

State of Minnesota
Department of Public Safety

Highway Safety Plan

Federal Fiscal Year 2018

Prepared for:
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Office of Traffic Safety

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Minnesota's Highway Safety Plan: Federal Fiscal Year 2018

Introduction

The Office of Traffic Safety (OTS) in the Minnesota Department of Public Safety (DPS) administers federal funds provided by the National Highway Traffic Safety Administration (NHTSA) under the State and Community Highway Safety Program (Public Law 89-564). The funds are used to change driver behavior by enforcing traffic laws; making the public aware of the dangers of crashes and the best ways to reduce their risk; increasing perception of the likelihood of negative consequences for taking risks on the road, and leading or assisting state, county, and community efforts to improve traffic safety. In addition, OTS analyzes crash data, identifies at-risk populations, seeks out or crafts programs to reduce the risks, and evaluates the success of various traffic safety programs.

One of the requirements associated with managing the State and Community Highway Safety Program is to prepare an annual plan that discusses traffic safety problems in the state and describes the projects to be funded in the coming year. Strategic planning techniques (clarifying the program's mission and goals, setting measurable objectives, identifying problems, developing strategies, and evaluating the program's progress towards the goals) have been used to develop the plan for more than three decades. The performance plan, process description, other required plans, and program areas sections of this Highway Safety Plan report the required goals we have set for our program, and the strategies, tactics, and projects we intend to implement during Federal Fiscal Year 2018 with the NHTSA funding as well as any other funding of which we are aware.

The OTS collaborates with other divisions in DPS, other state agencies, county and local units of government, as well as private organizations, industry, academia, and advocates to improve traffic safety throughout Minnesota. We communicate with and disseminate information to our partners throughout the state, colleagues in other states, and federal agencies. The federal funds allow us to implement traffic safety countermeasures and programs and to support innovative technological solutions to a variety of traffic safety problems – from equipment for law enforcement, to data system linkages, and beyond. Finally, we see ourselves as sound stewards of public funds, seeking to invest in programs that will reduce not only the economic cost of crashes in Minnesota (estimated for 2015 to be nearly \$1.775 billion) but also the emotional toll on families of crash victims.

Please note: Due to the technical process associated with the State of Minnesota transitioning to an improved crash data system, 2016 calendar year records are not available at this time. Thus, crash data through 2015 is provided within this HSP (unless otherwise indicated).

Toward Zero Deaths Program

In 2001, the Minnesota Departments of Public Safety and Transportation collaborated on a conference called *Toward Zero Deaths*. The most significant results of that conference were an improved understanding between the two agencies of the shared roles we play in decreasing deaths and severe injuries and a desire to work together more closely. We came to the realization that we share the same goals for traffic safety and we will reach those goals more certainly and quickly if we work closely together. Soon thereafter, the Minnesota Department of Health was added as a full partner. Since 2003, the Toward Zero Deaths (TZD) partners have been collaborating on some projects and routinely meeting and sharing information. A Comprehensive Highway Safety Plan, spearheaded by MnDOT, was written in 2006; in 2007 that plan was updated into the MnDOT Strategic Highway Safety Plan (SHSP). OTS's primary goals and strategies have been largely incorporated into the SHSP. The most recent update to the SHSP began under MnDOT's leadership in 2013 and was completed in 2014. MnDOT has sought participation in the update by a wide variety of stakeholders and interested persons.

