Minnesota
Triennial Highway Safety Plan
FY24-FY26

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.

Michael Hanson
Governors Representative
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Executive Summary

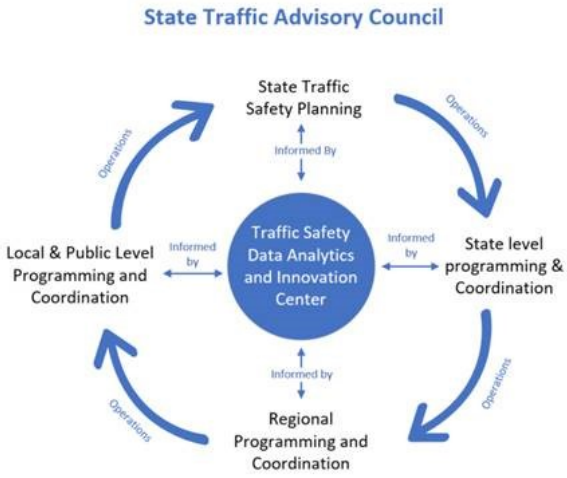
As we begin a new era under the federal IIJA legislation, the Minnesota Department of Public Safety (DPS) Office of Traffic Safety submits the attached document as our first Federal Fiscal Year 2024-2026 Triennial Highway Safety Plan. As we continue to work through one the most challenging periods that 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 our nation. The recent unprecedented surge in fatalities has resulted in a critical need for bold and decisive action. Minnesota has taken strong action to address this increase and has realized two years of declining fatalities. While we are proud of this success, much work remains as the numbers are still far too high and are not at zero. The challenges we continue to face are complex with no easy solutions. Considering the current state of society, the role of law enforcement, and new innovations in automobiles, we look toward innovation and collaboration with both past key stakeholders, such as the Minnesota Department of Transportation and Minnesota Department of Health, and new stakeholders, including the public, to achieve sustained positive changes.

The full implementation of the IIJA legislation and the requisite Triennial Highway Safety Plan presents us with a great opportunity to make real, long lasting, and systemic changes to the delivery and implementation of traffic safety programs and projects. The additional resources provided and the expanded allowable uses (and program areas) will enable all of our partners to be more effective at delivering the various projects and countermeasures that will make our transportation system safer. A keystone to this new approach is rooted in a focus on equitable practices and robust public participation and engagement. Traffic safety at its heart is a local issue and the changes we need to see must begin at that local level. By providing the means and ability to engage with all communities at all levels with all of our various disciplines, we can and we will engage with Minnesotan's and we will listen to their concerns and their ideas. Working with our close partners, we will not only contribute to the development of next Strategic Highway Safety Plan, we will ensure to the best of our ability that the 2024-26 Triennial HSP serves as a strong compliment to the 2024-2029 SHSP.

As we move into the 2024-26 THSP 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 participation programs will be specifically designed to address these behaviors and to further reduce their prevalence on our roadways. Further, by embracing the Safe System philosophy and working with broad and diverse stakeholder groups and using data in new and advanced ways, we can begin the evolution of the next generation of countermeasures to achieve traffic safety outcomes. Each of our enforcement, education, and outreach programs have been carefully researched and the projects are developed based on data analysis. Data driven approaches remain the foundation of our planning and implementation processes. New emphasis will be put on data quality, data timeliness, informative data stories, easy access to data, and consistent data-based communications to get the most out of the data we gather. Along with data, ensuring equity in all that we do will be paramount to success.

Minnesota has and will continue to seek new and innovative approaches to address ongoing and emerging traffic safety issues and challenges. Since 2019, fatalities on Minnesota roads have increased nearly 22% to levels not seen in 15 years. While we have reduced some of that increase, our new innovative approach will propel the State forward to reach new achievements in traffic safety. It is imperative that creativity and innovation in all that we do is encouraged and recognized. There may be failure along the way, but that is just another form of learning. We must not only embrace change, we must seek it, foster it, and be prepared to act with speed to implement it.

The State of Minnesota has invested in traffic safety in an unprecedented way. The 2023 legislative session has resulted in historic investments of nearly $25 million dollars in traffic safety oriented program and projects that will serve as a strong complement to our federal program areas. A key strategy to reaching zero deaths on Minnesota roads is innovation. The state of Minnesota has established by law, the Data Analytics and Innovation Center. This new center will provide traffic safety innovations through data and information driven products and services. It will generate historical and predictive driven innovations that will in turn provide traffic safety planning and implementation teams with the information needed to implement comprehensive and integrated modern traffic safety solutions.



The Data Analytics and Innovation Center will be a hub for all traffic safety partners to collaborate and innovate together using a single shared set of data and information. The vision is to provide a comprehensive set of information that will expand existing data to include any dataset needed to reach traffic safety goals. To realize this vision, the Data Analytics and Innovation Center will employ integration, automation, machine learning, and other advanced methods to bring real time and near real time information to traffic and safety planners. The center will be able to look at data in ways that were not possible before. With the anticipated increase in innovations and related initiatives, a legislatively constituted Advisory Council on Traffic Safety was authorized and is being formed. This new council will review plans, innovative ideas, and track metrics related to traffic safety outcomes, in order to provide guidance, prioritization, and support to Minnesota traffic safety stakeholders using traffic safety plans that are driven by data analytics and innovate solutions.

The DPS-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. Minnesota has made remarkable gains in traffic safety over the past twenty 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. In 2024 and beyond we are looking forward and are focused on our life saving mission.

Minnesota is committed to Toward Zero Deaths (TZD), the cornerstone program aimed to reduce traffic related fatalities in the State. Minnesota TZD has been working with the mission to create a culture where traffic related deaths and injuries are no longer acceptable. The program has been effective in pushing for continuous improvement, implementing data driven solutions to traffic safety issues, and creating long lasting partnerships involving the five "E's" of traffic safety– Education, Enforcement, Engineering, Emergency Medial Services, and Everyone else. A variety of stakeholders at the federal, state, county, and local levels are involved with Minnesota TZD, including members from public agencies, private organizations, community groups, advocates, and academia. Minnesota TZD is an integral part of developing an effective Strategic Highway Safety Plan.

The United States Department of Transportation recognizes the "Safe System Approach" as encompassing all of the roadway safety interventions required to achieve the goal of zero fatalities, including safety programs focused on infrastructure, human behavior, responsible oversight of vehicle and transportation industry, and emergency response. The "Safe System Approach" and this roadway safety policy are inclusive of all road users in all communities and the many people who use roads and streets outside of motor vehicles. Just as people's needs change and how they move evolves over time, the department's implementation of the "Safe System Approach" will be iterative and will adapt to how people use the Nation's highways, roads, and streets.

The executive order on advancing racial equity and support for underserved communities through the federal government (EO 13985) pursues a comprehensive approach to advancing equity for all, including people of color and others who have been historically underserved, marginalized, and adversely affected by persistent poverty and/or inequality.

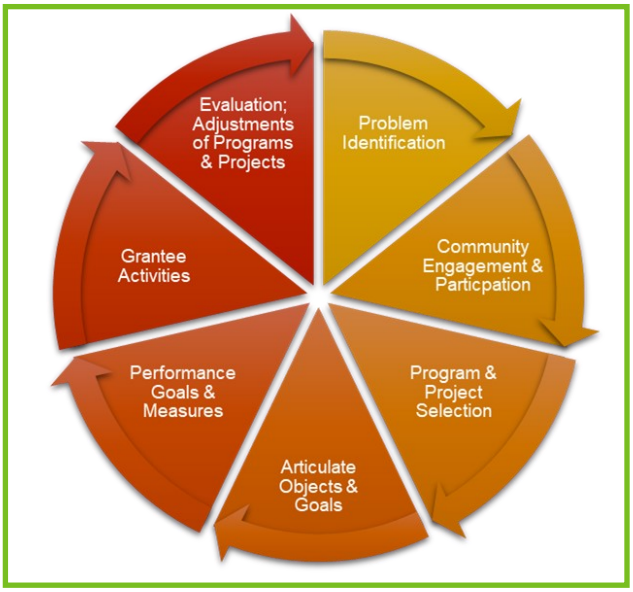
Minnesota is committed to incorporating:

- Data driven innovation and automation
- Opportunities to advance racial equity and support for underserved communities
- Public participation and engagement to proactively seek full representation from communities, so that public comment and feedback can be incorporated into planning, programming, and projects
- Safe System approach
- Traffic safety culture where traffic deaths and serious injuries are not acceptable

CONTENTS

Highway safety planning process and problem identification

(I) Description of the processes. Analyze, consult, prioritize, identity action oriented strategies, identity potential local champion, and develop a user friendly updated plan.



Data sources and information used by the State:

Type of Data	Provider/Owner
Ambulance Run Reports	EMS Regulatory Board
Attendee Evaluation	Attendees from DPS/Office of Traffic Safety (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 Department of Transportation (DOT)
Crash Records	Minnesota DPS (OTS/ Driver and Vehicle Services aka DVS)
Drivers' License Records	Minnesota DPS (DVS' Driver's License Database)
DWI Offenders	Minnesota DPS (DVS' Driver's License Database)
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
Surveys of Attitudes and Behaviors	Contractors for DPS/OTS
Tribal Boundaries	Minnesota DOT
Vehicles Miles Traveled	Minnesota DOT
Vehicle Registrations	DPS (DVS' Vehicle Registration Data Base)

In its highway safety planning Minnesota, like most other states, is continually planning for the next fiscal year, reaching out and listening to any and all people, creating themes with what we hear, and adapting the strategic plan to address emerging safety issues.

(*i* problem identification, Driver error contributes to 94% of traffic crashes and data continues to show distraction, impairment, speed, and seatbelt disuse are the primary human factors contributing to fatal and serious injury crashes.

Identifying the top four behaviors is the easiest part, the "real problem" in Minnesota is figuring out how to use the information we have to solve the identified problems and to reach and serve the communities that are over represented and/or under served.

Analysis of the state safety problem Minnesota uses several data systems/sources described throughout this document to answer business questions that are brought to the attention through surveys, brain storming sessions, project monitoring and relationship building with communities, traditional and non traditional partners.

Description of the State's public participation and engagement planning efforts in the highway safety planning process and program, The plan is and has been to reach out and serve the communities in Minnesota with the goal of reaching zero deaths and serious injuries on the roadways. Engaging the public in meaningful conversations to hear their concerns regarding not only traffic safety but public safety. We have and will continue to attend communities events and provide opportunity for feedback such as but not limited to surveys, using data to assist in understanding the possible public safety issues.

Goals of public participation and engagement, reach out and serve the communities in Minnesota The opportunity to engage the public has transformed over the years and continues to be a priority as we strive to meet underserved and overrepresented groups where they are, to have meaningful conversations, and to listen to concerns regarding not only traffic safety but public safety.

- Understand community demographics
- Build durable community relationship
- Understand community wants and needs
- Involve broad representation of community
- Use community preferred engagement techniques
- Document and share community's impact on decisions

OTS will take engagement opportunities and will continue to improve the process of gathering information and prioritizing findings. OTS will proactively seek full representation from communities when utilizing public participation, engagement, comment, and feedback. The information will be incorporated into planning, programming, and projects when possible.

Public engagement is a high priority, OTS will take the engagement opportunities and develop a process to gather, analyze, prioritize, and quantify the findings. including—statement of the State's starting goals for the public engagement efforts, Minnesota's desire to reach out to underserved communities began in 2019 as a commissioner level director position was hired in the Department of Public Safety. The initial goal was to provide an opportunity to interact with the public and build trust. OTS will continue to take the lead from the commissioners office as we go into the community and provide opportunities for feedback in a deliberate manner. including how the public engagement efforts will contribute to the development of the State's countermeasure strategies for programming funds; The comments we receive will be analyzed and shared with leadership representing all the "E's" in traffic safety. Themes will be vetted and prioritized. Projects and programs including but not limited to planned activities and counter measure strategies will be amended and the highway safety plan will adapt to emerging trends and ideas. We will maintain continuous interaction with identified communities to ensure programs are working as intended.

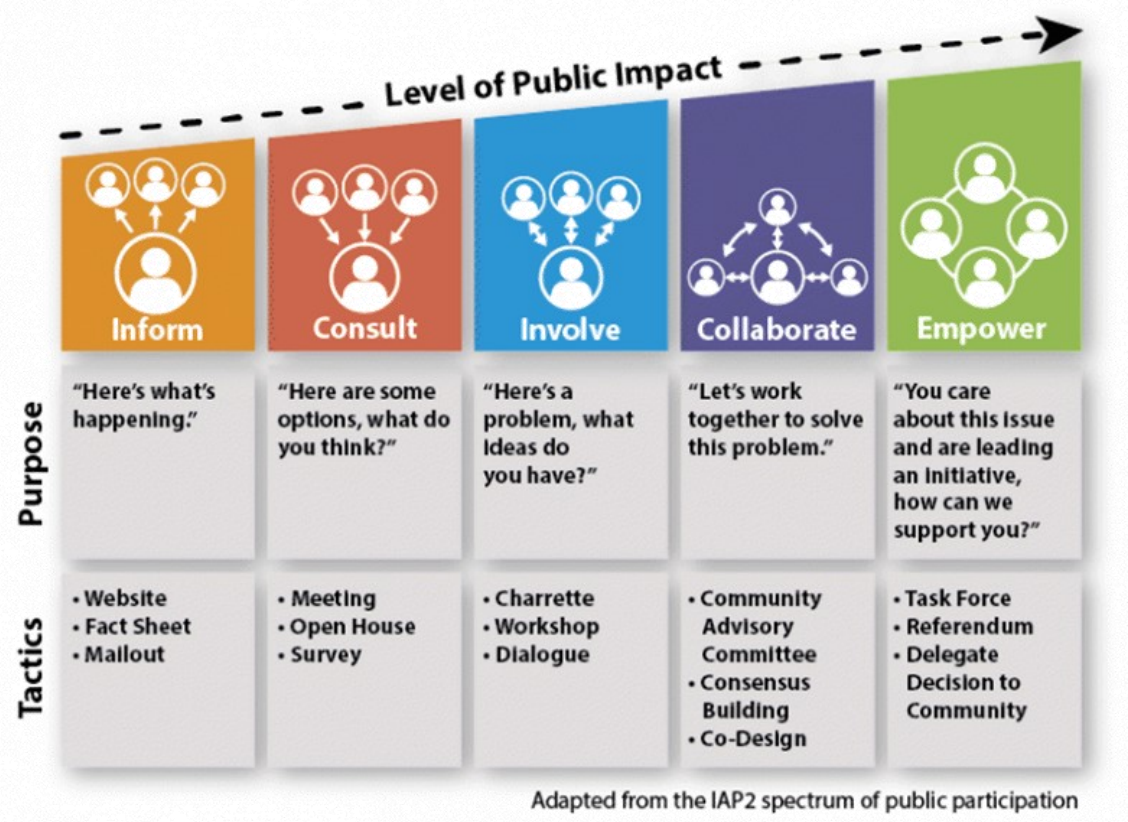
Pages 23-36 are the initial analysis used to help determine where to focus our engagement efforts. The data used included State Crash, American Community Survey, Census, Fatal Analysis Reporting System, and Vehicle Mile Traveled.

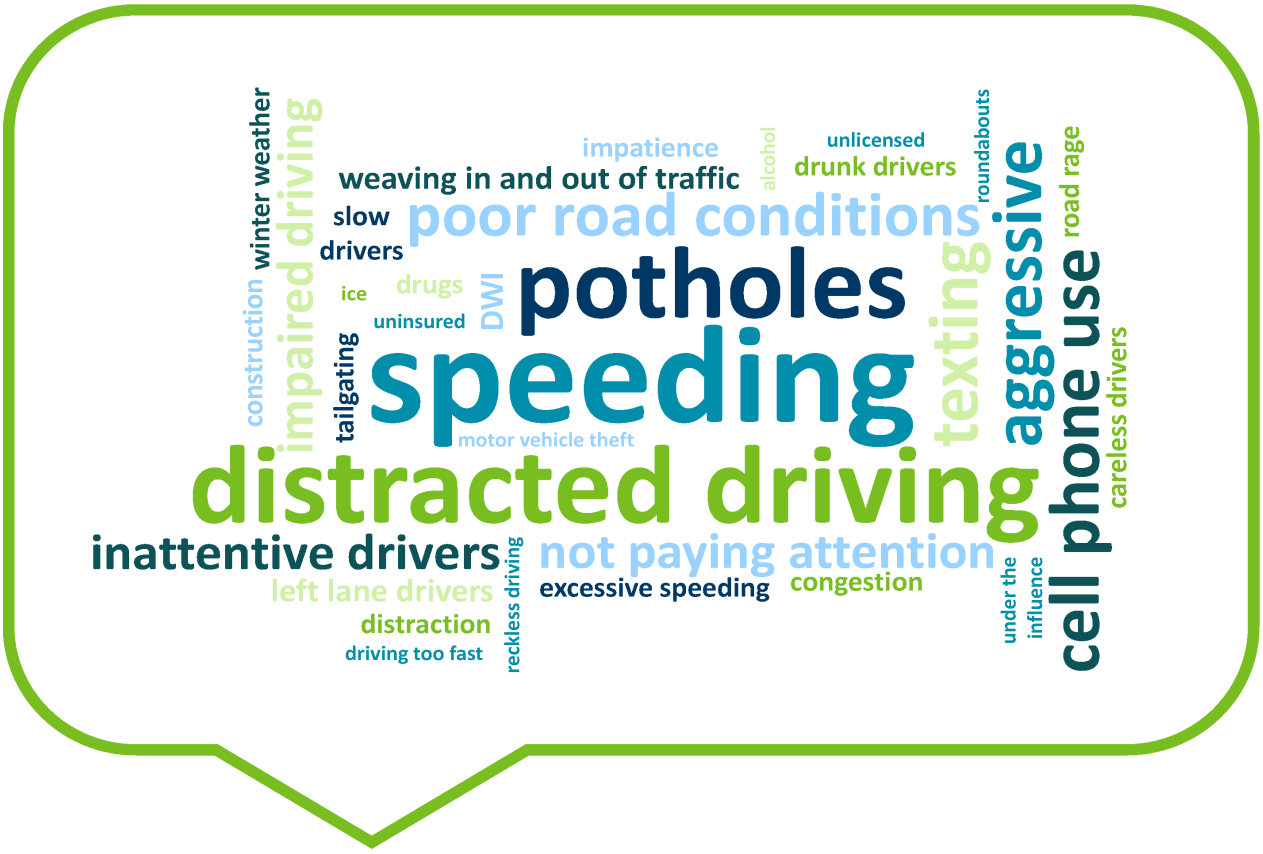
Page 20 highlights counties determined to be under-served (greater than average Equity Score page 21-22, over-represented (above average fatal and serious injuries counts) and yes (affected community identified through data analysis page 21).
including, as applicable—list of the engagement opportunities conducted see chart starting on page 11 including type of engagement *e.g.,* stakeholder or community meetings, town hall events, focus groups, surveys and online engagement), (location(s) column a (*e.g.,* virtual, city/town), date(s) column C, summary of issues covered; column d and Identification of the actual participants (column e *e.g.,* specific community and constituent groups, first responders, highway safety committees, program stakeholders, governmental stakeholders, and political subdivisions, particularly those representing the most significantly impacted by traffic crashes resulting in injuries and fatalities) and their roles in the State's highway safety planning process; The State's Highway Safety planning involves the five "E's", each participant falls into either the group of Education, Emergency Medical, Enforcement, Engineering, or Everyone. We utilize public participation and engagement to proactively seek full representation from communities. Public comment and feedback will be incorporated into planning, programming, and projects when possible.

The chart starting on page 11 were community events that were planned as part of our typical outreach we have done for several years. Different in 2022 –2023 at these events were the opportunity to provide feedback through a survey. The survey results are shared beginning on page 23.We will use the results to further inform, our ongoing engagement planning.
A description of the public participation and engagement efforts the State plans to undertake during the three-year period covered by the triennial HSP, at the level of detail required in paragraph (b)(2)(i) of this section. The Minnesota Strategic Highway Safety Plan (SHSP) 2020-2024 priorities, strategies, and tactics are intended to foster coordination across all levels of government, communities, and disciplines. The direction of the plan reflects input from thousands of Minnesotans, with the idea that the strategies could be implemented by all traffic safety partners, not just state agency led efforts. While the planning for next SHSP is underway, the importance of engaging in public listening sessions and documenting themes discussed is very much on the forefront. The development of the 3HSP is done in tandem with the SHSP and we work together with our state partners to develop the best plan using community feedback to guide project/program decisions. Continual utilization of public participation and engagement will be used to proactively seek full representation from communities. The information received from this public comment and feedback will be incorporated into planning, programming, and projects when possible.

