will be promoted through these additional earned media venues:

DPS social media platforms including Facebook, Twitter, Instagram and YouTube.

Minnesota Department of Transportation changeable message signs will display motorcyclist awareness messaging on select Mondays throughout the riding season.

Video and radio spot files will be provided for further distribution to the Motorcycle Safety Advisory Task Force, RiderCoaches, Minnesota State Colleges, and other motorcyclist groups and organizations.

Support for Minnesota motorcycle groups and organizations participating in the annual May Washout Event with “Start Seeing Motorcyclists” banners and collateral. (Motorcycle organization members wash windshields and promote motorcycle awareness during weekends in May.)

Provide “Start Seeing Motorcyclists” bumper stickers for order on the MMSC website at no cost to customers. These are promoted in an annual mailing to all Minnesota motorcycle dealers and shops as well as on the MMSC website and social media platforms.

Provide a “Sharing the Road” for order on the MMSC website at no cost to customers. These include safety messaging geared for both motorcyclists and drivers to help both parties safely share the road.

All media talking points will include “look twice for motorcyclists,” “start seeing motorcyclists,” and “share the road” messaging.

Supporting Data Multi– Vehicle Motorcycle Crashes by Minnesota Counties, 2019 Ranked by all Crashes (Fatal and Serious Injury Crashes Used as Tie Breaker)

Rank	County	Fatal Crash	Serious Injury Crash	Other Injury Crash	PDO Crash	Fatal and Serious Injury Crashes	All Crashes
1	Hennepin	2	16	57	21	18	96
2	Ramsey	0	5	23	10	5	38
3	Dakota	0	8	19	5	8	32
4	Anoka	2	10	17	2	12	31
5	Wright	0	4	9	4	4	17
6	Washington	1	2	11	3	3	17
7	St. Louis	1	5	4	6	6	16
8	Stearns	0	1	7	5	1	13
9	Scott	1	3	6	1	4	11
10	Olmsted	1	2	6	1	3	10
11	Wabasha	0	2	4	2	2	8
12	Blue Earth	0	1	6	1	1	8
13	Sherburne	0	0	4	4	0	8
14	Chisago	1	2	1	2	3	6
15	Goodhue	0	1	3	2	1	6
16	Rice	0	0	5	1	0	6
17	Crow Wing	0	2	3	0	2	5
18	Mcleod	0	1	4	0	1	5
19	Kanabec	2	2	0	0	4	4
20	Benton	0	3	1	0	3	4
21	Otter Tail	0	1	2	1	1	4
22	Nobles	0	2	1	0	2	3
23	Steele	0	2	0	1	2	3
24	Dodge	0	1	1	1	1	3
25	Isanti	0	1	1	1	1	3
26	Carlton	0	0	3	0	0	3
27	Le Sueur	0	0	3	0	0	3
28	Mower	0	0	2	1	0	3
29	Nicollet	0	0	3	0	0	3
30	Winona	0	0	2	1	0	3
31	Brown	0	1	0	1	1	2
32	Freeborn	0	1	1	0	1	2
33	Todd	1	0	1	0	1	2
34	Carver	0	0	2	0	0	2
35	Cass	0	0	2	0	0	2
36	Clay	0	0	2	0	0	2
37	Cook	0	0	2	0	0	2
38	Itasca	0	0	1	1	0	2
39	Chippewa	0	1	0	0	1	1
40	Cottonwood	1	0	0	0	1	1
41	Faribault	0	1	0	0	1	1
42	Kandiyohi	0	1	0	0	1	1
43	Lyon	0	1	0	0	1	1
44	Pine	0	1	0	0	1	1
45	Polk	0	1	0	0	1	1
46	Renville	0	1	0	0	1	1
47	Sibley	0	1	0	0	1	1
48	Becker	0	0	0	1	0	1
49	Fillmore	0	0	1	0	0	1

Rank	County	Fatal Crash	Serious Injury Crash	Other Injury Crash	PDO Crash	Fatal and Serious Injury Crashes	All Crashes
50	Kittson	0	0	1	0	0	1
51	Meeker	0	0	0	1	0	1
52	Mille Lacs	0	0	1	0	0	1
53	Redwood	0	0	0	1	0	1
54	Wadena	0	0	1	0	0	1
55	Waseca	0	0	1	0	0	1
56	Watonwan	0	0	1	0	0	1
57	Wilkin	0	0	1	0	0	1
58	Aitkin	0	0	0	0	0	0
59	Beltrami	0	0	0	0	0	0
60	Big Stone	0	0	0	0	0	0
61	Clearwater	0	0	0	0	0	0
62	Douglas	0	0	0	0	0	0
63	Grant	0	0	0	0	0	0
64	Houston	0	0	0	0	0	0
65	Hubbard	0	0	0	0	0	0
66	Jackson	0	0	0	0	0	0
67	Koochiching	0	0	0	0	0	0
68	Lac Qui Parle	0	0	0	0	0	0
69	Lake	0	0	0	0	0	0
70	Lake of Woods	0	0	0	0	0	0
71	Lincoln	0	0	0	0	0	0
72	Mahnomen	0	0	0	0	0	0
73	Marshall	0	0	0	0	0	0
74	Martin	0	0	0	0	0	0
75	Morrison	0	0	0	0	0	0
76	Murray	0	0	0	0	0	0
77	Norman	0	0	0	0	0	0
78	Pennington	0	0	0	0	0	0
79	Pipestone	0	0	0	0	0	0
80	Pope	0	0	0	0	0	0
81	Red Lake	0	0	0	0	0	0
82	Rock	0	0	0	0	0	0
83	Roseau	0	0	0	0	0	0
84	Stevens	0	0	0	0	0	0
85	Swift	0	0	0	0	0	0
86	Traverse	0	0	0	0	0	0
87	Yellow Medicine	0	0	0	0	0	0
	Statewide	13	87	226	81	100	407