- Understand community demographics
- Build durable community relationships
- Understand community wants and needs
- Involve broad representation of community
- Use community preferred engagement techniques
- Document and share community's impact on decisions
- ADA compliance was in place in community /public meeting space.

Identification of the affected and potentially affected communities, including particular emphasis on underserved communities and communities overrepresented in the data (i.e., what communities did the State identify at the outset of the process), and a description of how those communities were identified; The State has and will continue to use American community survey, census, fatal and serious injury state crash, FARS, and VMT data identify affected communities (as described within this document). The steps the State plans to take to reach and engage those communities, including accessibility measures implemented by the State in its outreach efforts and in conducting engagement opportunities; and Each group has unique opportunities. Time will be spent building relationships of trust, to ensure each group will be met where they are both geographically and educationally. In addition, each meeting will take place at a time and location identified by the community to provide a safe assessable place for sharing. Factors we will consider include but are not limited to parking, public transportation, time of day, language, educational background, availability of technology, and location neutrality. How the affected communities' comments and views will be incorporated into the decision-making process; The community feedback received will be analyzed and shared with leadership representing all of the "E's" in traffic safety (the next several pages summarize the data collected thus far). Themes have and will continue to be vetted and prioritized. Continuous interaction with identified communities will be maintained to ensure programs are working as intended. In addition, we will continue to utilize public participation and engagement to proactively seek full representation from communities and we will consider public comment and feedback when planning programming and projects. We will amend the annual application if necessary as themes and trends change.




winter weather
impaired driving
construction
tailgating
ice
drugs
uninsured
DWI
impatience
weaving in and out of traffic
slow drivers
alcohol
unlicensed
drunk drivers
roundabouts
poor road conditions
potholes
speeding
motor vehicle theft
texting
aggressive
road rage
cell phone use
careless drivers
distracted driving
inattentive drivers
not paying attention
left lane drivers
excessive speeding
congestion
under the influence
reckless driving
distraction
driving too fast

Location	Engagement Opportunity Conducted	Date	Summary of Issues Covered	Participants Involved
Benton County	Community Event	April 24, 2023	Sauk Rapids Prom Safety Challenge, belts, impaired, speed and distraction.	High School students
Benton County	Community Event	April 26, 2023	Pedal cart demonstration and impairment goggles.	High School students and Teachers prom safety challenge
Benton County	Community Event	May 9, 2023	Driving simulator	High School students and Teachers prom safety challenge
Benton County	Community Event	May 10, 2023	Seatbelt use	High School students and Teachers prom safety challenge
Blue Earth/Nicollet Counties	Traffic Safety Days for Le Sueur County Employees/Community Event	July 2023	Increase knowledge of seat belt use, CPS, impairment.	All E's, traffic safety partners, community members
Blue Earth/Nicollet Counties	Blue Earth/Nicollet JOYRIDE	November 23, 2022	Get community members home safe.	Community
Blue Earth/Nicollet Counties	Blue Earth/Nicollet JOYRIDE	December 31,2022	Get community members home safe.	Community
Blue Earth/Nicollet Counties	Blue Earth/Nicollet JOYRIDE	March 17, 2023	Get community members home safe.	Community
Blue Earth/Nicollet Counties	Blue Earth/Nicollet JOYRIDE	July 2023	Get community members home safe.	Community
Blue Earth/Nicollet Counties	Blue Earth/Nicollet JOYRIDE	July 2023	Get community members home safe.	Community
Blue Earth/Nicollet Counties	Blue Earth/Nicollet JOYRIDE	November 2022	Get community members home safe.	Community
Blue Earth/Nicollet Counties	Blue Earth/Nicollet JOYRIDE	December 2022	Get community members home safe.	Community
Brown County	Designate before you celebrate coasters and offsale		Positive social norming message on good choices around impaired driving.	Chemical health coalition, 4 E's in the county and local brewing company
Cottonwood/Jackson County	Seat Belt Persuader set for County Fair and Community Events	Summer 2023	Increase knowledge of seat belts.	All E's, traffic safety partners, community members
Crow Wing County	Community Event	March 2, 2023	Worked with MN weights and measure presenting and showing safety ideas, belts, impaired, speed and distraction.	All E's, traffic safety partners, community members
Crow Wing County	Traffic Awareness Presentation	March 24, 2023	Traffic Awareness Presentation, belts, impaired, speed and distraction.	Sophmore, Junior and Seniors of Brained public schools
Crow Wing County	Community Event	April 19, 2023	Seat Belt Convincer	College Students
Crow Wing County	Annual traffic safety conference	May 18, 2023	Belts, impaired, speed and distraction.	Adults of the five E's

Location	Engagement Opportunity Conducted	Date	Summary of Issues Covered	Participants Involved
Le Sueur County	Le Sueur County Responsible Beverage Server Training	January 1, 2023	Increase knowledge of overservice to customers.	Bar and restaurant staff
Le Sueur County	Le Sueur County JOYRIDE	March 11, 2023	Get community members home safe.	Community
Le Sueur County	Attended Drivers ed class at TCU seat belts and distracted driving.	October 2022	Increase knowledge of seat belt use and distracted driving.	Students, teachers, stakeholders
Le Sueur County	Attended Drivers ed class at TCU seat belts and drowsy driving.	March 17, 2023	Increase knowledge of distracted driving, impaired driving and drowsy driving.	Students, teachers, stakeholders
Le Sueur County	Personal impact speaker	April 17, 2023	Increase knowledge of seat belts	Students, teachers, stakeholders
Le Sueur County	Impact speaker and mock crash	April 17, 2023	Increase knowledge of seat belts	Students, teachers, stakeholders
Le Sueur County	Presentation	May 1, 2023	Increase knowledge of seat belts	Students, teachers, stakeholders
Le Sueur County	Presentation	May 1, 2023	Increase knowledge of seat belts	Students, teachers, stakeholders
Le Sueur County	Seat Belt Convincer at Cleveland High School and T-shirt cannon/Community Event	September 30, 2022	Increase knowledge of seat belts	Cleveland students and community members
Le Sueur County	Traffic Safety Days for Le Sueur County Employees/Communty Event	February 23, 2023	Increase knowledge of distracted driving, drowsy driving and impairment.	50 employees
Mankato	Community Roundtable - Mankato	March 2, 2023	Engage communities in the region around TZD.	All E's, traffic safety partners, community members
Mankato	Meeting with director of the Mankato Diversity Center	December 22, 2022	Equity - engage communities	LEL, Diversity Director
Mankato	Meeting with director of the Mankato Diversity Center	March 23, 2023	Equity - engage communities	LEL, Diversity Director
Martin County	Presentation at VALERO renewables	October 7, 2022	Increase knowledge on distracted driving, speed and general traffic safety.	Employees
Martin County	Seat belt education done at high school using the convincer.	October 1, 2022	Increase knowledge of seat belts.	Students

Location	Engagement Opportunity Conducted	Date	Summary of Issues Covered	Participants Involved
Martin County	Traffic safety day held in October for the Spanish community. All TZD Tools at event along with CPS.	October 1, 2022	Equity - engage communities Seat belt use, distracted driving and impaired driving education.	Over 20 Latino families attended. TZD Coordinator, CPS, Sheriffs office, MSP and others
Martin County	Traffic safety stations at MCW	April 13, 2023	Increase knowledge of distracted driving, drowsy driving, seat belt use and impairment.	High School students
Martin County	Traffic safety stations at GHEC	April 24, 2023	Increase knowledge of distracted driving, drowsy driving, seat belt use and impairment.	High School students
Martin County	Traffic safety stations at GHEC	April 27, 2023	Increase knowledge of distracted driving, drowsy driving, seat belt use and impairment.	High School students
Martin County	Traffic safety stations at Truman High School	May 5, 2023	Increase knowledge of distracted driving, drowsy driving, seat belt use and impairment.	High School students
Martin County	Safe driving message for prom with 5 high schools	April 2023	Positive social norming message on good choices (distracted driving, speed, seat belt use and impairment -drugs and alcohol).	11-12 grade students in the 5 high schools
Morrison County	Community Event	May 17, 2023	Belts, impaired, speed and distraction.	Adults
Nobles County	Third community roundtable will be held in Worthington in May. The speaker will be on the older driver. This will be followed by a listening session, SWOC analysis and action planning.	May 1, 2023	Engage communities in the region around TZD.	All E's, traffic safety partners, community members
North West TZD Region	Bemidji State University All Campus Health Fair	October 5, 2022	Educate on impaired driving, seat belt usage, distracted, and speed. Brought all TZD safety equipment.	College students were invited to attend. About 200+ students attended.

Location	Engagement Opportunity Conducted	Date	Summary of Issues Covered	Participants Involved
North West TZD Region	Beltrami TZD coalition meeting	October 6, 2022	Collaborate on how all the E's can work together to reach zero fatalities and lower serious injuries on our roadways.	Beltrami County engineer, enforcement, county and city transportation partners, TZD, education, and community folks.
North West TZD Region	Beltrami TZD coalition meeting	December 1, 2023	Collaborate on how all the E's can work together to reach zero fatalities and lower serious injuries on our roadways.	Beltrami County engineer, enforcement, county and city transportation partners, TZD, education, and community folks.
North West TZD Region	TZD State Conference	October 12, 2022	Educate on impaired driving, seat belt usage, distracted, and speed as well as other factors that contribute to fatalities and serious injuries on our roadways.	All E's, traffic safety partners, community members
North West TZD Region	TZD State Conference	October 13, 2022	Educate on impaired driving, seat belt usage, distracted, and speed as well as other factors that contribute to fatalities and serious injuries on our roadways.	All E's, traffic safety partners, community members
North West TZD Region	Lake of the Woods Drug Free Community Coalition (Monthly, 3rd Monday)	October 17, 2022	Work with teens on impaired driving, speed, seat belts and how to change the culture of being a safe driver. It's a part of their health and wellness.	Education, county commissioners, EMS, enforcement, DFC staff, high school students, paster, and other community members.
North West TZD Region	Hubbard County Drug Free Community Coalition (Monthly, 4th Wednesday)	October 26, 2022	Work with teens on impaired driving, speed, seat belts and how to change the culture of being a safe driver. It's a part of their health and wellness.	Education, county commissioners, EMS, enforcement, DFC staff, high school students, paster, and other community members.
North West TZD Region	Stephen/Argyle Traffic Safety week	November 14, 2022	Educate on impaired driving, seat belt usage, distracted, and speed.	High School students 9-12th
North West TZD Region	Stephen/Argyle Traffic Safety week	November 15, 2022	Educate on impaired driving, seat belt usage, distracted, and speed.	High School students 9-12th

Location	Engagement Opportunity Conducted	Date	Summary of Issues Covered	Participants Involved
North West TZD Region	Stephen/Argyle Traffic Safety week	November 16, 2022	Educate on impaired driving, seat belt usage, distracted, and speed.	High School students 9-12th
North West TZD Region	Stephen/Argyle Traffic Safety week	November 17, 2022	Educate on impaired driving, seat belt usage, distracted, and speed.	High School students 9-12th
North West TZD Region	Stephen/Argyle Traffic Safety week	November 18, 2022	Educate on impaired driving, seat belt usage, distracted, and speed.	High School students 9-12th
North West TZD Region	Textron Wellness Fair	November 17, 2022	Educate on impaired driving, seat belt usage, distracted, and speed. Brought TZD education equipment.	150-200 employees
North West TZD Region	Polk County TZD Coalition Meeting	Bi-monthly meetings	Collaborate on how all the E's can work together to reach zero fatalities and lower serious injuries on our roadways.	Polk County engineer, enforcement, county and city transportation partners, TZD, education, and community folks.
North West TZD Region	Pennington County TZD Meeting	December 8, 2022	Collaborate on how all the E's can work together to reach zero fatalities and lower serious injuries on our roadways.	Pennington County engineer, enforcement, county and city transportation partners, TZD, education, and community folks.
North West TZD Region	Hubbard County TZD Coalition Meeting	December 5, 2022	Collaborate on how all the E's can work together to reach zero fatalities and lower serious injuries on our roadways.	Hubbard County engineer, enforcement, county and city transportation partners, TZD, education, and community folks.
North West TZD Region	Bike TRF (Thief River Falls) Committee	Meet monthly	Educate on pedestrian and bike safety.	Bike enthusiasts, enforcement, Chamber of commerce, transportation partners, education, SHIP Coordinators
North West TZD Region	Pedestrian and Wheeled Sports Subcommittee (1/4/23, 2/1/23)	Meet bi-monthly	Educate on pedestrian and bike safety and work on being inclusive for all.	SAFE Kids staff, TZD, SHIP, Public Health
North West TZD Region	TZD Drivers Ed Presentation to all Drivers Ed Instructors	January 25, 2023	TZD overview, current data, and collaborate on how to best educate young drivers.	Drivers Ed Instructors
North West TZD Region	Bemidji State University Fishing Safety 101 Event	January 18, 2023	Educate on impaired driving, seat belt usage, distracted, and speed when coming off the lake.	All Campus invite

Location	Engagement Opportunity Conducted	Date	Summary of Issues Covered	Participants Involved
North West TZD Region	Leech Lake Band of Ojibwe Safety Plan Committee	November 17, 2022	Colllaborating on safe routes withing the communittee.	Leech Lake Band of Ojibwe Safety Plan Committee
North West TZD Region	Leech Lake Band of Ojibwe Safety Plan Committee	January 23, 2023	Colllaborating on safe routes withing the communittee.	Leech Lake Band of Ojibwe Safety Plan Committee
North West TZD Region	Leech Lake Band of Ojibwe Safety Plan Committee	February 2, 2023	Colllaborating on safe routes withing the communittee.	Leech Lake Band of Ojibwe Safety Plan Committee
North West TZD Region	Many meetings and conversations regarding the Impact Teen Driver program		Working on a statewide teen program that would educate on traffic safety from ages 5-25.	All E's, traffic safety partners, community members
North West TZD Region	Fisher Winter Walk to School	February 8, 2023	Educate on pedestrian and bike safety.	Entire School - Buses and parents dropped students off at nearby church and we walked to school.
North West TZD Region	Lake of the Woods Board meeting and High School Civic class	February 28, 2023	TZD overview as well as to educated on speed, impaired, seat belts, and distracted.	All LOW county commissioners and the High School Civic class
North West TZD Region	St. Patrick's Day Coaster Distribution	March 17, 2023	Educate on being responsible for your customers and offer a means of a sober ride.	Brought Safe and Sober coasters to 7 bars and talked to owners about over serving and assisting with sober rides for their customers.
North West TZD Region	NW Regional Workshop	April 25, 2023	Overview of TZD, current fatality and serious injury data, mental health, how can we work together to get to zero fatalities.	All E's, traffic safety partners, community members
North West TZD Region	Teen TZD Conference	April 26, 2023	Educate on impaired driving, seat belt usage, distracted, and speed and how mental health can affect your driving.	175 high school students from four schools attended the traffic safety and career conference.
North West TZD Region	TZD presentation at the MnDOT Maintenance Spring meeting	April 27, 2023	Overview of TZD - Asking them to support TZD, talk to their family and friends about driving safe.	Maintenance staff from TRF, Karlstad, and Warren
Pennington County, Thief River Falls	Bike and Walk to school event	October 5, 2022	Educate on pedestrian and bike safety.	Elementary students from St. Bernard's School, Franklin Middle School, and Challenger Elementary School

Location	Engagement Opportunity Conducted	Date	Summary of Issues Covered	Participants Involved
Sherburne County	Community Event	April 19, 2023	Seat Belt Convincer	High school students and Teachers prom safety challenge
Sherburne County	Community Event	April 28, 2023	Belts, impaired, speed and distraction.	High school students and Teachers prom safety challenge
Sherburne County	Community Event	May 12, 2023	Seatbelt use	High school students and Teachers prom safety challenge
Sherburne County	Presentation at Safety and Research Center	May 22, 2023	Seatbelt use	Adults safety event
South Central TZD Region	Meeting with the Lincoln Center	March 15, 2023	Equity - engage communities	Instructors
South Central TZD Region	Lincoln Center traffic safety event	May 2, 2023	Equity - engage communities	Invite 162 students (current student enrollment numbers run from 1/1/2023 - 6/30/2023). The demographic makeup includes American Indian or Alaskan Native (1 student) 0.6%, Asian (7 students) 4.3%, Black or African American (76 students) 46.9%, Hispanic (30 students) 18.5%, Two or More Races (4 students) 2.5%, White (44 students) 27.2%. Of the 162 students 61.7% (100 students) are female.
South Central TZD Region	Driving in the USA at Lincoln Center	May 9, 2023	Equity - engage communities	All E's, traffic safety partners, community members
South Central TZD Region	Driving in the USA at Lincoln Center	May 16, 2023	Equity - engage communities	All E's, traffic safety partners, community members
South Central TZD Region	Driving in the USA at Lincoln Center	May 23, 2023	Equity - engage communities	All E's, traffic safety partners, community members
South Central TZD Region	Multi-cultural Networking meeting at MSU	March 17, 2023	Equity - engage communities	All E's, traffic safety partners, community members
South Central TZD Region	Multi-cultural planning meeting for May event	March 27, 2023	Equity - engage communities	Diversity council, Law enforcement EMS, LEL and myself

Location	Engagement Opportunity Conducted	Date	Summary of Issues Covered	Participants Involved
South Central TZD Region	Statewide TZD conference offered Carfit at the conference this year and also provide an event the last day of the conference.	October 1, 2022	Increase outreach work for older driver safety.	All E's, traffic safety partners, community members
South Central TZD Region	Working on older driver SHSP action team members.	February 2023 and March 2023	Working on action plan for state of Minnesota to address older drivers.	All E's, traffic safety partners, community members
St Louis County	Community Event	May 3, 2023	Corn Hole boards and impairment goggles.	District 3 employee meeting in Duluth
Stearns County	Presentation Freshman to Seniors	April 18, 2023	Prom week effective use of seatbelts with Freshman to Seniors.	High School students and teachers prom safety challenge
Stearns County	Community Event - Albany High School Junior and Senior Class	April 19, 2023	Showing driving simulator at Albany High School Junior and Senior Class, belts, impaired, speed and distraction.	High School aged students
Stearns County	Community Event	April 21, 2023	Albany High School Prom Safety Challenge, belts, impaired, speed and distraction.	High School students
Stearns County	Community Event	April 25, 2023	Driving simulator Belgrade High school, belts, impaired, speed and distraction.	High School students
Stearns County	Community Event	April 27, 2023	Sartell High School driving simulator, belts, impaired, speed and distraction.	High school students and Teachers prom safety challenge
Stearns County	Radio interview on WJON	May 8, 2023	Radio interview on WJON.	Listeners of one our areas bigger talk radio stations
Stearns County	Community Event	May 15, 2023	Working with younger children on Safety with Bike rodeo and tiny town use.	K- 3rd students
Stearns County	Community Event	May 19, 2023	Seatbelt use	Sophmore, Junior and Seniors Apollo High School
Waseca County	JOYRIDE	March 25, 2023	Get community members home safe.	Community

Location	Engagement Opportunity Conducted	Date	Summary of Issues Covered	Participants Involved
Watonwan County	St James Planning for driver education event over MEA. Seat belt convincer, impairment, share the road and distracted driving.	October 1, 2022	Increase knowledge of distracted driving, drowsy driving, seat belt use and impairment.	70 students
Watonwan County	Personal impact speaker lined up for at Madelia High School following the mock crash speaker is on seat belts	April 1, 2023	Increase knowledge of seat belts.	All E's, traffic safety partners, community members
Watonwan County	Second community roundtable to be held in St James in April. The speakers for the topic will be on diversity outreach. This will be followed by a listening session, SWOC analysis and action planning.	April 24, 2023	Engage communities in the region around TZD.	All E's, traffic safety partners, community members
Wright County	Community Event	April 20, 2023	Maple Lake High School Prom Safety Challenge, belts, impaired, speed and distraction.	High school students and Teachers prom safety challenge

Summary of Engagement Opportunity Locations		
Under-served	**Over-represented**	**Affected**
Benton	Blue Earth	Benton
Cottonwood	Crow Wing	Blue Earth
Morrison	Sherburne	Nicollet
Nobles	St. Louis	Nobles
St. Louis	Stearns	Sherburne
Stearns	Wright	St. Louis
Waseca		Stearns
Watonwan		Wright

Identification of the affected and potentially affected communities,

Community Definitions							
Community	Under-served	Over-represented	Affected	Community	Under-served	Over-represented	Affected
Aitkin	●			Marshall			
Anoka		●	Yes	Martin			
Becker	●			Meeker			
Beltrami	●			Mille Lacs	●		
Benton	●		Yes	Morrison	●		
Big Stone	●			Mower	●		Yes
Blue Earth		●	Yes	Murray			
Brown				Nicollet			Yes
Carlton	●			Nobles	●		Yes
Carver		●	Yes	Norman	●		
Cass	●	●		Olmsted	●	●	Yes
Chippewa	●			Otter Tail	●	●	Yes
Chisago		●	Yes	Pennington			
Clay			Yes	Pine	●		
Clearwater	●			Pipestone	●		
Cook				Polk	●		
Cottonwood	●			Pope			
Crow Wing		●		Ramsey	●	●	Yes
Dakota	●	●	Yes	Red Lake	●		
Dodge				Redwood	●		
Douglas				Renville	●		
Faribault	●			Rice		●	Yes
Fillmore	●			Rock	●		
Freeborn	●			Roseau	●		
Goodhue		●		St. Louis	●	●	Yes
Grant	●			Scott	●	●	Yes
Hennepin	●	●	Yes	Sherburne		●	Yes
Houston				Sibley	●		
Hubbard	●			Stearns	●	●	Yes
Isanti	●	●		Steele	●		
Itasca	●	●		Stevens			
Jackson				Swift	●		
Kanabec	●		Yes	Todd	●		
Kandiyohi	●		Yes	Traverse	●		
Kittson				Wabasha			
Koochiching	●			Wadena	●		
Lac Qui Parle				Waseca	●		
Lake				Washington		●	Yes
Lake of Woods	●			Watonwan	●		
Le Sueur				Wilkin			
Lincoln	●			Winona			
Lyon	●		Yes	Wright		●	Yes
McLeod				Yellow Medicine	●		
Mahnomen	●						

- Under-served (greater than average Equity Score)
- Over-represented (above average K+A counts)

Yes (affected community identified through data analysis)

including particular emphasis on underserved communities and communities overrepresented in the data,

Equity Scores by County

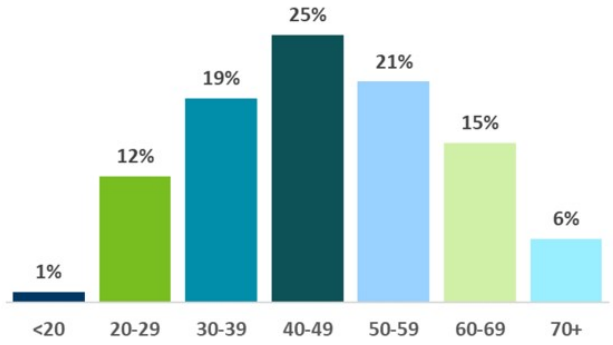
County Details			Equity Criteria, Percentage of County Population										Equity Results		
County	Population/	Rank 1-87	Age 5-17	Age 65+	With Disabilty	People of Color	Below Poverty Level	People without Access to a Vehicle	Linguistic Isolation: Little/No English	Educational Attainment: No HS Diploma	Noncitizen, Foreign Born	Tribal Govt Area	Equity Total (0 to 10)	Equity Criteria Met	Equity Rank
Aitkin	15,883	53	12.80%	33.80%	18.30%	7.80%	13.70%	4.90%	0.40%	7.90%	1.00%	Yes	5	50%	15
Anoka	367,361	4	17.50%	14.50%	9.30%	24.10%	5.60%	4.30%	4.50%	5.80%	8.70%		3	30%	55
Becker	34,525	31	18.00%	21.10%	12.20%	15.70%	11.10%	4.40%	0.60%	7.00%	1.20%	Yes	6	60%	8
Beltrami	48,547	20	18.20%	16.50%	12.20%	29.80%	18.40%	8.60%	0.70%	7.70%	1.70%	Yes	8	80%	3
Benton	42,026	25	18.40%	14.30%	12.50%	13.40%	10.20%	6.10%	2.20%	8.70%	4.20%		4	40%	30
Big Stone	4,994	83	15.60%	26.80%	16.40%	6.90%	11.30%	6.20%	1.10%	7.80%	1.20%		4	40%	30
Blue Earth	68,478	13	14.50%	14.20%	9.20%	17.20%	15.10%	6.30%	2.00%	5.40%	5.40%		1	10%	83
Brown	24,657	42	16.20%	21.30%	10.60%	7.50%	8.40%	4.10%	1.30%	7.10%	2.50%		2	20%	68
Carlton	36,018	30	17.00%	17.50%	11.50%	14.60%	10.10%	3.80%	1.00%	5.70%	1.40%	Yes	5	50%	15
Carver	109,757	11	20.10%	12.60%	6.10%	14.50%	3.80%	4.40%	1.70%	3.60%	5.10%		1	10%	83
Cass	30,583	35	15.60%	26.50%	16.00%	17.90%	12.90%	4.90%	0.40%	6.60%	1.10%	Yes	4	40%	30
Chippewa	11,497	63	17.20%	21.80%	13.30%	16.90%	8.80%	6.10%	4.90%	10.90%	6.30%		5	50%	15
Chisago	58,400	18	16.80%	15.80%	11.30%	10.30%	6.40%	3.90%	0.50%	4.60%	2.10%		2	20%	68
Clay	64,837	16	17.70%	13.40%	10.30%	16.70%	11.80%	7.30%	1.60%	4.70%	4.60%		3	30%	55
Clearwater	8,827	74	18.40%	20.50%	16.60%	16.10%	12.80%	9.60%	0.80%	14.50%	1.10%	Yes	7	70%	5
Cook	5,577	81	10.90%	29.30%	11.70%	16.60%	9.60%	6.60%	1.50%	3.00%	5.60%	Yes	3	30%	55
Cottonwood	11,007	64	18.00%	23.10%	13.80%	18.20%	10.40%	5.80%	4.10%	9.90%	6.40%		5	50%	15
Crow Wing	65,838	15	15.90%	23.00%	14.30%	7.40%	12.60%	5.40%	0.50%	5.70%	1.30%		3	30%	55
Dakota	440,964	3	17.90%	14.70%	8.30%	26.40%	6.30%	4.30%	5.00%	5.00%	9.90%	Yes	5	50%	15
Dodge	21,435	46	19.50%	15.20%	7.90%	9.90%	6.10%	2.90%	1.50%	5.80%	3.20%		2	20%	68
Douglas	38,684	27	15.60%	23.40%	11.50%	6.10%	8.80%	6.20%	0.70%	4.50%	1.20%		2	20%	68
Faribault	13,404	60	16.20%	23.20%	12.90%	10.90%	11.70%	5.40%	2.10%	7.80%	2.00%		4	40%	30
Fillmore	21,136	48	18.20%	21.20%	11.70%	5.00%	9.90%	5.70%	2.80%	8.90%	1.60%		5	50%	15
Freeborn	29,684	38	16.30%	22.50%	13.20%	18.90%	9.90%	6.30%	4.10%	11.80%	5.60%		4	40%	30
Goodhue	46,463	21	16.50%	20.10%	10.40%	10.60%	7.10%	5.90%	1.10%	7.10%	2.60%	Yes	3	30%	55
Grant	5,921	79	16.90%	24.00%	15.10%	6.20%	9.90%	4.10%	0.60%	7.00%	0.90%		4	40%	30
Hennepin	1,289,597	1	15.50%	14.50%	9.40%	34.40%	10.30%	9.40%	6.60%	6.40%	13.80%		5	50%	15
Houston	18,684	50	16.30%	22.00%	11.30%	5.30%	8.50%	4.10%	0.90%	5.30%	0.80%		2	20%	68
Hubbard	22,091	44	16.00%	25.20%	14.10%	10.30%	12.00%	4.70%	1.20%	6.20%	1.40%	Yes	4	40%	30
Isanti	42,534	24	17.50%	16.60%	11.50%	8.70%	7.60%	3.70%	0.70%	7.70%	2.10%		4	40%	30
Itasca	45,367	22	15.40%	24.10%	15.70%	10.80%	11.80%	5.30%	0.40%	5.80%	1.00%	Yes	4	40%	30
Jackson	9,699	68	15.90%	23.10%	10.70%	9.60%	8.80%	2.90%	1.90%	6.80%	3.70%		2	20%	68
Kanabec	16,610	52	15.70%	20.90%	15.40%	6.70%	11.30%	4.30%	0.50%	10.10%	1.10%		4	40%	30
Kandiyohi	44,066	23	17.90%	19.10%	11.70%	23.80%	11.50%	4.90%	5.00%	9.10%	7.90%		6	60%	8
Kittson	4,388	84	16.30%	24.90%	14.40%	5.50%	10.00%	4.40%	0.60%	3.20%	2.50%		3	30%	55
Koochiching	11,623	62	13.50%	26.70%	17.70%	9.50%	14.90%	7.90%	0.80%	7.30%	5.10%	Yes	6	60%	8
Lac Qui Parle	6,500	76	15.80%	27.90%	15.20%	7.10%	9.50%	4.50%	1.30%	6.50%	2.30%		2	20%	68
Lake	10,734	65	14.30%	26.80%	13.40%	5.70%	8.60%	5.30%	0.30%	5.40%	1.10%		2	20%	68
Lake of	3,749	86	13.80%	25.40%	12.40%	7.10%	10.40%	3.00%	0.10%	3.70%	0.50%	Yes	4	40%	30
Le Sueur	29,784	37	17.70%	17.70%	9.30%	11.20%	7.80%	3.00%	2.30%	5.50%	2.20%		2	20%	68
Lincoln	5,552	82	17.20%	25.10%	13.60%	4.80%	10.10%	3.20%	0.30%	7.50%	1.00%		5	50%	15
Lyon	25,147	40	18.50%	16.50%	10.70%	18.70%	12.10%	6.50%	4.90%	7.00%	7.40%		5	50%	15
McLeod	36,091	29	17.10%	19.10%	10.40%	11.50%	7.10%	4.70%	1.90%	6.70%	3.10%		3	30%	55
Mahnomen	5,617	80	23.20%	17.30%	14.00%	57.90%	20.90%	8.80%	0.70%	13.90%	0.70%	Yes	8	80%	3
Marshall	9,195	70	16.70%	22.30%	12.60%	7.80%	8.20%	4.50%	1.30%	9.90%	1.50%		3	30%	55
Martin	19,416	49	16.10%	24.10%	13.10%	10.40%	13.70%	5.30%	1.30%	6.40%	1.50%		3	30%	55
Meeker	23,453	43	18.00%	20.50%	11.00%	7.60%	7.50%	4.80%	0.90%	6.50%	1.50%		3	30%	55
Mille Lacs	26,808	39	17.40%	18.60%	14.80%	12.60%	12.40%	6.20%	0.80%	9.80%	1.30%	Yes	6	60%	8
Morrison	34,070	33	17.40%	20.00%	12.50%	5.80%	10.10%	6.10%	0.80%	8.90%	1.30%		5	50%	15
Mower	39,822	26	18.40%	18.50%	12.60%	25.50%	11.60%	7.60%	10.20%	11.80%	10.90%		9	90%	1
Murray	8,014	75	15.90%	26.00%	12.70%	8.50%	8.20%	5.20%	3.00%	9.90%	3.10%		3	30%	55
Nicollet	34,499	32	16.30%	16.70%	9.60%	15.00%	8.70%	6.50%	2.30%	6.20%	4.20%		1	10%	83
Nobles	21,284	47	19.00%	16.80%	11.00%	45.50%	10.80%	7.20%	17.70%	22.40%	21.00%		9	90%	1
Norman	6,063	78	18.40%	21.50%	11.20%	11.50%	10.90%	5.80%	1.20%	6.90%	1.50%		5	50%	15
Olmsted	164,098	8	17.70%	15.90%	8.60%	23.40%	7.10%	6.20%	5.00%	5.50%	10.80%		4	40%	30
Otter Tail	58,974	17	15.90%	24.50%	13.30%	9.50%	10.30%	5.30%	1.80%	7.90%	2.60%		4	40%	30
Pennington	13,957	58	16.40%	18.80%	13.20%	12.50%	9.20%	6.70%	1.50%	5.80%	2.30%		2	20%	68
Pine	29,912	36	14.60%	21.50%	15.30%	13.00%	12.00%	6.20%	0.60%	8.80%	1.30%	Yes	5	50%	15
Pipestone	9,123	71	19.00%	20.80%	12.50%	14.50%	10.40%	6.70%	4.10%	9.80%	6.30%		5	50%	15
Polk	31,223	34	17.60%	18.40%	13.50%	14.90%	12.00%	6.20%	2.30%	6.80%	3.60%		5	50%	15
Pope	11,711	61	15.50%	24.70%	13.90%	4.90%	8.40%	2.90%	0.50%	6.30%	1.50%		2	20%	68
Ramsey	554,668	2	16.40%	14.90%	11.20%	42.00%	14.60%	9.90%	10.60%	9.00%	15.70%		7	70%	5
Red Lake	4,244	85	18.10%	21.60%	12.50%	7.90%	10.70%	5.50%	0.30%	6.00%	0.60%		4	40%	30
Redwood	14,924	55	18.50%	21.60%	13.30%	14.90%	9.40%	5.10%	1.20%	7.60%	2.50%	Yes	5	50%	15
Renville	14,365	57	16.90%	21.10%	12.10%	13.30%	10.50%	7.10%	1.50%	9.60%	2.90%		4	40%	30
Rice	68,190	14	15.90%	15.80%	8.40%	23.20%	9.60%	4.70%	4.70%	8.50%	7.60%		3	30%	55
Rock	9,057	73	19.40%	20.50%	11.70%	8.40%	8.90%	4.10%	1.10%	6.90%	2.50%		4	40%	30
Roseau	15,186	54	18.40%	18.10%	11.10%	10.60%	8.50%	5.50%	1.50%	8.50%	4.20%		4	40%	30
St. Louis	154,479	9	13.90%	20.10%	13.90%	23.40%	5.20%	8.60%	0.80%	5.50%	2.30%	Yes	4	40%	30
Scott	101,081	12	20.50%	11.30%	6.70%	12.80%	6.50%	2.70%	4.70%	4.90%	9.60%	Yes	4	40%	30
Sherburne	14,469	56	19.40%	11.70%	8.60%	12.80%	7.10%	3.80%	1.20%	5.90%	3.60%		1	10%	83
Sibley	197,225	6	17.30%	18.90%	10.80%	12.00%	14.70%	4.70%	4.10%	7.80%	4.90%		4	40%	30
Stearns	165,332	7	16.70%	15.50%	13.90%	18.30%	12.40%	5.00%	3.80%	8.10%	6.30%		4	40%	30

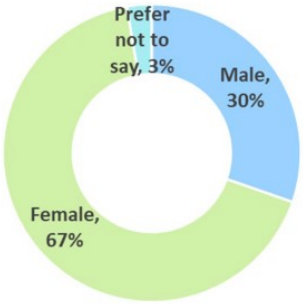
Steele	36,382	28	18.80%	18.30%	10.10%	16.10%	9.60%	7.20%	2.20%	7.30%	4.60%		4	40%	30
Stevens	9,964	67	15.30%	17.40%	10.80%	16.30%	11.20%	5.50%	5.00%	5.20%	6.20%		3	30%	55
Swift	9,095	72	16.90%	22.40%	11.20%	12.40%	10.20%	6.00%	2.60%	9.00%	3.20%		4	40%	30
Todd	24,946	41	17.20%	22.10%	14.90%	12.40%	12.40%	5.20%	4.90%	12.60%	3.20%		6	60%	8
Traverse	3,163	87	14.90%	25.40%	13.20%	15.10%	13.10%	7.50%	1.30%	5.90%	1.60%		4	40%	30
Wabasha	21,573	45	16.10%	22.60%	16.60%	6.90%	7.40%	4.90%	1.20%	6.20%	1.80%		2	20%	68
Wadena	13,559	59	19.10%	21.30%	11.00%	7.30%	14.40%	9.10%	1.40%	8.60%	1.80%		6	60%	8
Waseca	18,456	51	17.50%	18.60%	16.70%	12.80%	9.20%	4.20%	2.10%	6.80%	3.30%		4	40%	30
Washington	273,063	5	18.50%	15.60%	8.20%	22.20%	4.20%	3.80%	2.70%	4.00%	6.90%		2	20%	68
Watonwan	10,567	66	17.00%	20.50%	11.10%	31.70%	10.70%	5.20%	11.50%	15.80%	13.10%		7	70%	5
Wilkin	6,096	77	16.40%	19.70%	12.00%	9.00%	9.40%	4.50%	0.50%	5.40%	1.10%		2	20%	68
Winona	49,731	19	13.10%	17.60%	10.40%	11.10%	13.00%	7.10%	1.70%	6.50%	3.40%		2	20%	68
Wright	144,569	10	20.90%	13.00%	7.50%	10.80%	4.90%	2.80%	1.40%	6.00%	2.80%		1	10%	83
Yellow Medicine	9,439	69	17.30%	20.80%	12.20%	11.80%	11.70%	5.60%	1.40%	8.30%	2.20%	Yes	6	60%	8
Statewide	**5,739,781**		**17.00%**	**15.00%**	**10.90%**	**24.00%**	**9.60%**	**7.10%**	**4.50%**	**6.60%**	**8.40%**				

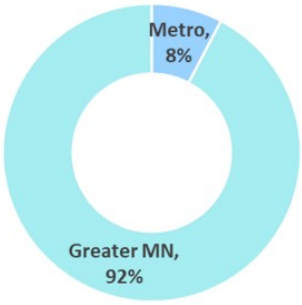
Shading indicates greater than state average.

Survey Metrics (4/12/23 thru 5/01/23):

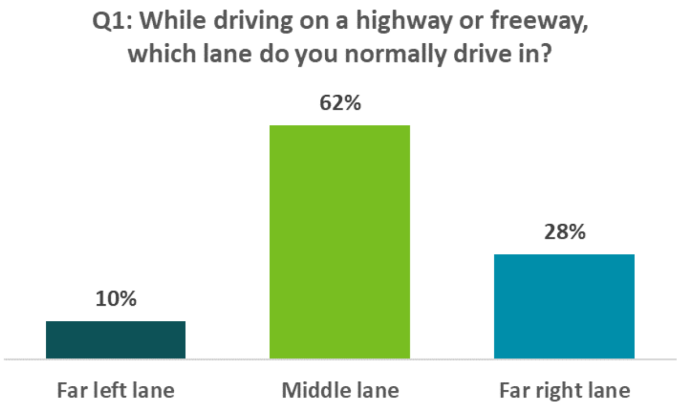
Completed Surveys:	Verbatim Comments:	Average Survey Length:	Under-served Communities:	Over-represented Communities:
636	561	3.8	35%	43%

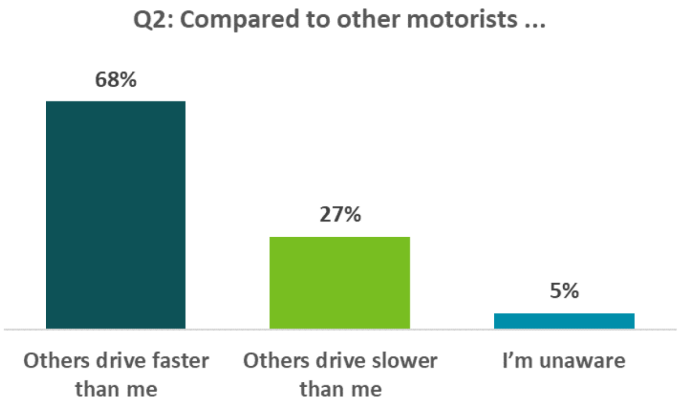




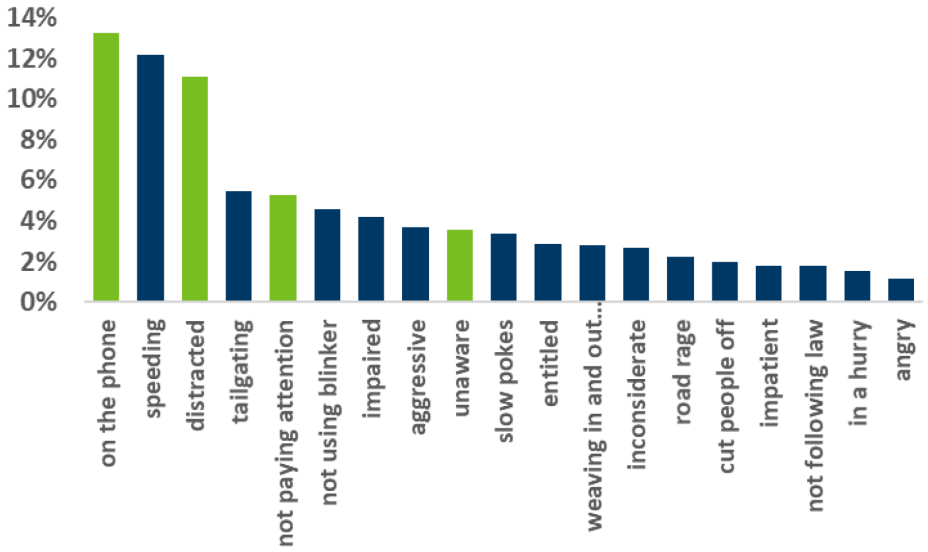


Driver Profile:



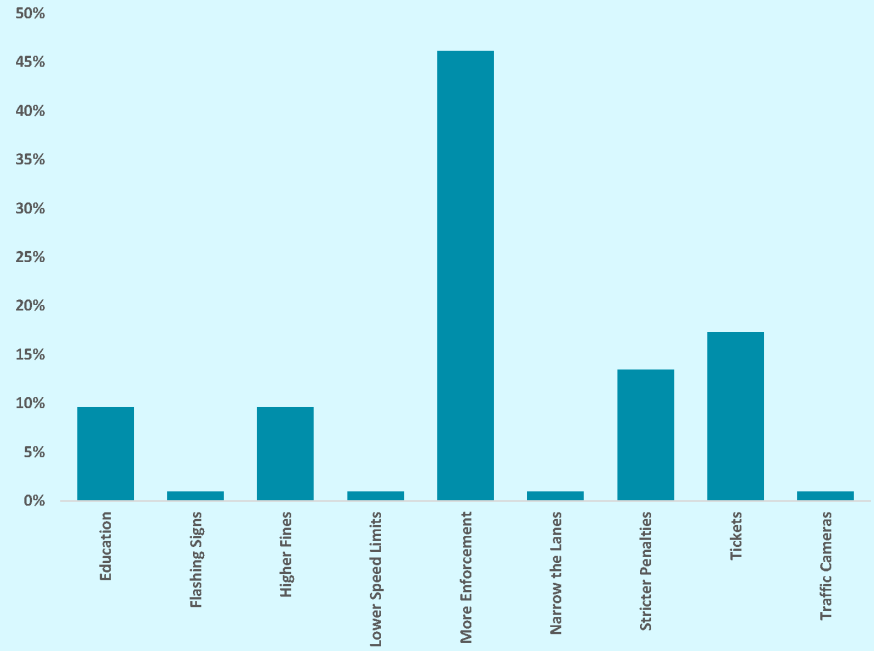


Q14: What are “bad driver” traits?