The 15 counties in the media buy targeting Minnesota’s metropolitan areas are shaded above and accounted for 307 of the 407 multi-vehicle crashes involving a motorcycle in 2019.

Resulting fatalities and Serious Injuries from multi-vehicle crash involving at least one motorcycle, by Minnesota County 2019 Ranked by Fatalities and Serious Injures

Rank	County	Fatal Crash	Serious Injury Crash	Fatal and Serious Injury Crashes
1	Hennepin	2	16	18
2	Anoka	2	10	12
3	Dakota	0	8	8
4	St. Louis	1	5	6
5	Ramsey	0	5	5
6	Kanabec	2	2	4
7	Scott	1	3	4
8	Wright	0	4	4
9	Benton	0	3	3
10	Chisago	1	2	3
11	Olmsted	1	2	3
12	Washington	1	2	3
13	Crow Wing	0	2	2
14	Nobles	0	2	2
15	Steele	0	2	2
16	Wabasha	0	2	2
17	Blue Earth	0	1	1
18	Brown	0	1	1
19	Chippewa	0	1	1
20	Cottonwood	1	0	1
21	Dodge	0	1	1
22	Faribault	0	1	1
23	Freeborn	0	1	1
24	Goodhue	0	1	1
25	Isanti	0	1	1
26	Kandiyohi	0	1	1
27	Lyon	0	1	1
28	Mcleod	0	1	1
29	Otter Tail	0	1	1
30	Pine	0	1	1
31	Polk	0	1	1
32	Renville	0	1	1
33	Sibley	0	1	1
34	Stearns	0	1	1
35	Todd	1	0	1
36	Aitkin	0	0	0
37	Becker	0	0	0
38	Beltrami	0	0	0
39	Big Stone	0	0	0
40	Carlton	0	0	0
41	Carver	0	0	0
42	Cass	0	0	0
43	Clay	0	0	0
44	Clearwater	0	0	0
45	Cook	0	0	0
46	Douglas	0	0	0
47	Fillmore	0	0	0
48	Grant	0	0	0
49	Houston	0	0	0

Rank	County	Fatal Crash	Serious Injury Crash	Fatal and Serious Injury Crashes
50	Hubbard	0	0	0
51	Itasca	0	0	0
52	Jackson	0	0	0
53	Kittson	0	0	0
54	Koochiching	0	0	0
55	Lac Qui Parle	0	0	0
56	Lake	0	0	0
57	Lake of Woods	0	0	0
58	Le Sueur	0	0	0
59	Lincoln	0	0	0
60	Mahnomen	0	0	0
61	Marshall	0	0	0
62	Martin	0	0	0
63	Meeker	0	0	0
64	Mille Lacs	0	0	0
65	Morrison	0	0	0
66	Mower	0	0	0
67	Murray	0	0	0
68	Nicollet	0	0	0
69	Norman	0	0	0
70	Pennington	0	0	0
71	Pipestone	0	0	0
72	Pope	0	0	0
73	Red Lake	0	0	0
74	Redwood	0	0	0
75	Rice	0	0	0
76	Rock	0	0	0
77	Roseau	0	0	0
78	Sherburne	0	0	0
79	Stevens	0	0	0
80	Swift	0	0	0
81	Traverse	0	0	0
82	Wadena	0	0	0
83	Waseca	0	0	0
84	Watonwan	0	0	0
85	Wilkin	0	0	0
86	Winona	0	0	0
87	Yellow Medicine	0	0	0
	Statewide	13	87	100

The 15 counties in the media buy targeting Minnesota’s metropolitan areas are shaded above and accounted for 68 of the 100 fatalities and serious injuries sustained in multi-vehicle crashes involving a motorcycle in 2019.

APPENDIX H

HSP planning diagram

While close attention is paid to data trends throughout the year, we study the trends most closely when planning for a new year in order to ensure that we are doing everything possible to improve overall traffic safety across all of Minnesota. As shown below, the process for planning for the next year starts as the grants are implemented for the current year.

November / December

Debrief the previous year's programs, crash data, state and national priorities, update problem identification and set performance targets with SHSO staff, and coordinate problem identification with the state's SHSP.

January / February

Review program data and targets to determine funding distribution and overall direction of the program. Consider the NHTSA regional response to the prior year's Annual Report, the prior year's HSP approval letter, and applicable Program assessments.

March

Establish a draft budget.

April/ May

Create specific plans and projects within each program area.

June

Draft the HSP and 405 application for review.

July

Submit HSP to regional office for approval.

August/ September

Print, distribute and implement grants and contracts.

October

Implement grants and contracts. Begin work on the Annual Report.