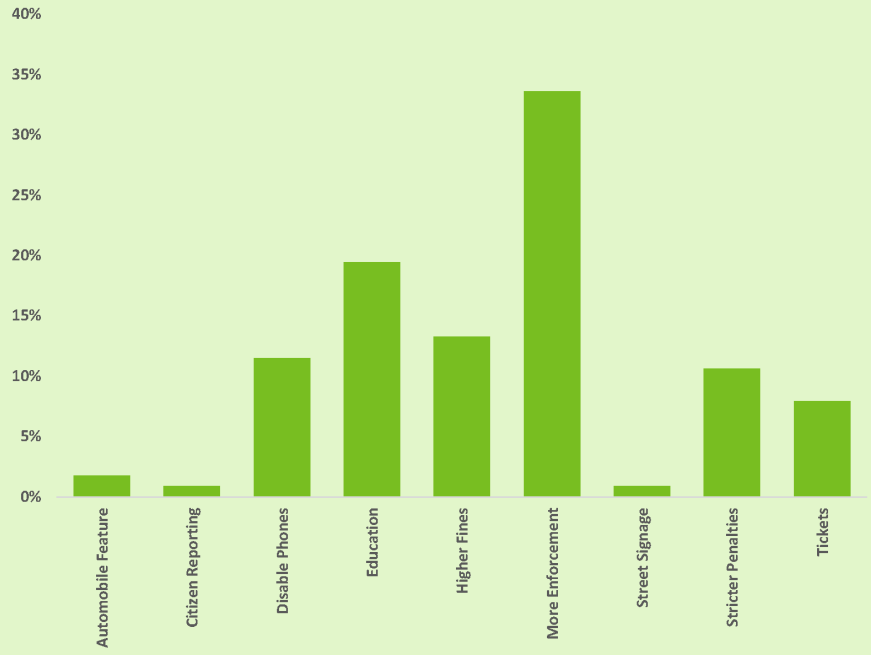
33%
unfocused on driving

Fixes for: Speeding



Overwhelmingly, 46% of respondents thought more law enforcement was the solution to the speed problem. Respondents also want more tickets issued (not warnings) and stricter penalties for violators.

Fixes for: Distracted Driving



34% of respondents suggested more law enforcement for the distracted driver problem. Almost 20% thought education was a key solution. Higher fines and stricter penalties were also suggested.

Affected Communities Determined by Data Analysis			
Worst Alcohol Counties	**Uneducated Drivers**	**High Risk Route Systems***	**Analysis TBD****
Hennepin	Stearns		
Ramsey	Hennepin		
Anoka	Anoka		
Dakota	Ramsey		
St. Louis	Mower		
Stearns	Scott		
Scott	Dakota		
Wright	Rice		
Otter Tail	Washington		
Sherburne	Kandiyohi		
Washington	Sherburne		
Rice	Benton		
Chisago	Lyon		
	Blue Earth		
	Carver		
	Clay		
	Nicollet		
	Wright		
	Olmsted		
	Nobles		

* Initial analysis of High Risk Route Systems has begun and will continue into FY24.

** Additional analysis ideas will be determined and completed in FY24-FY26.

Counties with Worst Alcohol Problems

Combatting impaired driving is fundamental to improving road safety in Minnesota. In order to determine which counties have the greatest need for increased impaired driving enforcement, an analysis was developed to find counties with the worst alcohol problems. The analysis looks at county data from the past five years for many metrics – total fatalities, drunk driving fatalities, serious injuries, alcohol-related serious injuries, and DWIs. Drunk driving fatalities and alcohol-related serious injury counts are combined together for each county and that combined number is ranked. In the event of a tie, the county with the larger number of drunk driving fatalities is ranked highest. If a tie still exists with the number of drunk driving fatalities, counties receive the same rank.

Depending on funding, usually the top 13 counties are awarded funding for additional impaired driving enforcement.

Drunk Driving Fatalities & Alcohol A-Injuries
By County
(2018-2022)

County	All Ks	Drunk Driving Ks	All As	Alcohol Related As	All K+A	Drunk Driving Ks + Alcohol As	DWI Convictions
Hennepin	276	106	1,703	347	1,979	453	22,165
Ramsey	123	47	607	131	730	178	9,835
Anoka	119	40	512	98	631	138	5,649
Dakota	94	23	485	98	579	121	6,833
St. Louis	81	34	286	63	367	97	5,183
Stearns	64	22	203	49	267	71	3,339
Scott	44	13	238	53	282	66	2,681
Wright	41	13	197	46	238	59	2,183
Otter Tail	34	12	134	43	168	55	1,353
Sherburne	53	18	142	35	195	53	1,733
Washington	47	12	195	37	242	49	4,300
Rice	23	7	122	39	145	46	1,245
Chisago	37	15	87	28	124	43	1,106
Worst 13 Counties	1,036	362	4,911	1,067	5,947	1,429	67,605
% of 5-year MN Totals	50%	56%	59%	57%	57%	57%	61%

The Problem of Uneducated Drivers

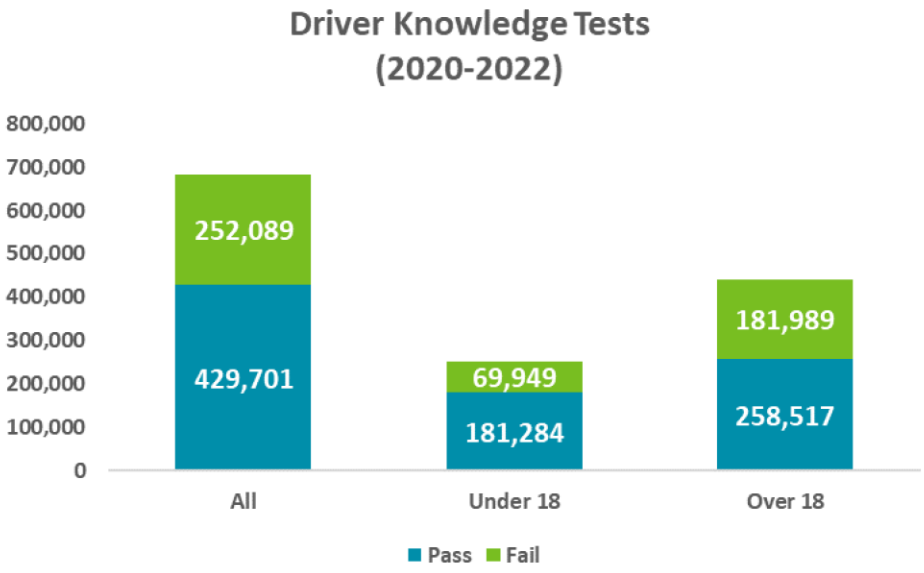
Minnesota requires Driver Education for those under age 18 who are trying to obtain a Class D Driver's License. This requirement consists of the completion of 30 hours of DVS-approved classroom instruction, 6 hours of behind-the-wheel, and 50 hours of documented practice detailed on a Supervised Driving Log. This education involves cost and time commitments from the student. The course does provide many benefits for those enrolled, including knowledge of road laws, vehicle operations, defensive and winter driving tactics, plus driving experience. Regardless of the benefits of driver education, more and more teens are foregoing this education and waiting until after their eighteenth birthday when the requirement no longer exists.

While waiting until age 18 seems to be the easy way out, it does create some problems:

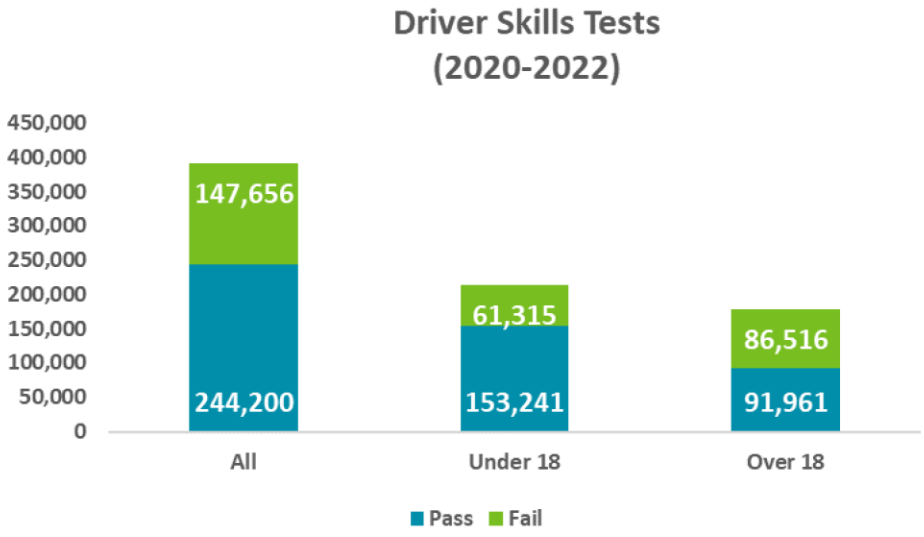
- First of all, passing the driver knowledge test is often difficult for those who have not taken driver education (the "uneducated driver"). Of knowledge tests administered to those Over 18 during 2020-2020, just 58.7% passed. During those same years, of knowledge tests administered to those Under 18, 72.2% passed their test.
- Passing the driver skills test is even more challenging. Only 51.5% of those Over 18 passed their test, while 71.4% of the Under 18 passed.
- Formal driver education provides the student with knowledge, skills, and experience to pass the administered tests. Having drivers who are not knowledgeable or skilled can be a public safety concern.
- Every test failure results in the individual needing to return to the DVS location for a future re-test resulting in additional administrative time and staffing needs.
- The number of attempts it takes an individual to pass a knowledge or skills test is problematic too. Those Under 18 require fewer attempt to pass driving knowledge and skills tests. See table on next page.

Statewide Test Numbers

People Under 18 (those with formal driver education) fare better than those Over 18 on driver knowledge and driver skills tests. See graphs below.



Passing Percentages:
All = 63.0%
Under 18 = 72.2%
Over 18 = 58.7%



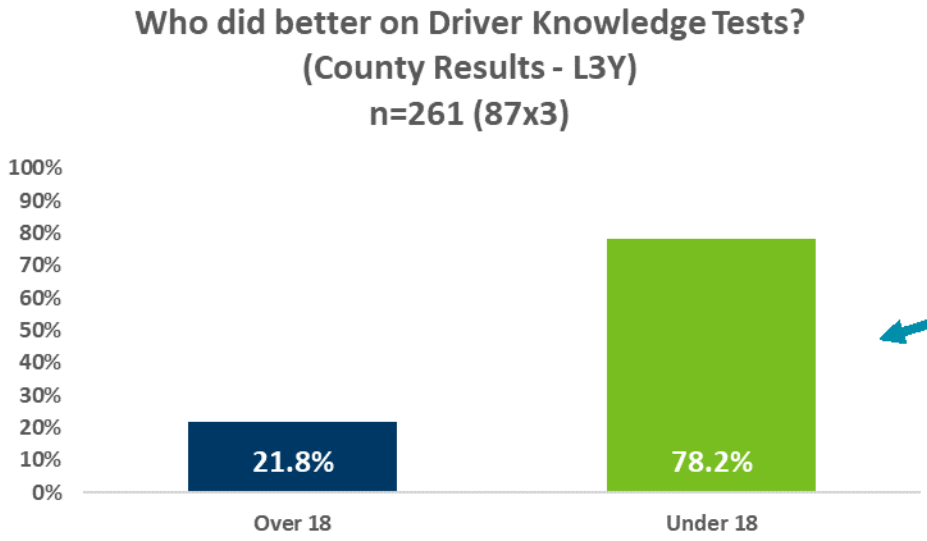
Passing Percentages:
All = 62.3%
Under 18 = 71.4%
Over 18 = 51.5%

Fewer attempts are need for educated drivers to pass tests. Individuals may attempt to take knowledge tests daily, and some individuals needed more than three dozen attempts to pass. See table at right.

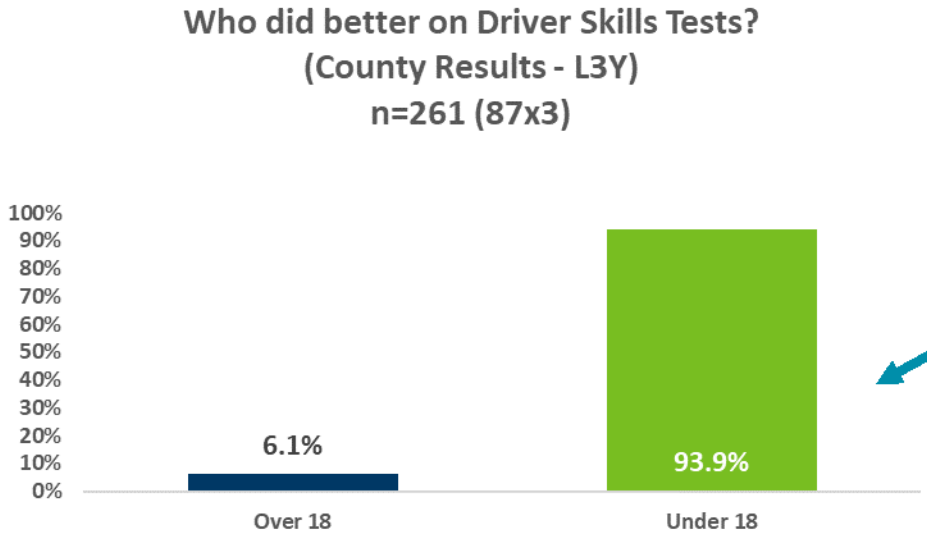
Number of Attempts to Pass Driver Tests				
	Knowledge		Skills	
Year	Under 18	Over 18	Under 18	Over 18
2020	18	39	7	7
2021	14	82	6	7
2022	16	54	7	8

Analysis of DVS County Exam Summary Reports

Driver and Vehicle Services (DVS) provided reports from the past three years compiling Class D exam results from each county. An analysis of this data shows that throughout the state, most counties experience the same outcome. Successful tests, (whether it be a written knowledge exam, or a driving skills exam) usually come from applicants who are Under 18 years of age. It is possible that some Over 18 applicants had completed driver education requirements and just not taken exams prior to their eighteenth birthday. However, all Under 18 applicants completed driver education and fulfilled statutory requirements.



Of all passing written **Driver Knowledge** tests, 78.2% are Under 18.



Of all passing road **Driver Skills** tests, 93.9% are Under 18.

DVS County Exam Passing Results

DVS Driver's License Passing Exam Stats (2022)															
Passing Knowledge Tests								Passing Skill Tests							
County	Tests	Tests Rank	Under 18	Over 18	Who Performs Better?	Diff	Diff Rank	County	Tests	Tests Rank	Under 18	Over 18	Who Performs Better?	Diff	Diff Rank
Aitkin	397	69	69.8%	69.3%	Under 18	0.5%	59	Aitkin	249	64	74.0%	62.1%	Under 18	11.9%	58
Anoka	14,394	4	78.1%	55.4%	Under 18	22.7%	3	Anoka	10,267	4	67.0%	49.6%	Under 18	17.4%	41
Becker	2,049	22	55.1%	59.1%	Over 18	-4.1%	72	Becker	735	30	80.0%	78.4%	Under 18	1.5%	81
Beltrami	2,093	20	58.7%	60.2%	Over 18	-1.4%	66	Beltrami	975	24	73.9%	62.3%	Under 18	11.5%	63
Benton	1,667	29	70.8%	54.3%	Under 18	16.5%	8	Benton	1,015	22	79.2%	53.4%	Under 18	25.8%	5
Big Stone	197	82	49.5%	61.2%	Over 18	-11.7%	81	Big Stone	72	86	70.9%	76.5%	Over 18	-5.6%	86
Blue Earth	3,292	14	64.4%	59.2%	Under 18	5.1%	42	Blue Earth	1,663	14	78.7%	58.2%	Under 18	20.4%	22
Brown	1,005	41	65.3%	63.6%	Under 18	1.7%	51	Brown	490	44	80.5%	63.1%	Under 18	17.4%	42
Carlton	1,367	36	67.9%	66.7%	Under 18	1.2%	56	Carlton	708	34	77.2%	73.4%	Under 18	3.8%	77
Carver	4,420	11	73.5%	65.7%	Under 18	7.8%	36	Carver	2,765	11	75.8%	55.4%	Under 18	20.4%	23
Cass	1,381	34	64.1%	62.9%	Under 18	1.2%	57	Cass	659	37	77.8%	60.2%	Under 18	17.5%	40
Chippewa	580	57	63.5%	38.1%	Under 18	25.4%	1	Chippewa	284	59	79.7%	61.1%	Under 18	18.6%	36
Chisago	1,686	28	84.5%	70.9%	Under 18	13.6%	18	Chisago	1,268	17	70.0%	56.2%	Under 18	13.8%	52
Clay	3,841	13	64.1%	60.6%	Under 18	3.5%	46	Clay	1,492	15	75.5%	54.5%	Under 18	21.1%	20
Clearwater	349	74	69.9%	58.6%	Under 18	11.3%	23	Clearwater	186	71	74.5%	61.2%	Under 18	13.2%	53
Cook	226	80	54.0%	65.9%	Over 18	-11.9%	82	Cook	84	82	77.3%	77.5%	Over 18	-0.2%	82
Cottonwood	775	51	61.8%	43.7%	Under 18	18.1%	7	Cottonwood	284	59	76.8%	60.8%	Under 18	16.0%	45
Crow Wing	2,797	18	72.9%	64.4%	Under 18	8.4%	32	Crow Wing	1,390	16	77.1%	67.9%	Under 18	9.2%	70
Dakota	19,760	3	71.4%	56.5%	Under 18	14.9%	15	Dakota	12,321	3	64.6%	47.0%	Under 18	17.6%	39
Dodge	758	53	69.3%	64.7%	Under 18	4.6%	44	Dodge	516	43	74.0%	52.3%	Under 18	21.7%	18
Douglas	1,574	31	63.5%	65.6%	Over 18	-2.0%	67	Douglas	728	32	84.8%	62.4%	Under 18	22.3%	16
Faribault	530	61	56.5%	66.2%	Over 18	-9.7%	78	Faribault	297	57	74.5%	58.4%	Under 18	16.0%	44
Fillmore	898	46	62.0%	66.1%	Over 18	-4.1%	73	Fillmore	465	46	78.2%	53.2%	Under 18	25.0%	7
Freeborn	1,376	35	64.2%	47.8%	Under 18	16.4%	9	Freeborn	705	35	70.3%	44.9%	Under 18	25.4%	6
Goodhue	1,814	25	73.3%	65.1%	Under 18	8.1%	34	Goodhue	1,140	18	71.8%	60.4%	Under 18	11.4%	65
Grant	234	78	63.1%	66.1%	Over 18	-3.0%	69	Grant	153	76	79.2%	67.3%	Under 18	11.9%	59
Hennepin	61,562	1	74.8%	59.5%	Under 18	15.4%	11	Hennepin	31,951	1	69.5%	50.3%	Under 18	19.1%	29
Houston	813	47	69.1%	81.3%	Over 18	-12.2%	83	Houston	384	51	77.5%	65.4%	Under 18	12.1%	56
Hubbard	920	44	71.8%	65.7%	Under 18	6.1%	40	Hubbard	444	48	82.1%	70.4%	Under 18	11.7%	61
Isanti	1,562	32	74.2%	64.4%	Under 18	9.7%	29	Isanti	996	23	73.9%	55.0%	Under 18	18.9%	33
Itasca	1,899	24	63.9%	64.5%	Over 18	-0.6%	64	Itasca	891	27	81.4%	65.7%	Under 18	15.7%	47
Jackson	446	66	58.9%	57.4%	Under 18	1.5%	54	Jackson	187	70	79.7%	55.1%	Under 18	24.6%	8
Kanabec	532	60	75.9%	69.3%	Under 18	6.6%	39	Kanabec	384	51	71.3%	52.6%	Under 18	18.7%	35
Kandiyohi	3,002	15	54.7%	35.3%	Under 18	19.5%	5	Kandiyohi	1,127	19	83.4%	63.7%	Under 18	19.7%	26
Kittson	160	84	63.8%	52.7%	Under 18	11.0%	25	Kittson	74	85	74.0%	58.3%	Under 18	15.7%	48
Koochiching	412	68	67.1%	74.2%	Over 18	-7.1%	74	Koochiching	189	69	84.9%	82.9%	Under 18	2.0%	79
Lac Qui Parle	243	77	52.3%	70.3%	Over 18	-18.0%	85	Lac Qui Parle	136	78	81.5%	59.1%	Under 18	22.4%	15
Lake	358	73	63.6%	73.5%	Over 18	-9.9%	79	Lake	169	73	80.9%	75.9%	Under 18	4.9%	76
Lake of the Woods	157	85	50.7%	69.3%	Over 18	-18.6%	86	Lake of the Woods	89	81	66.7%	61.5%	Under 18	5.1%	75
Le Sueur	971	42	73.0%	57.7%	Under 18	15.3%	12	Le Sueur	642	38	72.0%	60.8%	Under 18	11.2%	67
Lincoln	227	79	61.5%	77.1%	Over 18	-15.7%	84	Lincoln	127	79	78.8%	42.9%	Under 18	35.9%	1
Lyon	1,725	27	62.3%	41.4%	Under 18	20.9%	4	Lyon	665	36	79.2%	55.6%	Under 18	23.6%	10

MN Law requires those Under 18 to have completed classroom and behind-the-wheel phases of driver education, plus provide proof of 40-50 hours of supervised driving experience.

There is no driver education requirement for those Over 18.

DVS County Exam Passing Results, continued

DVS Driver's License Passing Exam Stats (2022)

Passing Knowledge Tests

County	Tests	Tests Rank	Under 18	Over 18	Who Performs Better?	Diff	Diff Rank
McLeod	1,328	37	64.0%	62.4%	Under 18	1.7%	53
Mahnomen	210	81	61.2%	52.8%	Under 18	8.4%	33
Marshall	367	71	62.8%	66.2%	Over 18	-3.4%	70
Martin	927	43	57.7%	57.7%	Over 18	-0.1%	61
Meeker	772	52	73.4%	57.4%	Under 18	16.0%	10
Mille Lacs	1,212	38	66.4%	61.1%	Under 18	5.3%	41
Morrison	1,092	39	70.4%	67.3%	Under 18	3.1%	47
Mower	2,811	17	51.7%	38.5%	Under 18	13.2%	20
Murray	413	67	59.8%	51.1%	Under 18	8.7%	30
Nicollet	1,590	30	63.6%	52.9%	Under 18	10.7%	26
Nobles	1,913	23	46.6%	22.8%	Under 18	23.8%	2
Norman	325	75	58.5%	67.6%	Over 18	-9.2%	77
Olmsted	10,028	6	61.6%	61.9%	Over 18	-0.4%	63
Otter Tail	2,338	19	70.4%	68.0%	Under 18	2.4%	49
Pennington	778	50	67.2%	52.5%	Under 18	14.7%	17
Pine	905	45	70.9%	69.4%	Under 18	1.4%	55
Pipestone	471	64	64.7%	57.7%	Under 18	7.0%	38
Polk	1,437	33	65.8%	63.4%	Under 18	2.4%	48
Pope	361	72	63.1%	73.1%	Over 18	-9.9%	80
Ramsey	28,557	2	66.1%	51.3%	Under 18	14.8%	16
Red Lake	143	86	62.8%	47.7%	Under 18	15.1%	13
Redwood	694	54	53.9%	49.9%	Under 18	4.0%	45
Renville	501	62	54.5%	57.4%	Over 18	-2.9%	68
Rice	2,950	16	66.4%	53.3%	Under 18	13.1%	21
Rock	454	65	72.6%	73.2%	Over 18	-0.7%	65
Roseau	805	48	60.0%	63.6%	Over 18	-3.6%	71
Saint Louis	7,267	8	69.0%	68.7%	Under 18	0.3%	60
Scott	6,759	9	71.9%	58.3%	Under 18	13.5%	19
Sherburne	4,132	12	73.7%	58.8%	Under 18	14.9%	14
Sibley	553	59	65.7%	57.8%	Under 18	7.9%	35
Stearns	9,124	7	62.3%	42.9%	Under 18	19.4%	6
Steele	1,761	26	58.5%	56.9%	Under 18	1.7%	52
Stevens	473	63	70.6%	62.0%	Under 18	8.6%	31
Swift	382	70	61.7%	50.6%	Under 18	11.1%	24
Todd	1,028	40	57.8%	58.1%	Over 18	-0.3%	62
Traverse	174	83	56.4%	63.9%	Over 18	-7.5%	75
Wabasha	793	49	61.2%	69.2%	Over 18	-8.0%	76
Wadena	643	56	61.7%	59.6%	Under 18	2.1%	50
Waseca	691	55	66.8%	56.9%	Under 18	9.9%	28
Washington	10,684	5	81.3%	68.9%	Under 18	12.4%	22
Watonwan	569	58	50.0%	39.3%	Under 18	10.7%	27
Wilkin	278	76	75.2%	70.3%	Under 18	4.9%	43
Winona	2,087	21	65.3%	64.3%	Under 18	1.0%	58
Wright	5,656	10	74.4%	67.0%	Under 18	7.4%	37
Yellow Medicine	470	65	61.2%	58.6%	Under 18	2.6%	48

Passing Skill Tests

County	Tests	Tests Rank	Under 18	Over 18	Who Performs Better?	Diff	Diff Rank
McLeod	763	29	81.0%	66.0%	Under 18	15.0%	49
Mahnomen	94	80	73.3%	76.6%	Over 18	-3.2%	85
Marshall	197	68	75.0%	76.9%	Over 18	-1.9%	83
Martin	438	49	76.4%	67.3%	Under 18	9.2%	71
Meeker	461	47	81.0%	68.8%	Under 18	12.2%	54
Mille Lacs	623	41	68.4%	64.9%	Under 18	3.4%	78
Morrison	709	33	76.8%	67.7%	Under 18	9.0%	72
Mower	1,074	21	75.8%	43.0%	Under 18	32.7%	2
Murray	148	77	82.7%	63.6%	Under 18	19.1%	31
Nicollet	794	28	78.1%	54.9%	Under 18	23.1%	11
Nobles	557	42	82.6%	62.1%	Under 18	20.4%	21
Norman	159	75	70.5%	59.2%	Under 18	11.3%	66
Olmsted	4,526	7	72.2%	49.4%	Under 18	22.8%	13
Otter Tail	1,124	20	80.4%	70.0%	Under 18	10.4%	69
Pennington	272	63	89.6%	69.5%	Under 18	20.1%	25
Pine	637	39	72.4%	60.8%	Under 18	11.6%	62
Pipestone	216	65	83.6%	60.5%	Under 18	23.0%	12
Polk	732	31	79.3%	60.1%	Under 18	19.2%	28
Pope	207	66	79.7%	47.5%	Under 18	32.3%	3
Ramsey	14,537	2	67.1%	48.6%	Under 18	18.5%	37
Red Lake	75	84	69.8%	68.2%	Under 18	1.6%	80
Redwood	310	56	77.8%	51.0%	Under 18	26.8%	4
Renville	285	58	81.3%	62.2%	Under 18	19.0%	32
Rice	1,670	13	78.2%	56.0%	Under 18	22.2%	17
Rock	204	67	83.4%	61.0%	Under 18	22.5%	14
Roseau	341	54	76.3%	64.2%	Under 18	12.1%	55
Saint Louis	3,224	10	83.4%	74.8%	Under 18	8.6%	73
Scott	4,531	6	69.3%	50.5%	Under 18	18.7%	34
Sherburne	2,585	12	74.2%	53.0%	Under 18	21.2%	19
Sibley	317	55	79.0%	67.0%	Under 18	12.0%	57
Stearns	3,974	8	78.7%	55.0%	Under 18	23.7%	9
Steele	968	25	75.0%	56.7%	Under 18	18.3%	38
Stevens	277	61	71.0%	73.9%	Over 18	-2.9%	84
Swift	170	72	82.4%	67.7%	Under 18	14.7%	51
Todd	628	40	77.0%	62.2%	Under 18	14.8%	50
Traverse	78	83	84.8%	73.3%	Under 18	11.5%	64
Wabasha	432	50	76.0%	55.9%	Under 18	20.2%	24
Wadena	351	53	75.7%	64.0%	Under 18	11.7%	60
Waseca	478	45	70.6%	51.1%	Under 18	19.5%	27
Washington	7,409	5	70.0%	51.0%	Under 18	19.1%	30
Watonwan	273	62	71.5%	60.7%	Under 18	10.9%	68
Wilkin	160	74	66.4%	58.5%	Under 18	7.8%	74
Winona	963	26	75.4%	59.5%	Under 18	15.9%	46
Wright	3,743	9	73.5%	56.9%	Under 18	16.7%	43
Yellow Medicine	237	65	71.2%	55.4%	Under 18	15.8%	47

MN Law requires those Under 18 to have completed classroom and behind-the-wheel phases of driver education, plus provide proof of 40-50 hours of supervised driving experience.

There is no driver education requirement for those Over 18.

Determination of Most-Affected Counties

Since many counties experienced higher test failure rates for those Over 18, an analysis was conducted to determine which counties were most-affected. County data was ranked according to four metrics – 1) the number of knowledge tests, 2) difference in knowledge test performance between Under 18 and Over 18 year olds, 3) the number of skills tests, and 4) difference in skills test performance between Under 18 and Over 18 year olds. The rankings of these four metrics were combined together to determine the average total rank for each county for each year. Then, the county's ranking for each of the three years was averaged to create the average total rank for the last three years.

This method acknowledged DVS closures during 2020 (due to COVID-19) that could have resulted in lower than usual tests, distinguished counties with low and high numbers of tests, acknowledged discrepancies between the two age groupings, and identified consistency across the years.

Stearns County was the highest ranking county with an average total rank of 6.5 for the three year period. During that time frame, the Under 18 age group in Stearns County had the highest differences in knowledge and skills tests as well.

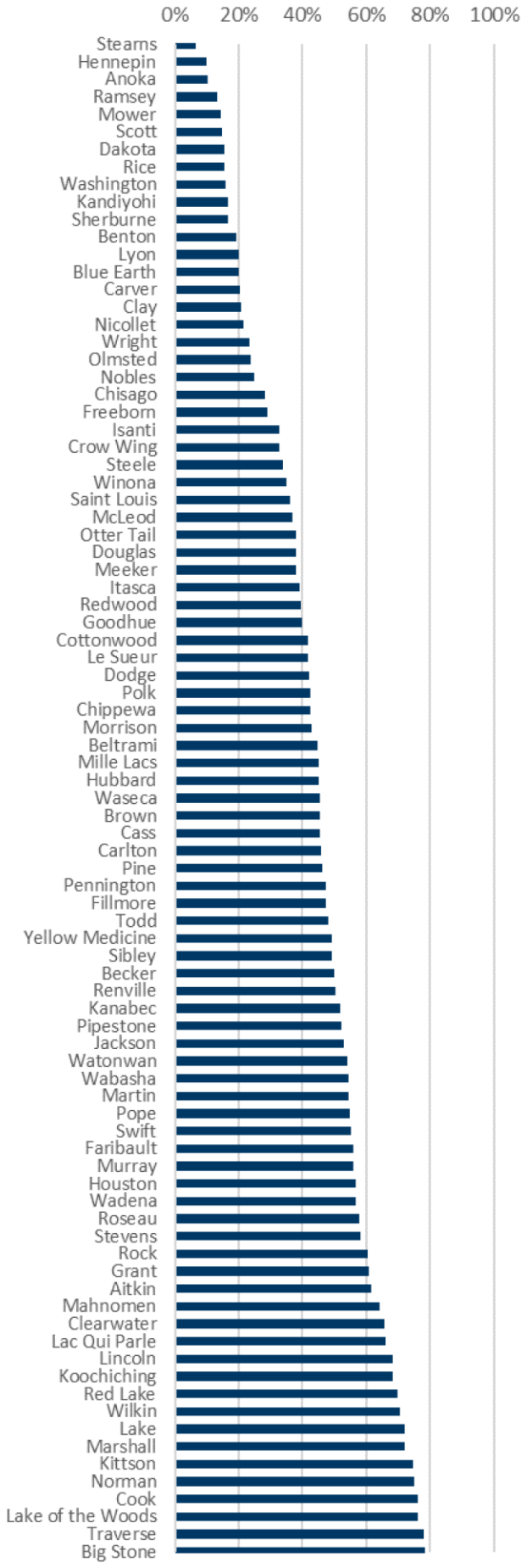
Hennepin County ranked second highest with an average total rank of 9.9. This most-populated county conducted 163,591 knowledge tests (64.5% passing) and 89,601 skills tests (58.2% passing) during the three year period. The Under 18 age group performed better on both knowledge and skills tests. However, with such high numbers of tests conducted and such low passing percentages, this county is greatly affected by applicants who have no driver education.

The graph on the next page shows results for all 87 counties in this analysis.

Most-affected County Results

Counties, Sorted by Average Ranking L3Y

The graph to the right shows Minnesota counties sorted by the average total rankings from the last three years. The counties listed at the top are the most-affected by the uneducated driver issue. These counties have consistently (over three year's time) administered the most tests and experienced the largest differences between Under 18 (educated driver) and Over 18 (uneducated driver) passes/failures on driver tests.



The Top 20 counties account for:

75.7% of all knowledge tests
74.3% of all passed knowledge tests
78.1% of all failed knowledge tests

77.6% of all skills tests
74.4% of all passed skills tests
82.8% of all failed skills tests

820,633 visits to DVS testing facilities

High Risk Route Systems

Where do most crashes occur? Which roads are the least safe? What streets should law enforcement officers patrol? Determining where traffic safety enforcement efforts should occur is the focus of this analysis.

The Minnesota Legislature recently adjourned after providing an historic investment in traffic safety. Due to this investment, grant funded opportunities will allow local units of government to perform traffic safety activities in safe road zones. This increase in traffic safety enforcement activities will focus on rural route systems and trunk highways where the largest impact can be made.

To locate the route systems and trunk highways needing the most attention, crash data and traffic volume data will be analyzed. Vehicle miles traveled (VMT) data is gathered annually by MnDOT and reported out by route systems for each county. (See partial report below.) Crash data will be aggregated by counties and route systems and then merged with the VMT data to calculate crash rates. The county/route system combinations with the highest crash rates will pinpoint where traffic safety opportunities exist.

DEPARTMENT OF TRANSPORTATION

6/14/2022

2021 Daily (Average) and Annual (Total) Vehicle Miles and Centerline Miles by Route System for each County

County	Route System	Daily VMT	Annual VMT	Centerline Miles	Percent Sampled
Aitkin	2 - US Highway	153,354	55,974,380	48.9	100
Aitkin	3 - MN Highway	404,653	147,698,433	204.6	100
Aitkin	4 - County State Aid Highway	121,912	44,497,842	381.8	100
Aitkin	7 - County Road	12,507	4,564,950	131.6	100
Aitkin	8 - Township Road	36,110	13,180,154	798.9	1
Aitkin	9 - Unorganized Territory Road	2,918	1,065,128	64.8	0
Aitkin	10 - Municipal Street	14,067	5,134,300	32.0	0
Aitkin	12 - National Forest Road	18	6,579	3.6	0
Aitkin	13 - Indian Tribe Nation Road	2	743	0.4	0
Aitkin	14 - State Forest Road	455	166,040	91.0	0
Aitkin	15 - State Park Road	38	13,883	7.6	0
Aitkin	18 - Bureau of Fish and Wildlife Road	63	23,108	12.7	0
Aitkin	30 - Alleyway	21	7,793	4.3	0
Aitkin Total		**746,119**	**272,333,333**	**1,782.2**	**93**
Anoka	1 - Interstate	1,355,255	494,668,024	23.4	100
Anoka	2 - US Highway	1,205,641	440,059,077	18.7	100

At the time of this writing, an initial analysis was conducted using three years of crash data (2020-2022) and VMT data from 2021. Ideally, three years of data of both crash and VMT should be used, but 2022 VMT data was not available yet. Once all VMT data is available, this analysis will be re-run and methodology and calculations documented.

Below is a sample initial results table for the top two ranked county route systems.

Top 50 Highest Crash Rates for County/Route Systems											
County_ Name	POP_2022	RANK_ POP__ 2022	RTSYS	Route_System	VMT for RTSYS 2021	Crash_ Rate	RANK_ Crash_ Rate	Crashes	RANK_ crashes	Crashes_ 3YRAVG	RANK__ crashes_ 3YRAVG
Mower	40,290	26	5	Municipal State Aid Street	29,436,629	466.54	1	412	78	137.33	78
Kandiyohi	44,179	23	10	Local or City Street	27,954,628	425.69	2	357	88	119	88

Mower County's municipal state aid streets had the highest crash rate. From there, a query can be run to quantify the specific cities and roadways documented on crash reports. MNCrash captures a free-form field called RDWYNAME to isolate the exact road a crash occurred on.

County__ Name	RTSYS	Affected City	City POP	High Risk Route System
Mower	5	Austin	26,225	Oakland Ave, Oakland Place, 1st Ave, 1st St, 14th St, 10th St, 11th St
Kandiyohi	10	Willmar	21,045	Minnesota Ave, Becker Ave, 10th St, 5th St, 4th St, 4th Ave, 2nd St

Of Mower County's 412 crashes, 411 happened in the City of Austin. The roadways listed at left consumed 43% of Austin's crashes.

Feedback from engagement opportunities and the projects that were affected.

For a statement of Minnesota's starting goals for its public engagement efforts, including how the public engagement efforts will contribute to the development of Minnesota's highway safety program, including countermeasure strategies for programming funds, please see page 47

The results of the engagement opportunities conducted, including—

Affected Community: Unlicensed, non-documented adults including particular emphasis on underserved communities and communities overrepresented in the data, d (*i.e.,* what communities did the State identify at the outset of the process) underserved no crash data to support description of how those communities were identified; A law to provide drivers licenses to undocumented immigrants passed and as a result, an assumption was made at the commissioners level that assistance to these groups may be warranted.

The steps taken by the State to produce meaningful engagement with affected communities, including –
Open dialogue was our feedback mechanism, designed to build trust and understand the needs of the individuals in that community.

Engagement opportunities conducted and description of how those opportunities were designed to reach the affected communities. We conducted community meetings in a community room in Saint Paul in March, April, and May 2023. Additional meetings are likely. They were designed to reach unlicensed, non-documented adults by

- Understanding community demographics / language barrier, resistant to public officials
- Building durable community relationship / plain clothes, and off-site location was used
- Understanding community wants and needs / simple yet full instructions
- Involving broad representation of community /leaders were identified within the group
- Using community preferred engagement techniques /in person plain clothes and spent time interacting

Documenting and sharing community's impact on decisions /listened more than instructed

Accessibility measures implemented by the State both in outreach and in conducting engagement opportunities; We ensured ADA compliance was in place in community /public meeting space. To ensure accessibility we offered several different times and days that we were available for them to share feedback. This provided opportunities for individuals with scheduling conflicts and child care constraints.

A description of the attendees and participants, and, to the extent feasible, whether those participants are members of Affected Communities;) over 100 immigrants new to driving and / or driving in the States. We knew that they were un-licensed since they had just arrived in the country, and so they were members of this Affected Community.

A summary of the issues covered; and traffic laws, including but not limited to child passenger safety

How the affected communities' comments and views have been incorporated into the development of the triennial HSP. Minnesota plans to use this feedback to inform *projects 24-02-04 and 24-02-07 in future annual grant applications. These are our child passenger safety liaison and child passenger support projects. This will also influence our State program for free car seats. Projects will be designed to allow car seat technicians to provide occupant protection and child restraint education to these groups even more.*

Affected Community: 16-19 year olds including particular emphasis on underserved communities and communities overrepresented in the data, d (*i.e.,* what communities did the State identify at the outset of the process)
Overrepresented in crash data description of how those communities were identified; Using crash (FARS and State, representative in performance targets and equity data see page 21, 22

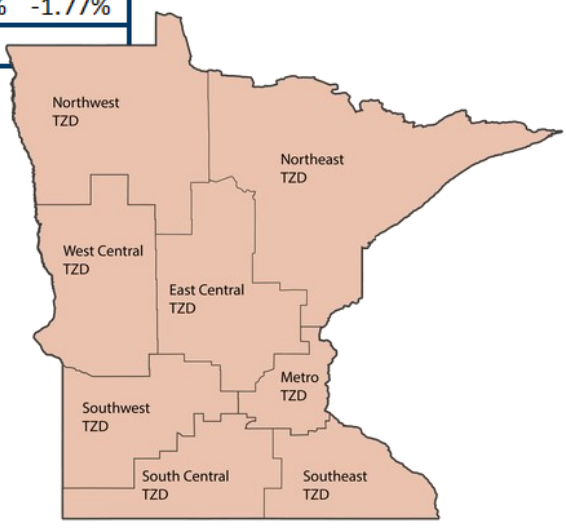
The steps taken by the State to produce meaningful engagement with affected communities, including –
Open dialogue was our feedback mechanism, designed to build relationship with high school students. Allowed the students to research and define their needs in relationships to outreach (media) and drivers education.

Engagement opportunities conducted and description of how those opportunities were designed to reach the affected communities. We conducted after school opportunities at high schools in the northwest region of the state as designated in the regional map on below , also understanding that 16-19 year olds are over represented in crash data, February and March of the 21-22 school year and February and March of the 22-23 school year . Additional meetings are likely to be held in counties that have not been reached. They were designed to reach high school students by

- Understanding community demographics / young students, fun activities that are related to young adults
- Building durable community relationship / plain clothes, and on site offerings for ease of attending.
- Understanding community wants and needs / simple yet full instructions, allowing their input
- Involving broad representation of community /teachers with good reputation with students provided a diverse group of students the opportunity to participate .
- Using community preferred engagement techniques /in person plain clothes and spent time interacting through fun activities and providing research opportunities.

Crash-Involved Drivers by Age Group (2018-2022)

Driver Age	Fatal Crash	Injury Crash	PDO Crash	Total Drivers	N DLs	Pctg of DLs	Pctg of Crash Involved	Diff in Pctgs
16-19	203	15,482	44,566	60,251	241,635	5.91%	10.52%	4.61%
20-29	547	37,039	103,627	141,213	708,681	17.33%	24.65%	7.33%
30-39	500	31,802	84,069	116,371	677,424	16.56%	20.32%	3.75%
40-49	494	23,810	61,769	86,073	629,558	15.39%	15.03%	-0.36%
50-59	465	21,745	54,528	76,738	713,049	17.43%	13.40%	-4.04%
60-69	373	15,746	38,432	54,551	629,374	15.39%	9.52%	-5.86%
70-79	210	7,967	18,238	26,415	338,088	8.27%	4.61%	-3.65%
80+	133	3,538	7,515	11,186	152,455	3.73%	1.95%	-1.77%
Totals:	**2,925**	**157,129**	**412,744**	**572,798**	**4,090,264**			



Accessibility measures implemented by the State both in outreach and in conducting engagement opportunities; We ensured ADA compliance was in place in community /public meeting space. To ensure accessibility event further, we adjusted the time of day and day of week to ensure that participants could best attend by following the school calendar and teacher recommendation.

The results of the engagement opportunities conducted, including—

A description of the attendees and participants, and, to the extent feasible, whether those participants are members of Affected Communities;) over 100 students members of the (affected community) learned about current media outreach and programs. The students researched different programs that provided teen education and outreach and provided what was learned and the teen program that would best resonate with them.

A summary of the issues covered; and attendees shared their concerns about traditional drivers education not relating to the way they learn, and not covering all the risky behavior that is seen on the roadways. The teens also shared the media messaging was not reaching them, although heard and seen it was not listened to. What we can do differently in the areas of messaging and education was the main topic.

How the affected communities' comments and views have been incorporated into the development of the triennial HSP. Minnesota plans to use this feedback to inform *projects 24-06-05 and 24-06-07, 24-06-08 in future annual grant applications. These are our impact teen driver, regional coordinator and safe road coalitions. Projects will be designed to allow train the trainer and the training of the program in high schools and other teen community programs. Minnesota is also anticipating law enforcement agencies project 24-04-01 Cities and Counties and 24-04-08 State Patrol to assist in the training.*

Affected Community: impaired drivers including particular emphasis on underserved communities and communities overrepresented in the data, d (*i.e.,* what communities did the State identify at the outset of the process)
Overrepresented in crash data description of how those communities were identified; Using crash (FARS and State, representative in performance targets) and equity data see page 21,22.

The steps taken by the State to produce meaningful engagement with affected communities, including –
Open dialogue was our feedback mechanism, designed to build relationship with DWI offenders enrolled in DWI court programs and ignition interlock. Interacted with participants and recorded responses to see if trends could be found.

Engagement opportunities conducted and description of how those opportunities were designed to reach the affected communities. We provided opportunities for feedback during other scheduled meetings asking direct questions of what was needed to reduce recidivism . The TSRP, judicial liaison, DWI court grantees and LEL's reviewed the feedback with OTS and provided input. The idea of a parole liaison and expanded project activities in current projects, this was based on the feedback received.

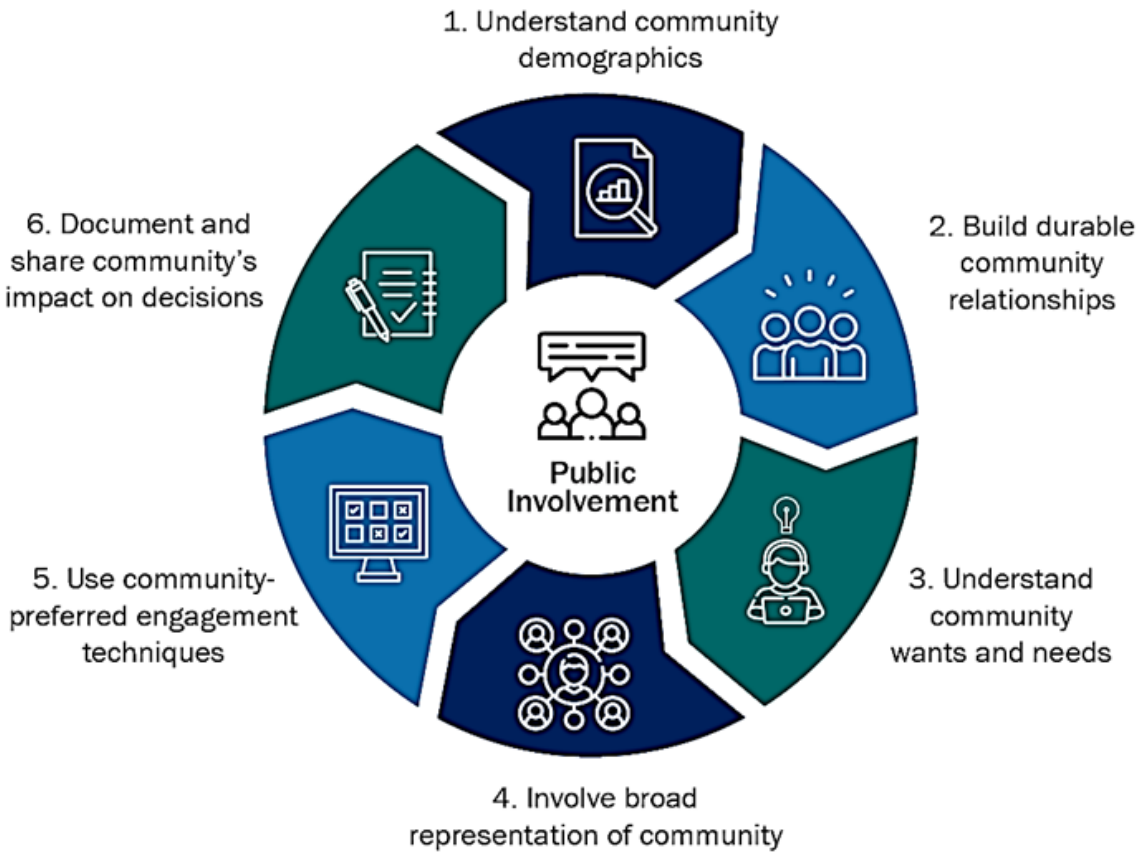
- Understanding community demographics / impaired drivers are dealing with many things including but not limited to legal and mental issues. The needs are different with each individual
- Building durable community relationship / responsive to requests , truthful about the help we are able to provide
- Understanding community wants and needs / ask questions and provide direction and resources for issues they are facing. (legal and mental).
- Involving broad representation of community /judicial liaison, DWI court grantees, TSRP, LEL and the participants in different DWI programs in some cases the loved ones supporting the participants.
- Using community preferred engagement techniques /being available to listen to feedback

Accessibility measures implemented by the State both in outreach and in conducting engagement opportunities; We ensured ADA compliance was in place in community /public meeting space. To ensure accessibility even further we adjusted the time of day and day of week to ensure that participants could best attended by offering several times and allowing them to choose the best time for themselves.

A description of the attendees and participants, and, to the extent feasible, whether those participants are members of Affected Communities;) more than 50 participants (members of the affected community) in total, each of the DWI courts, and ignition interlock both of these current projects serve the entire State.

A summary of the issues covered; and attendees shared their concerns about recidivism. We discussed the idea of creating a parole liaison for the DWI courts.

How the affected communities' comments and views have been incorporated into the development of the triennial HSP. Minnesota plans to use this feedback to inform planned *projects 24-03-01, 24-03-04, 24-03-05,24-03-06, 24-03-21, 23-04-05– in future annual grant applications. These are our DWI courts, Judicial Liaison, Ignition Interlock, Probation Liaison (NEW), TSRP, Law Enforcement Liaison. Projects planned activities have been adjusted to allow flexibility to serve participants and potential participants.*



performance measures,

		FY23 HSP				
Performance Measure Report		Target Period	Target Years	Target Value FY23 HSP	Progress YTD* (as of 6/14/23)	On Track to Meet FY23 Target?
C-1	Fatalities	5 year	2019-2023	352.4	127	No
C-2	Serious Injuries	5 year	2019-2023	1,463.4	708	No
C-3	Fatalities/100M VMT	5 year	2019-2023	0.582	N/A	No
C-4	Unrestrained MVO Fatalities	5 year	2019-2023	94	25	In-progress
C-5	Alcohol-Impaired Fatalities	5 year	2019-2023	103	8	In-progress
C-6	Speeding-Related Fatalities	5 year	2019-2023	127	36	In-progress
C-7	Motorcyclist Fatalities	5 year	2019-2023	56	19	In-progress
C-8	Unhelmeted Motorcyclist Fatalities	5 year	2019-2023	38	10	In-progress
C-9	Drivers Age <21 in Fatal Crashes	5 year	2019-2023	48	17	In-progress
C-10	Pedestrian Fatalities	5 year	2019-2023	47	15	In-progress
C-11	Bicyclist Fatalities	5 year	2019-2023	9	0	Yes
B-1	Observed Seat Belt Use	1 year	2023	92.0%	N/A	Yes

* Preliminary State crash data used.

and countermeasure strategies); **see Countermeasure strategy/Performance Measure for programming funds page 47** and(ii) Description and analysis of the State's overall highway safety problems as identified through an analysis of data, including but not limited to fatality,

- While our occupant restraint compliance rate was 93.3% in 2022, 88 unrestrained vehicle occupants were killed in 2022. Public outreach and education opportunities will increase as the well as outreach to our law enforcement partners.
- According to preliminary data in 2022, 92 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. We will also provide educational, outreach, and collaboration opportunities to our law enforcement,court, and correctional facility partners.
- Speed related fatalities continue to plague our entire state. In 2022, 123 people were killed in speeding related crashes. We will focus on improving our outreach and educational efforts while also looking for additional ways to support enforcement related activity. Minnesota OTS will also continue to exploring 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.
- 47 people were killed in teen driver crashes last year. In 2023 and beyond, 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.
- 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.

- injury, In the area of serious injury, we will leverage current, new, and emerging data sets to more specifically identify root causal factors and apply appropriate strategies to prevent them. We will work closely with the Minnesota Department of Health to identify and offer solutions.
- enforcement, In the area of enforcement, we will continue to support and listen to the needs of our law enforcement partners and agencies. We will also conduct community outreach to gain understanding of public perceptions of law enforcement. With this combined knowledge, we will seek to build trust between communities and law enforcement agencies and to promote meaningful changes in driving behaviors.
- judicial and sociodemographic data. In the area of judicial and sociodemographic data we will In the area of traffic judicial and sociodemographic data, 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 Judicial partners and regional coordinators to identify and offer solutions.

Performance Measure report

i) List of data-driven, quantifiable and measurable highway safety performance targets, as laid out in paragraphs (b)(3)(ii) and (b)(3)(iii) of this section, that demonstrate constant or improved performance over the three-year period covered by the triennial HSP and based on highway safety program areas identified by the State during the planning process conducted under paragraph (b)(1) of this section.

		FY23 HSP				
Performance Measure Report		Target Period	Target Years	Target Value FY23 HSP	Progress YTD* (as of 6/14/23)	On Track to Meet FY23 Target?
C-1	Fatalities	5 year	2019-2023	352.4	127	No
C-2	Serious Injuries	5 year	2019-2023	1,463.4	708	No
C-3	Fatalities/100M VMT	5 year	2019-2023	0.582	N/A	No
C-4	Unrestrained MVO Fatalities	5 year	2019-2023	94	25	In-progress
C-5	Alcohol-Impaired Fatalities	5 year	2019-2023	103	8	In-progress
C-6	Speeding-Related Fatalities	5 year	2019-2023	127	36	In-progress
C-7	Motorcyclist Fatalities	5 year	2019-2023	56	19	In-progress
C-8	Unhelmeted Motorcyclist Fatalities	5 year	2019-2023	38	10	In-progress
C-9	Drivers Age <21 in Fatal Crashes	5 year	2019-2023	48	17	In-progress
C-10	Pedestrian Fatalities	5 year	2019-2023	47	15	In-progress
C-11	Bicyclist Fatalities	5 year	2019-2023	9	0	Yes
B-1	Observed Seat Belt Use	1 year	2023	92.0%	N/A	Yes

* Preliminary State crash data used.

report on the State's progress towards meeting State performance targets from the most recently submitted triennial HSP, at the level of detail in § 1300.35.

The Minnesota Department of Transportation and OTS work together on adjusting C1-C3 based on the goal of zero deaths and not a mathematical equation.

The work is ongoing in each program area, commitment toward the goal is real:

- We will leverage current, new, and emerging data sets to more specifically identify root causal factors and then apply appropriate strategies to prevent them.
- Poor decision making and driving behavior are responsible for most fatal crashes. Through a strong and coordinated education and enforcement approach, we will use data and proven countermeasures to deter these.
- We will utilize improved and expanded enforcement and court data to ensure poor driving conduct is held to account.
- We know that speeding is by far the leading cause of the increases in fatalities and we will continue to allow for maximum grant flexibility to address this issue.

(ii) All performance measures developed by NHTSA in collaboration with the Governors Highway Safety Association ("Traffic Safety Performance Measures for States and Federal Agencies" (DOT HS 811 025)), as revised in accordance with 23 U.S.C. 402(k)(5) and published in the **Federal Register** , which must be used as minimum measures in developing the performance targets identified in paragraph (b)(3)(i) of this section, provided that—

(A) At least one performance measure and performance target that is data-driven shall be provided for each program area identified by the State during the planning process conducted under paragraph (b)(1) of this section that enables the State to track progress toward meeting the quantifiable annual target; See program area beginning on page 47
(B) For each program area performance measure, the State shall provide—
(1) Quantifiable performance targets culminating in the final year covered by the triennial HSP, with annual benchmarks to assist States in tracking progress; and See performance target chart
(2) Justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection; and See performance target chart
(C) State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP. N/A
(iii) Additional performance measures not included under paragraph (b)(3)(ii) of this section. For program areas identified by the State where performance measures have not been jointly developed (*e.g.,* risky drivers, vulnerable road users, etc.) and for which States are using highway safety grant program funds, the State shall develop its own performance measures and performance targets that are data-driven, and shall provide the same information as required under paragraph (b)(3)(ii) of this section. N/A

Performance Plan Chart FY24-FY26 3HSP			Base Years (Historical Data)						Annual Targets				3HSP Tgt
			2017	2018	2019	2020	2021	2022*	2023	2024	2025	2026	FY24-FY26
C-1	**Fatalities**	FARS Annual	358	381	364	394	488	444					
	Reduce fatalities to **401.9** from a current safety level of **414.2** by **3%**	5-year Avg.	382.0	381.0	381.0	378.0	397.0	414.2	352.4	410.1	406.0	401.9	401.9
C-2	**Serious Injuries**	State Annual	1,849	1,660	1,520	1,569	1,723	1,910					
	Reduce serious injuries to **1,626.6** from a current safety level of **1,676.4** by **3%**	5-year Avg.	1,465.6	1,554.4	1,649.6	1,702.4	1,648.6	1,676.4	1,463.4	1,659.6	1,643.0	1,626.6	1,626.6
C-3	**Fatalities/100M VMT**	State Annual	0.600	0.630	0.600	0.760	0.850	0.780					
	Reduce fatality rate to **0.78** from a current safety level of **0.78** by **0%**	5-year Avg.	0.660	0.650	0.640	0.650	0.680	0.720	0.580	0.780	0.780	0.780	0.780
C-4	**Unrestrained MVO Fatalities**	FARS Annual	71	84	74	100	99	88					
	Reduce unrestrained MVO fatalities to **86** from a current safety level of **89** by **3%**	5-year Avg.	81	81	78	81	86	89	94	88	87	86	86
C-5	**Alcohol-Impaired Fatalities**	FARS Annual	85	104	85	107	130	92					
	Reduce alcohol-impaired driving fatalities to **101** from a current safety level of **104** by **3%**	5-year Avg.	100	101	97	95	102	104	103	103	102	101	101
C-6	**Speeding-Related Fatalities**	FARS Annual	89	114	77	122	167	123					
	Reduce speeding-related fatalities to **117** from a current safety level of **121** by **3%**	5-year Avg.	92	98	91	99	114	121	127	120	119	117	117
C-7	**Motorcyclist Fatalities**	56	55	59	46	64	69	82					
	Reduce motorcyclist fatalities to **62** from a current safety level of **64** by **3%**	5-year Avg.	56	55	55	56	59	64	56	63	63	62	62
C-8	**Unhelmeted Motorcyclist Fatalities**	FARS Annual	36	42	33	41	44	58					
	Reduce unhelmeted motorcyclist fatalities to **43** from a current safety level of **44** by **3%**	5-year Avg.	35	36	37	38	39	44	38	44	43	43	43

Performance Plan Chart FY24-FY26 3HSP			Base Years (Historical Data)						Annual Targets				3HSP Tgt
			2017	2018	2019	2020	2021	2022*	2023	2024	2025	2026	FY24-FY26
C-9	**Drivers Age <21 in Fatal Crashes**	FARS Annual	42	56	37	55	54	58					
	Reduce drivers age <21 involved in fatal crashes to **52** from a current safety level of **52** by **0%**	5-year Avg.	48	50	49	48	49	52	48	52	52	52	52
C-10	**Pedestrian Fatalities**	FARS Annual	38	42	47	45	50	45					
	Reduce pedestrian fatalities to **46** from a current safety level of **46** by **0%**	5-year Avg.	36	38	45	46	44	46	47	46	46	46	46
C-11	**Bicyclist Fatalities**	FARS Annual	6	7	11	10	9	6					
	Reduce bicyclist fatalities to **9** from a current safety level of **9** by **0%**	5-year Avg.	7	7	8	8	9	9	9	9	9	9	9
B-1	**Observed Seat Belt Use**	State Annual	92.0	92.4	93.4	N/A	92.4	93.3					
	Increase observed seat belt use for passenger vehicles to **93.3** from a current safety level of **93.3** by **0%**								92.0	93.3	93.3	93.3	93.3

Note: expected performance goal to be attained by December 31, 2026.

* 2022 preliminary state level data provided.

(4) ***Countermeasure strategy for programming funds.*** For each program area identified by the State during the planning process conducted under paragraph (b)(1) of this section, a description of the countermeasure strategies that will guide the State's program implementation and annual project selection in order to achieve specific performance targets described in paragraph (b)(3) of this section, including, at a minimum—(i) The problem identified during the planning process described in paragraph (b)(1) of this section that the countermeasure strategy addresses 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's 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,29% 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 2022 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 optical difficulties.

Region	Used	Not Used	Unknown	Killed or Injured
Metropolitan	79.6%	4.2%	16.2%	12,648
Central	84.9%	7.0%	8.1%	2,960
Northeast	82.8%	8.2%	9.0%	938
Northwest	78.0%	11.2%	10.8%	418
South Central	81.6%	7.6%	10.8%	787
Southeast	84.4%	7.3%	8.3%	1,745
Southwest	77.9%	11.5%	10.6%	1,069
West Central	81.8%	9.5%	8.8%	833

Safety Equipment use by killed or Injured Motor Vehicle Occupants by Region of the State (source crash data)

Observational Seatbelt Survey Data Each year, a statewide survey is conducted observing motor vehicle occupant seatbelt use. The reports from 2022 were used to identify and implement proven countermeasures. From our 2022 Observational Study of seat belt use, we found that males in the general population buckle up less often than females. In 2022, 96.1% of females observed were buckled up, compared to 91.0% of males. Pick-up truck drivers buckled up less than car drivers by 4.6% age points (88.7% of pickup truck drivers buckled up).

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.

Performance Measure C-1 Number of Traffic Fatalities, C-4 Unrestrained Passenger Motor Vehicle Occupant Fatalities

Estimated three year funding federal funds $2,080,000.00 combination of 405b, FAST Act/BIL 402. state funds $180,000.00

Funding Considerations

Equity data
Fatal and Serious Injury data
Local Partnerships

Uniform Guideline No. 20 Occupant Protection Program

(ii) A list of the countermeasures that the State will implement, including; (A) For countermeasures rated 3 or more stars in *Countermeasures That Work,* citation to the countermeasure in the most recent edition of *Countermeasures That Work;* 6. Communications and Outreach 6.2 Strategies for Child Restraint and Booster Seat Use; 3 stars no justification needed the countermeasure strategy addresses and a description of the linkage between the problem identification and the countermeasure strategy; 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. When children are properly restrained, their chances of being injured in a traffic crash are drastically reduced.

For example, from 2018-2022 in Minnesota, 88% of the 11,190 children ages zero to seven that were properly restrained during traffic crashes were not injured and another 9% sustained only possible injuries.

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. OTS child passenger safety advocates were also able to offer the National Child Passenger Safety Certification trainings, with low or no fee to incoming students, ensuring access to all, including low income and underserved populations.

Impacted Projects: 24-02-01, 24-02-04, 24-02-07
Project 24-02-08 is a NHTSA mandated seat belt survey no countermeasure needed
Project 24-02-22 is Occupant Protection Program Staff allowed and necessary no countermeasure needed

Projects and countermeasures used in the Occupant Protection program area were influenced by the Occupant Protection Assessment prepared by NHTSA. The documents will continue to be utilized as projects and countermeasure are developed.

(4) ***Countermeasure strategy for programming funds.*** For each program area identified by the State during the planning process conducted under paragraph (b)(1) of this section, a description of the countermeasure strategies that will guide the State's program implementation and annual project selection in order to achieve specific performance targets described in paragraph (b)(3) of this section, including, at a minimum—(i) The problem identified during the planning process described in paragraph (b)(1) of this section that the countermeasure strategy addresses Impaired driving remains a serious threat on Minnesota roadways, accounting for one fifth 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 2022, there were 25,872 motorists arrested for DWI, compared with 24,324 in 2021, a 6% increase.

Minnesota, like 49 states, has a 0.08 BAC limit for drivers. Motorists can be arrested with a BAC under 0.08 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 0.08, 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 2022, 32% of fatalities involved some amount of alcohol. The term "alcohol impaired" is used when the amount of alcohol involved is greater than the 0.08 legal limit. Fatalities involving alcohol impairment still concern the State. In 2022, there were 73 alcohol impaired (drunk driving) fatalities. 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 age group of concern remains the 20-34 year-olds. Thirty percent of all alcohol impaired fatalities were in that age group, compared with 18% 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 2022, males accounted for 77% of killed drivers who tested positive for alcohol.

In 2022, the eight county Twin Cities metro area had 42.1% of the impaired driving arrests and the remaining 79 county non-metro area had 57.9%.

Summary

Minnesota recorded a 7.9% decrease in alcohol related (drunk driving) fatalities from 2020-2022. Our enforcement efforts will continue to focus 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 roadway.

Performance Measure C-1 Fatalities, C-5 Impaired Related Fatalities

Estimated three year funding $29,760,000.00 combination of 405c, 405d, 164al, FAST Act/BIL 402 state funds $11,485,000.00

Funding Considerations

Equity data
Fatal and Serious Injury data
Local Partnerships

Uniform Guideline No. 8 Impaired Driving

(ii) A list of the countermeasures that the State will implement, including; **DWI Courts**
(A) For countermeasures rated 3 or more stars in *Countermeasures That Work,* citation to the countermeasure in the most recent edition of *Countermeasures That Work;* 6 Deterrence Prosecution and Adjudication 3.1 DWI Courts 4 stars no justification needed ***Impacted Projects: 24-03-01, 24-03-04, 24-03-06, 24-03-21 assessment recommended additional courts, implementation in progress*** and a description of the linkage between the problem identification and the countermeasure strategy; Problem ID 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 Minnesota traffic deaths annually. One in seven Minnesota drivers has a DWI on record and about half of those will re-offend. Reducing recidivism is key to decreasing impaired-driving related traffic fatalities and injuries. 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 237 participants with 84 graduates, 11 of whom incurred an additional DWI arrest. This recidivism rate of 6.7% demonstrates the projects success if compared to the statewide recidivism 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, 21 participants obtained valid unrestricted driving privileges and 49 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 compared with regular courts. OTS believes in adopting an approach rooted in rehabilitation and support because this approach can be more cost effective long term than repeat arrests and incarceration and it will bring us closer to our goal of reducing impaired related traffic deaths and injuries.

ii) A list of the countermeasures that the State will implement, including; Ignition Interlock For countermeasures rated 3 or more stars in *Countermeasures That Work,* citation to the countermeasure in the most recent edition of *Countermeasures That Work;* Chapter 1 4 Deterrence DWI Offender Treatment, Monitoring and Control 4.2 Alcohol Interlocks 5 stars no justification needed *Impacted Projects: 24-03-05* and a description of the linkage between the problem identification and the countermeasure strategy; 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. Furthermore, one in seven Minnesota drivers has a DWI on record and of those, about half will re-offend. Reducing recidivism is key to decreasing impaired-driving related traffic fatalities and injuries. Studies show ignition interlock reduces recidivism among participants compared to other DWI offenders.

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 since its launch. Last fiscal year ended with DVS monitoring 14,104 participants and field investigators having conducted 212 inspections of service centers around the state.

ii) A list of the countermeasures that the State will implement, including; Alcohol and drug impaired driving enforcement For countermeasures rated 3 or more stars in *Countermeasures That Work,* citation to the countermeasure in the most recent edition of *Countermeasures That Work;* Chapter 1; 2 Deterrence Enforcement 2.2 High Visibility enforcement 4 stars no justification needed *Impacted Projects: 24-03-03, 24-03-10, 24-04-01, 24-04-08 assessment recommended additional officers, implementation in progress* and a description of the linkage between the problem identification and the countermeasure strategy; 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.

Alcohol consumption by drivers 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.

DWI Officers accounted for

- 37,805 total enforcement traffic stops
- 1944 DWI arrests, including 517 (26.6%) for impaired other than alcohol
- 2614 total arrests
- 193 seatbelt and child restraint citations
- 2,343 speed citations
- 2,473 drivers cited for driving after license withdrawal (revocation, suspension or cancellation)
- 367 drivers cited for hands-free violations

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. eCharging remains voluntary, however 99.9 % of DWI submissions are completed through the system.

(ii) A list of the countermeasures that the State will implement, including; **Impaired Data Collection and Analysis**
(A) For countermeasures rated 3 or more stars in *Countermeasures That Work,* citation to the countermeasure in the most recent edition of *Countermeasures That Work;* or
(B) For State-developed countermeasure strategies, justification supporting the countermeasure strategy, including data, data analysis, research, evaluation and/or substantive anecdotal evidence, that supports the effectiveness of the proposed countermeasure strategy; Last year 58% 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. (iii) Identification of the performance target(s) the countermeasure strategy will address, C-1 Fatalities, C-5 Impaired Related Fatalities along with an explanation of the link between the effectiveness of the countermeasure strategy and the performance target; 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. (iv) A description of any Federal funds that the State plans to use to carry out the countermeasure strategy including, at a minimum, the funding source (s) (*e.g.,* Section 402, Section 405(b), etc.) BIL 405d Impaired Driving Countermeasures Grants, FAST Act 405c traffic records and BIL 164 and an estimated allocation of funds; $2,250,000.00. (v) A description of considerations the State will use to determine what projects to fund to implement the countermeasure strategy, including, as applicable, public engagement, traffic safety data, affected communities, impacted locations, solicitation of proposals; and traffic safety data (vi) A description of the manner in which the countermeasure strategy was informed by the uniform guidelines issued in accordance with 23 U.S.C. 402(a)(2) and, if applicable, NHTSA-facilitated programmatic assessments. Chapter 8 VI access and analyze reliable data sources for problem identification and planning 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. ***Impacted projects 24-03-02, 24-03-09. assessment recommendation, implementation in progress***

(ii) A list of the countermeasures that the State will implement, including; **Responsible Beverage Service**
(A)For countermeasures rated 3 or more stars in *Countermeasures That Work* citation to the countermeasure in the most recent edition of *Countermeasures* Chapter 1 5 Prevention, Intervention, Communication and Outreach 5.3 Responsible beverage service 2 stars. Intensive, in-person responsible server training that includes establishment management support. 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. ***Impacted projects 24-03-18*** and a description of the linkage between the problem identification and the countermeasure strategy; 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 to 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. Alcohol consumption by drivers 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. (iv) A description of any Federal funds that the State plans to use to carry out the countermeasure strategy including, at a minimum, the funding source(s) (*e.g.,* Section 402, Section 405(b), etc.) BIL 164 AL Transfer funds , and an estimated allocation of funds; $360,000.00. (v) A description of considerations the State will use to determine what projects to fund to implement the countermeasure strategy, including, as applicable, public engagement, traffic safety data, affected communities, impacted locations, solicitation of proposals; and traffic safety data (vi) A description of the manner in which the countermeasure strategy was informed by the uniform guidelines issued in accordance with 23 U.S.C. 402(a)(2) and, if applicable, NHTSA-facilitated programmatic assessments Uniform guideline 8 II prevention promote responsible alcohol service.

(B)(ii) A list of the countermeasures that the State will implement, including; **Enforcement of Drug Impaired Driving/Law Enforcement Training** (A) For countermeasures rated 3 or more stars in *Countermeasures That Work* citation to the countermeasure in the most recent edition of *Countermeasures* Chapter 1: Alcohol and Drug Impaired Driving; 1.7. Drug Impaired Driving; 7.1 Enforcement of Drug Impaired Driving 3 stars no justification is needed . Drug Impaired driving enforcement is a key component in reducing deaths and injuries related to impaired driving ***Impacted projects 24-03-12*** and a description of the linkage between the problem identification and the countermeasure strategy; 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) and highly effective general impaired training (SFST, ARIDE, DWI EZ Guide) to law enforcement officers, empowering them to identify drug impairment in drivers. This strategy contributes to traffic safety as it facilitates more thorough testing and enforcement, getting more 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 20% of all traffic deaths annually. However, drug-impaired driving enforcement 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 Standardized Field Sobriety Testing (SFST) and Advanced Roadside Impaired Driving Enforcement (ARIDE) training. These courses are peer-taught by trained troopers, local and tribal officers, and county deputies. By the end of FY22, there were 256 certified DREs representing 121 agencies.

Project 24-03-22 Impaired Driving Program Staff allowed and necessary no countermeasure needed

Projects and countermeasures used in the Impaired Driving program area were influenced by the Impaired Driving Assessment prepared by NHTSA. The documents will continue to be utilized as projects and countermeasure are developed.

(4) ***Countermeasure strategy for programming funds.*** For each program area identified by the State during the planning process conducted under paragraph (b)(1) of this section, a description of the countermeasure strategies that will guide the State's program implementation and annual project selection in order to achieve specific performance targets described in paragraph (b)(3) of this section, including, at a minimum—
(i) The problem identified during the planning process described in paragraph (b)(1) of this section that the countermeasure strategy addresses The Police Traffic Services section of our traffic safety plan supports additional hours of enforcement and resources that focus on prevention and education. It also provides assistance for attendance at training and conferences, to provide opportunities for networking, 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 becoming an emerging trend. Preliminary numbers in 2022 show one fatality and six serious injuries resulted from crashes in which the officer perceived street-racing was involved. 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.

Consequences of Excessive Speed:

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

Speeding Related Fatalities:

- Illegal or unsafe speed is a leading contributing factor in fatal crashes.
- In Minnesota 2018–2022, illegal or unsafe speed was a contributing factor in 553 fatal crashes resulting in 610 deaths.
- 247 of the 604 fatal speeding related crashes from 2018-2022 were also alcohol-related.
- Over the five-year period, 2018–2023, 56.2% of the speed-related fatal crashes occurred in rural areas (population less than 5,000).

Speed is the largest contributor however an analysis of fatalities and injuries indicates that seatbelt usage, distraction, and impaired driving are also troublesome. Enforcement efforts are based on local data driven problem identification in all behavior areas.

Enforcement

In 2022, OTS provided 53 multi-jurisdictional law enforcement grants to 311 agencies and 11 State Patrol districts. This collaboration created strong high-visibility enforcement programs not only to those grantees, but to neighboring communities as well. The grantees were required to report their enforcement activity once completed. The grant enabled six annual mobilizations plus additional speed campaigns, two seat belt campaigns (resulting in 4,547 seat belt citations, and 96 child restraint citations), two impaired driving campaigns (resulting in 1,586 impaired driving arrests and 174 Move Over citations), and a distracted driving and speed campaign (resulting in 23,893 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, occupant protection, or pedestrian safety. Agencies participate in the national mobilizations and report their successes through a short report to the DPS-OTS. Minnesota has committed law enforcement liaisons that keep the program a priority locally and serve as resources to their agencies in the region.

Performance Measure Performance Measure C-1 Number of Traffic Fatalities, C-4 Unrestrained Passenger Motor Vehicle Occupant Fatalities, C-6 Speed Related Fatalities, C-10 Number of Pedestrian Fatalities

Estimated three year funding federal funds $21,130,800.00 combination of 405b,405d, 405e, 405h (non motorized), 164al, FAST Act/BIL 402 state funds $5,000,000.00

Funding Considerations

- Equity data
- Fatal and Serious Injury data
- Local Partnerships

Uniform Guideline No.14 Pedestrian and Bicycle Safety III, legislation, regulation and policy, IV law enforcement, communication program. The highway safety program should include a comprehensive pedestrian and bicycle safety program that promotes safe pedestrian and bicycle practices, educates drivers to share the road safely with other road users, and provides safe facilities for pedestrians and bicyclists through a combination of policy, enforcement, communication, education, incentive, and engineering strategies. Minnesota will continue to work with city and county police agencies, department of transportation, MN safety council, and media contracts to provide education and outreach specific to pedestrians. Engineering solutions, legislation and enforcement when necessary. (projects impacted, 24-04-01, 24-08-01, 24-08-02.)

Uniform Guidelines Guideline No.15 Traffic Enforcement Services

All Minnesota law enforcement officers who participate in grant-funded enforcement programs by OTS are required to receive SFST, ARIDE, and Occupant Protection Usage and Enforcement (OPUE) training. These courses are peer-taught by trained troopers, local and tribal officers, and county deputies.

Uniform Guideline No.19 Speed Management IV Communication Program , communication strategies, accompanied by enforcement, can modify driver behavior. Communication programs should be developed to ensure motorist acceptance and to enhance compliance with the introduction of revised speed limits and strict enforcement operations. Communication programs and materials should be cultural relevant and multilingual as appropriate. If the public is not aware of, or does not understand, the potential consequences of speeding to themselves and others, they are unlikely to adjust speeds for traffic and weather conditions, or to comply with posted speed limits V Enforcement countermeasures Enforcement is critical to achieve compliance with speed limits. More than half of all traffic stops result from speeding violations, and public support for speed enforcement activities depends on the confidence of the public that speed enforcement is fair, rational, and motivated by safety concerns

(ii) A list of the countermeasures that the State will implement, **Short-Term, High Visibility Laws and Enforcement** citation to the countermeasure in the most recent edition of *Countermeasures That Work;* Chapter 2: Seat Belts and Child Restraints; 2.1 short term, high visibility Seat Belt Law Enforcement; (5 stars) supporting enforcement (5 stars) Chapter 1 Alcohol 2.2 High-Visibility Saturation Patrols(4 stars) 5.2 Mass Media campaigns (3 stars) Chapter 4 distracted driving 1.1.3 High Visibility cell phone and text messaging enforcement (4 stars) no justification is needed ***Impacted Projects: 24-03-03, 24-04-01, 24-04-08, 24-08-01, 24-08-02*** and a description of the linkage between the problem identification and the countermeasure strategy; 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 2022, 295 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 of 93.3% in 2022, we continue to target locations and demographics that have been shown to have lower belt use with enhanced enforcement and outreach.

Speeding is a factor in almost 29% of fatal crashes in Minnesota (2018-2022). Ensuring that drivers obey the speed limits and exercise due care when driving greatly impacts the safety of all roadway users.

Uniform Guideline 19 IV communication program develop and evaluate culturally relevant public awareness campaigns to educate drivers on the importance of obeying speed limits and the potential consequences of speeding; V Enforcement Countermeasures

Distraction is a factor in 7% of fatal crashes in Minnesota (2018-2022), and is known to be under-reported. Ensuring that drivers obey cell phone use restrictions and exercise due care when driving greatly impacts the safety of all roadway users. A hands-free law was passed in the summer of 2019 and enhanced in 2023, 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, helping Minnesota achieve its performance targets.

Extra enforcement activities will take place across the state in locations that show high rates of speeding (uniform guideline 19 speed management II problem identification IV communication program , V enforcement countermeasures) 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 High Visibility Enforcement campaigns.

(ii) A list of the countermeasures that the State will implement, including; Innovative Strategy **Supporting Traffic Safety Stakeholders/Professional Development** (B) For State-developed countermeasure strategies, justification supporting the countermeasure strategy, including data, data analysis, research, evaluation and/or substantive anecdotal evidence, that supports the effectiveness of the proposed countermeasure strategy; Encouraging law enforcement agencies to perform top notch enforcement and cultivate a 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 trainings and schedules, manage budgets, and perform all of the essential behind-the-scenes tasks that are necessary for effective and efficient law enforcement. (iii) Identification of the performance target(s) the countermeasure strategy will address,C-1 Number of Traffic Fatalities, C-4 Unrestrained Passenger Motor Vehicle Occupant Fatalities, C-6 Speed Related Fatalities, C-10 Number of Pedestrian Fatalities along with an explanation of the link between the effectiveness of the countermeasure strategy and the performance target; 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 has chosen to use this countermeasure because it supports and motivates enforcement officers, enabling them to perform at the highest level possible, thereby reducing fatalities and injuries and helping Minnesota achieve our traffic fatality performance target. (iv) A description of any Federal funds that the State plans to use to carry out the countermeasure strategy including, at a minimum, the funding source(s) (*e.g.,* Section 402, Section 405(b), etc.) FAST Act 402 and an estimated allocation of funds; $1,752,000.00. (v) A description of considerations the State will use to determine what projects to fund to implement the countermeasure strategy, including, as applicable, public engagement, traffic safety data, affected communities, impacted locations, solicitation of proposals; and solicitation of proposal (vi) A description of the manner in which the countermeasure strategy was informed by the uniform guidelines issued in accordance with 23 U.S.C. 402(a)(2) and, if applicable, NHTSA-facilitated programmatic assessments. Chapter 15 III Training motivate and enhance officer professionalism ***Impacted Projects: 24-04-03, 24-04-05, 24-04-07, 24-04-09, 24-06-10, 24-06-09***

Project 24-04-22 Enforcement Program Staff allowed and necessary no countermeasure needed

Evidence Based Traffic Safety Enforcement Program

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. The 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 13 counties have had the most alcohol related traffic fatalities and serious injuries. Funding for enforcement and outreach is then concentrated in these counties. 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 to counties that are at or above the statewide average for speed related fatalities and serious injuries. Counties with the highest number of pedestrian fatalities and serious injuries are eligible for additional funding for motorist and pedestrian behavior.

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. To further enhance location-based crash analysis, a public crash portal with mapping capabilities became available in 2022.

Paid Media is used primarily in conjunction with enforcement and is 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 because combining increased enforcement with public awareness has been found to result in long lasting improvements in driver behavior. Upcoming paid media advertisements will focus on key messages about impaired driving, occupant protection, speed, and distraction during the related campaigns.

Coupled media and enforcement campaigns follow an annual calendar (see Appendix B) 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 on 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 Law Enforcement Liaison support.

Traffic Records

(4**) *Countermeasure strategy for programming funds.*** For each program area identified by the State during the planning process conducted under paragraph (b)(1) of this section, a description of the countermeasure strategies that will guide the State's program implementation and annual project selection in order to achieve specific performance targets described in paragraph (b)(3) of this section, including, at a minimum—
(i) The problem identified during the planning process described in paragraph (b)(1) of this section that the countermeasure strategy addresses The Traffic Records Program portion of the Highway Safety Plan supports a variety of projects designed to increase our 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.

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. The state of Minnesota has invested in traffic safety in an unprecedented way. The Analytic Center will be a one stop shop for any data that is applicable to a traffic safety question. The Analytics Center will draw on a wide ranging and broad data set library, including real time data, in a comprehensive and integrated way allowing research staff to look at data in ways that were not possible before.

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 also a data-driven process. Furthermore, performance measurement relies on accurate and timely data.

Performance Measure Performance Measure C-1 Number of Traffic Fatalities, C-4 Unrestrained Passenger Motor Vehicle Occupant Fatalities, C-6 Speed Related Fatalities, C-10 Number of Pedestrian Fatalities

Estimated three year funding federal funds $4,400,000.00 combination of 405c, FAST Act/BIL 402 state funds $4,500,000.00

Funding Considerations

- Traffic Record Performance Measures
- TRCC recommendations

Uniform Guideline No.10 Traffic Records

A list of the countermeasures that the State will implement, including; **Strategy: Data Collection and Analysis** (iii) Identification of the performance target(s) the countermeasure strategy will address, along with an explanation of the link between the effectiveness of the countermeasure strategy and the performance target;C-1 Number of Traffic Fatalities (iv) A description of any Federal funds that the State plans to use to carry out the countermeasure strategy including, at a minimum, the funding source(s) (*e.g.,* Section 402, Section 405(b), etc.) FAST Act 402, FAST Act 405c and an estimated allocation of funds;$2,730,000.00 (v) A description of considerations the State will use to determine what projects to fund to implement the countermeasure strategy, including, as applicable, public engagement, traffic safety data, affected communities, impacted locations, solicitation of proposals; and solicitation of proposal (vi) A description of the manner in which the countermeasure strategy was informed by the uniform guidelines issued in accordance with 23 U.S.C. 402(a)(2) and, if applicable, NHTSA-facilitated programmatic assessments. Reduce accidents resulting from unsafe driving behavior (data driven programs) *Impacted Projects 24-05-03, 24-05-06, 24-05-07, 24 -05-09, 24-06-11. 24-07-07* ;and a description of the linkage between the problem identification and the countermeasure strategy; 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 2022, 93.3% of drivers and passengers buckled up according to the observational survey. Yet, 30% of motor vehicle occupant fatalities were not restrained. This demonstrates the importance of identifying the groups that are still not buckling up and targeting enforcement and outreach 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.

A list of the countermeasures that the State will implement, including; **Grants Management System** (iii) Identification of the performance target(s) the countermeasure strategy will address, along with an explanation of the link between the effectiveness of the countermeasure strategy and the performance target;C-1 Number of Traffic Fatalities (iv) A description of any Federal funds that the State plans to use to carry out the countermeasure strategy including, at a minimum, the funding source(s) (*e.g.,* Section 402, Section 405(b), etc.) FAST Act 402, FAST Act 405c and an estimated allocation of funds;$300,000 (v) A description of considerations the State will use to determine what projects to fund to implement the countermeasure strategy, including, as applicable, public engagement, traffic safety data, affected communities, impacted locations, solicitation of proposals; and internal business decision (vi) A description of the manner in which the countermeasure strategy was informed by the uniform guidelines issued in accordance with 23 U.S.C. 402(a)(2) and, if applicable, NHTSA-facilitated programmatic assessments. An electronic grant management system allows efficient management of programs and it provides for better sub recipient monitoring. ;and a description of the linkage between the problem identification and the countermeasure strategy; The aim of this innovative countermeasure is to increase efficiencies in program management and allow program coordinators to focus on activities that promote traffic safety in local communities *Impacted Projects 24-05-04*

Project 24-05-22 Traffic Record Program, Research and FARS Staff allowed and necessary no countermeasure needed

MN_CIT_01 eCharging [164AL/405C] *AKA 24-03-10*
Performance Measure: System: Current system access and installation management take approximately 65 minutes, the current process is completed within two systems, and requires two accounts with multiple BCA work sections to complete the setup. It is anticipated that the new system will reduce the overall process to 6 minutes or 92%.
Reports: The current system requires development and database resources to create custom reports. The new system will allow the lab staff to generate reports without other staff members, reducing staff time by approximately 50%.
DMT operator management Automate the manual process of updating DMT operator data which is anticipated to reduce the overall process by 50%.
Core System: Citation / Adjudication *Performance Area : Timeliness*

MN_CIT_01 DWI Dashboard [405D/405C] *AKA 24-03-02*
Performance Measure: The performance measure for this project is the accurate.
Mapping of DWI arrests measured by the percent of DWI arrests mapped both by geocoding and manual review. The current baseline is 90% for geocoding and 95% with manual review. The percentage of DWI arrests successfully mapped will be tracked for 6 months and then compared to the baseline.
Core System: Citation / Adjudication Performance Area: Completeness

MN_CR_05 - Data Project Assessment [FAST Act / BIL 402/405C] AKA 24-05-06
Performance Measure: the performance measure for this project is crash measured by the integration of people and data. Currently the base line is zero, the goal is 14 divisions of Public Safety at the end of FY24.
Core System: Crash *Performance Area: Accuracy, Completeness, Integration, Timeliness, Uniformity Accessibility*

MN_CR_01 Crash Records Enhancements [405C/FAST Act / BIL 402/State*] AKA 24-05-07*
Performance Measure: The performance measure for this project is crash system integration (C-I-1), measured by extending MNCrash data sharing to a map based data analytics platform that will contain other traffic records data sets, thereby allowing for analysis of a variety of data sets that will be integrated spatially. With a baseline of zero, in addition to MNCrash data, a minimum of 36 MN Department of Transportation data sets, one MN Department of Health data set, and one MN Geospatial Information Office dataset will initially be integrated into this platform. An additional performance measure is uniformity (C-U-1), measured through the implementation of MMUCC recommended fields and/or values, which will bring MNCrash closer to a uniform national standard of crash data collection. With a baseline of zero, the goal is to implement a minimum of 50% of the MMUCC 6 recommendations that currently do not align in MNCrash.
Core System: Crash *Performance Area: Accuracy, Completeness, Integration, Timeliness, Uniformity Accessibility*

MN_CR_04 - MMUCC [405C] AKA 24-05-09
Performance Measure: The performance measure for this project is crash uniformity (C-U-1), 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 6th edition, which is scheduled to be published in early 2024. With a baseline of zero, the goal is to implement a minimum of 50% of the MMUCC 6 recommendations (that have been updated from MMUCC 5) that do not currently align with MNCrash.

Core System: Crash *Uniformity*

Community Programs

(4) ***Countermeasure strategy for programming funds.*** For each program area identified by the State during the planning process conducted under paragraph (b)(1) of this section, a description of the countermeasure strategies that will guide the State's program implementation and annual project selection in order to achieve specific performance targets described in paragraph (b)(3) of this section, including, at a minimum—

(i) The problem identified during the planning process described in paragraph (b)(1) of this section that the countermeasure strategy addresses 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 2022 alone, there were 45 fatal crashes involving teen drivers.

Senior drivers are involved in approximately 10.4% of all traffic crashes in Minnesota, but 17.9 % of fatal crashes. As the senior population slowly increases, so does senior involvement in crashes.

An analysis of fatalities and injuries indicates that seatbelt usage, distraction, and impaired driving are troublesome. Outreach and communication efforts are based on local data driven problem identification in all areas.

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, emergency medical services, employers, the judicial system, and media.

Reaching zero traffic deaths 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 the four "E's" Education, Emergency Response, Enforcement, and Engineering with Everyone completing the five "E's " in traffic safety. The community program projects allow the local committee members to implement and lead change in their own community.
Determining public perception 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 is important because this information directs outreach and education efforts targeted on misconceptions and makes our roadways safer. We utilize public participation and engagement to proactively seek full representation from communities and public comment and feedback will be incorporated into future planning, programming, and projects when possible.

Performance Measure Performance Measure C-1 Number of Traffic Fatalities, C-4 Unrestrained Passenger Motor Vehicle Occupant Fatalities, C-6 Speed Related Fatalities, C-10 Number of Pedestrian Fatalities

Estimated three year funding $6,121,800 combination of 405i, FAST Act/BIL 402 state funds $6,450,000.00

Funding Considerations
- Equity data
- Fatal and Serious Injuries
- Local Partnerships

Uniform Guideline No. 4 Drivers Education, IV driver education and training program

Uniform Guidelines 13 Older Driver Safety, V Law Enforcement

(ii) A list of the countermeasures that the State will implement, including; **Young Drivers: Parental Role in Teaching and Managing Young Drivers** (A) For countermeasures rated 3 or more stars in *Countermeasures That Work,* citation to the countermeasure in the most recent edition of *Countermeasures That Work;* or (B) For State-developed countermeasure strategies, justification supporting the countermeasure strategy, including data, data analysis, research, evaluation and/or substantive anecdotal evidence, that supports the effectiveness of the proposed countermeasure strategy; The objective of this countermeasure is to provide programs that educate the parents of teen drivers on Graduated Driver License 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.

Uniform Guideline 4 driver education and Training Program; programs that engages parents and / or guardians in the drivers education and GDL programs. "Each State should also ensure...that there is a program that engages parents and/or guardians in the driver education and GDL programs."

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

We have chosen this countermeasure as one of our strategies with the aim of helping young drivers practice safe driving habits and of giving parents the tools needed to effectively monitor their teenagers.
(iii) Identification of the performance target(s) the countermeasure strategy will address, along with an explanation of the link between the effectiveness Consistently, teen drivers make up a disproportionate percentage of crash-involved drivers on Minnesota roadways. In 2022 alone, there were 45 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. Teens aged 13-19 accounted for 7% percent of fatalities in 2022.of the countermeasure strategy and the performance target;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 (iv) A description of any Federal funds that the State plans to use to carry out the countermeasure strategy including, at a minimum, the funding source(s) (*e.g.,* Section 402, Section 405(b), etc.) FAST Act 402 and an estimated allocation of funds; $375,000.00 (v) A description of considerations the State will use to determine what projects to fund to implement the countermeasure strategy, including, as applicable, public engagement, traffic safety data, affected communities, impacted locations, solicitation of proposals; and solicitation of proposal (vi) A description of the manner in which the countermeasure strategy was informed by the uniform guidelines issued in accordance with 23 U.S.C. 402(a)(2) and, if applicable, NHTSA-facilitated programmatic assessments. Improve driver performance
Impacted Projects: 24-06-05

(ii) A list of the countermeasures that the State will implement, including; **Strategy: Older Drivers General Communications and Education** (A) For countermeasures rated 3 or more stars in *Countermeasures That Work,* citation to the countermeasure in the most recent edition of *Countermeasures That Work;* or B) For State-developed countermeasure strategies, justification supporting the countermeasure strategy, including data, data analysis, research, evaluation and/or substantive anecdotal evidence, that supports the effectiveness of the proposed countermeasure strategy; 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. (iii) Identification of the performance target(s) the countermeasure strategy will address, along with an explanation of the link between the effectiveness Senior drivers represent 20% of Minnesota's drivers. As a growing demographic in the population, 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. Currently, senior drivers are involved in approximately 16% of all traffic crashes. However, senior drivers are disproportionately involved in fatal and serious injury crashes compared to the total driving population. Making senior driver safety a priority will help reduce this rate and keep seniors and all roadway users safer.

Uniform Guideline 13 Law enforcement plays an important role in identifying at-risk drivers on the road. States should ensure that State and local older driver safety programs include a law enforcement component Minnesota maintains an older driver working group in which older driver safety strategies are developed and education and outreach activities are planned. States should develop and implement communication strategies directed at specific high-risk populations as identified by crash and population-based data. States should consider a range of audiences, including families and friends of at-risk drivers. Communications should highlight and support specific policies and programs underway in the States and communities. The programs and materials should be culturally-relevant, multi-lingual as necessary, and appropriate to the target audience. To achieve this, States should... establish a working group of State and local agencies and organizations that have an interest in older driver safety and mobility with the goal of developing common message themes; and... focus the communication efforts on the support of the overall policy and program."

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 because our senior driving population is steadily increasing and it is vital to not only educate seniors, communities and law enforcement on the risks specific to aging drivers but also to provide strategies to improve driving behavior, thereby helping to reduce traffic crashes, fatalities and injuries. of the countermeasure strategy and the performance target;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 (iv) A description of any Federal funds that the State plans to use to carry out the countermeasure strategy including, at a minimum, the funding source(s) (*e.g.,* Section 402, Section 405(b), etc.) FAST Act 402 and an estimated allocation of funds; 50,000.00 (v) A description of considerations the State will use to determine what projects to fund to implement the countermeasure strategy, including, as applicable, public engagement, traffic safety data, affected communities, impacted locations, solicitation of proposals; and solicitation of proposal (vi) A description of the manner in which the countermeasure strategy was informed by the uniform guidelines issued in accordance with 23 U.S.C. 402(a)(2) and, if applicable, NHTSA-facilitated programmatic assessments. Improve driver performance ***Impacted Projects: 24-06-06***

(ii) A list of the countermeasures that the State will implement, including; **Communications and Outreach: Supporting Enforcement** (A) For countermeasures rated 3 or more stars in *Countermeasures That Work,* citation to the countermeasure in the most recent edition of *Countermeasures That Work;* or Chapter 1 Alcohol and Impaired driving 5.2 Mass Media campaigns 3 stars no justification needed. Chapter 2: Seat Belts and Child Restraints; 3.1 Supporting Enforcement 5 stars no justification needed Chapter 3 Speed and Speed management 4.1 Communication and Outreach supporting enforcement 3 stars no justification needed. and a description of the linkage between the problem identification and the countermeasure strategy; 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 outcomes of seat-belt and impaired driving enforcement.

Awareness of enforcement has declined according to Minnesota's 2022 behavior survey. Among the general population, TV and billboards were the most common sources of enforcement awareness. Interestingly, this percentage has dropped over time, demonstrating a need for this and other community outreach. The survey also showed young unmarried males are consistently more likely to believe they would be stopped for driving drunk, particularly when they are aware of enhanced enforcement, again showing a need to pair communication and extra enforcement efforts. 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 occupant fatalities have declined significantly in the past 20 years, as have traffic fatalities overall ***Impacted Projects: 24-06-01, 24-06-02, 24-06-04, 24-06-07, 24-06-08, 24-06-12, 23-06-13, 23-08-02***

Project 24-06-22 Community Program Staff allowed and necessary no countermeasure needed

(4) ***Countermeasure strategy for programming funds.*** For each program area identified by the State during the planning process conducted under paragraph (b)(1) of this section, a description of the countermeasure strategies that will guide the State's program implementation and annual project selection in order to achieve specific performance targets described in paragraph (b)(3) of this section, including, at a minimum—
(i) The problem identified during the planning process described in paragraph
In 2022, 293 motorcyclists riders were seriously injured and 80 were killed in 1,035 reported traffic crashes.

Performance Measure Performance Measure C-1 Number of Traffic Fatalities, C-7 Motorcyclist Fatalities, C-8 Unhelmeted Motorcyclist Fatalities

Estimated Three-Year Funding federal funds $470,000.00 FAST Act/BIL 402 state funds 4,500,000.00

Funding Considerations

- Equity data
- Fatal and Serious Injury data
- Local Partnerships

Uniform Guideline No. 3 Motorcycle Safety Program
A list of the countermeasures that the State will implement, including; **Strategy: Data Collection and Analysis** (iii) Identification of the performance target(s) the countermeasure strategy will address, along with an explanation of the link between the effectiveness of the countermeasure strategy and the performance target;C-1 Number of Traffic Fatalities (iv) A description of any Federal funds that the State plans to use to carry out the countermeasure strategy including, at a minimum, the funding source(s) (*e.g.,* Section 402, Section 405(b), etc.) FAST Act 402, FAST Act 405c and an estimated allocation of funds; BIL 402, $14,500.00(v) A description of considerations the State will use to determine what projects to fund to implement the countermeasure strategy, including, as applicable, public engagement, traffic safety data, affected communities, impacted locations, solicitation of proposals; and solicitation of proposal (vi) A description of the manner in which the countermeasure strategy was informed by the uniform guidelines issued in accordance with 23 U.S.C. 402(a)(2) and, if applicable, NHTSA-facilitated programmatic assessments. Collect and analyze data on motorcycle crashes, injuries and fatalities *Impacted Projects 24-07-07*
;and a description of the linkage between the problem identification and the countermeasure strategy; 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 2022, 93.3% of drivers and passengers buckled up according to the observational survey. Yet, 30% of motor vehicle occupant 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.

Project 24-07-22 Motorcycle Program Staff allowed and necessary no countermeasure needed

Media / Education and Outreach (touches all program areas)

(4) ***Countermeasure strategy for programming funds.*** For each program area identified by the State during the planning process conducted under paragraph (b)(1) of this section, a description of the countermeasure strategies that will guide the State's program implementation and annual project selection in order to achieve specific performance targets described in paragraph (b)(3) of this section, including, at a minimum—
(i) The problem identified during the planning process described in paragraph (b)(1) of this section that the countermeasure strategy addresses and a description of the linkage between the problem identification and the countermeasure strategy; 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 show young men continue to be over represented in traffic fatalities. Campaigns need to focus on platforms that will reach this target demographic, without ignoring the younger teens, seniors and other roadway users.

Paid/Relations and Creative Media will involve employing a strategic communications plan and supporting safety program activities for high visibility enforcement and behavioral norming at a state, county, and municipal level using current mass media available. The media will be sensitive to the community feedback, culture, languages used, and other environmental issues.

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 statewide/national campaigns targeting seatbelt use, impaired driving, distracted driving, speeding, and pedestrian safety.

(ii) A list of the countermeasures that the State will implement, including; Communication and Outreach /Allowed under 23 CFR §1300.21(f)(1)(i) For countermeasures rated 3 or more stars in *Countermeasures That Work,* citation to the countermeasure in the most recent edition of *Countermeasures That Work;* Chapter 1. Alcohol and Drug Impaired Driving 5.2 Mass media campaign 3 stars no justification is needed Chapter 2. Seatbelts and Child Restraints 3.1 Supporting Enforcement 5 stars no justification needed, Chapter 3. Speeding and Speed Management 4.1 Communication and Outreach Supporting Enforcement 3 stars no justification is needed; ***Impacted Projects 24-08-01, 24-08-02***

Performance Measure C-1 Number of Traffic Fatalities, C-4 Unrestrained Passenger Motor Vehicle Occupant Fatalities, C-5 Number of Impaired Related Fatalities, C-6 Speed Related Fatalities, C-10 Number of Pedestrian Fatalities

Estimated Three-Year Funding $34,100,000.00 combination of 405d, 405e, 405h (non motorized),405h (preventing roadside deaths) 405f, FAST Act Act/BIL 402

Funding Considerations

- Equity data
- Fatal and Serious Injury data
- Local Partnerships