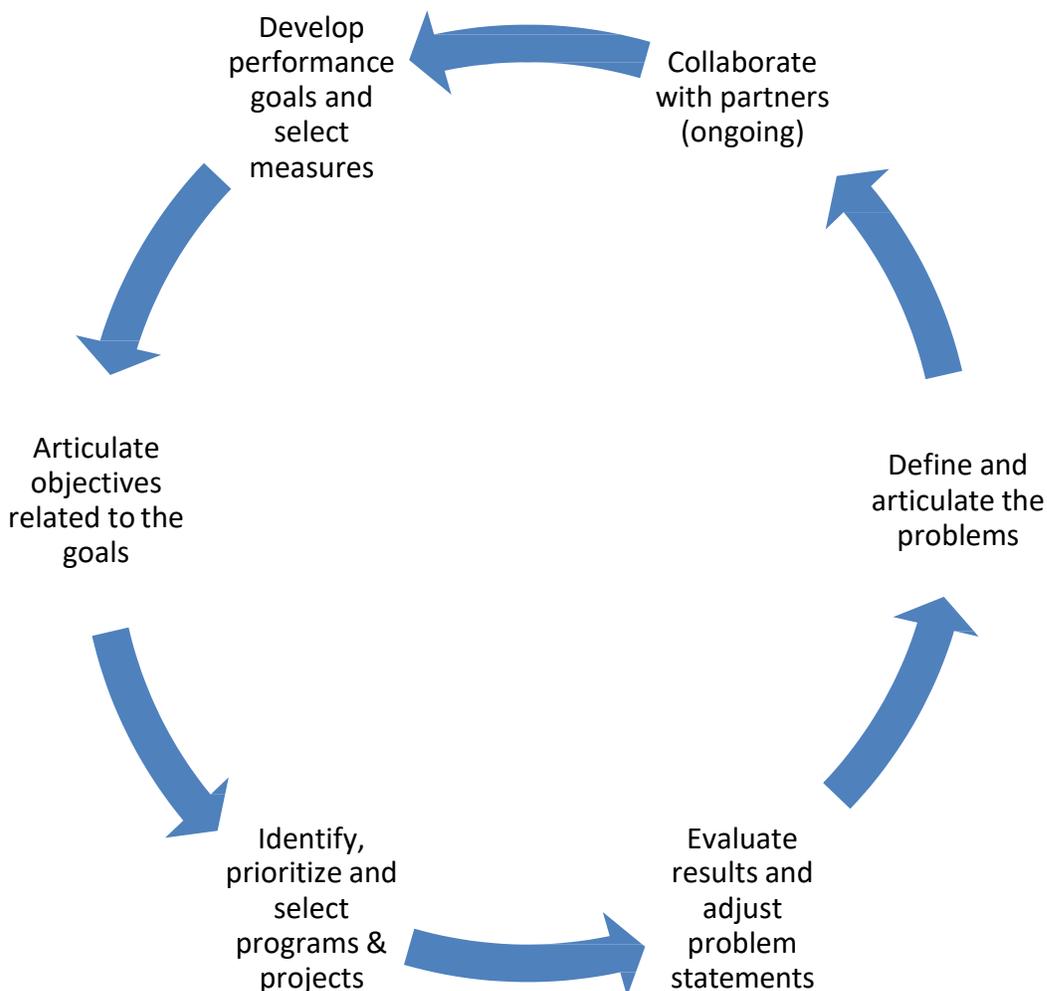
The TZD (see <http://www.minnesotatzd.org/>) is an informal umbrella program, under which everyone working on traffic safety can join together. There are three TZD sponsoring partners: the Departments of Public Safety, Health, and Transportation. Current TZD program goals are fewer than 375 deaths, 1,935 serious injuries and a fatality rate of $\leq .62$ deaths per million vehicle miles traveled by 2018. These three goals are the same for OTS as they are for MnDOT and the general TZD program.

The TZD leadership team developed a strategic direction one pager with a mission, a vision, and three different goals and basic strategies to use to obtain them. The team has continued to update the strategic directions; marking items as completed and adding new items. Elements of the TZD Strategic Direction are addressed in appropriate sections that follow. Of course, the 2018 Minnesota Highway Safety Performance Plan (HSP) and the OTS office's work, concentrate solely on solutions to poor driver behaviors and decisions. However, the OTS does have an increasingly system-wide understanding of traffic safety problems.

Diagram of the Planning Process

At any point in time the OTS is planning, evaluating, and administering projects in at least two federal years. At the same time as we're administering a new fiscal year's plan, we're paying bills for the previous year and planning for the next year.

Another way to look at the HSP process is to consider linkages during any one planning year. The Office researches problem identification and sets realistic targets based on that research. Looking at the targets, we decide on countermeasures/strategies that are likely to change the problems for the better. The strategies in turn lead us to seek specific projects and vendors to conduct them. The process ends with allocating the funds to specific projects. The planning process has no distinct beginning or ending as shown in the following diagram.



Organizational Structure

The Office of Traffic Safety is a division of the Department of Public Safety. The Commissioner of Public Safety holds a cabinet level position. The OTS' staff consists of the Director; a Traffic Safety Programs Manager; a Research and Evaluation Manager; two support staff positions; four research positions; and eleven "coordinator" positions at three different classification levels.

Leadership Team: The leadership team consists of the Director of the Office, the Traffic Safety Program Manager and the Research and Evaluation Manager. Others participate at the Director's discretion. Ultimately, the Director is responsible for program and project decisions taking into account the advice, knowledge, and experiences of the NHTSA, Commissioner's Office, OTS staff and stakeholders.

Program Coordinators: Program coordinators are responsible for the design, administration, and oversight of OTS grants and contracts, as well as, for implementation when a project is not conducted by another agency. Additionally, these positions have roles in problem identification, development of the Highway Safety Plan (HSP) and Annual Report (AR), and compliance with the completed HSP as it relates to assigned project and program areas. Program area coordinators develop expertise in the area to which they are assigned, and act as subject matter experts for the legislature, the media, and other interested stakeholders.

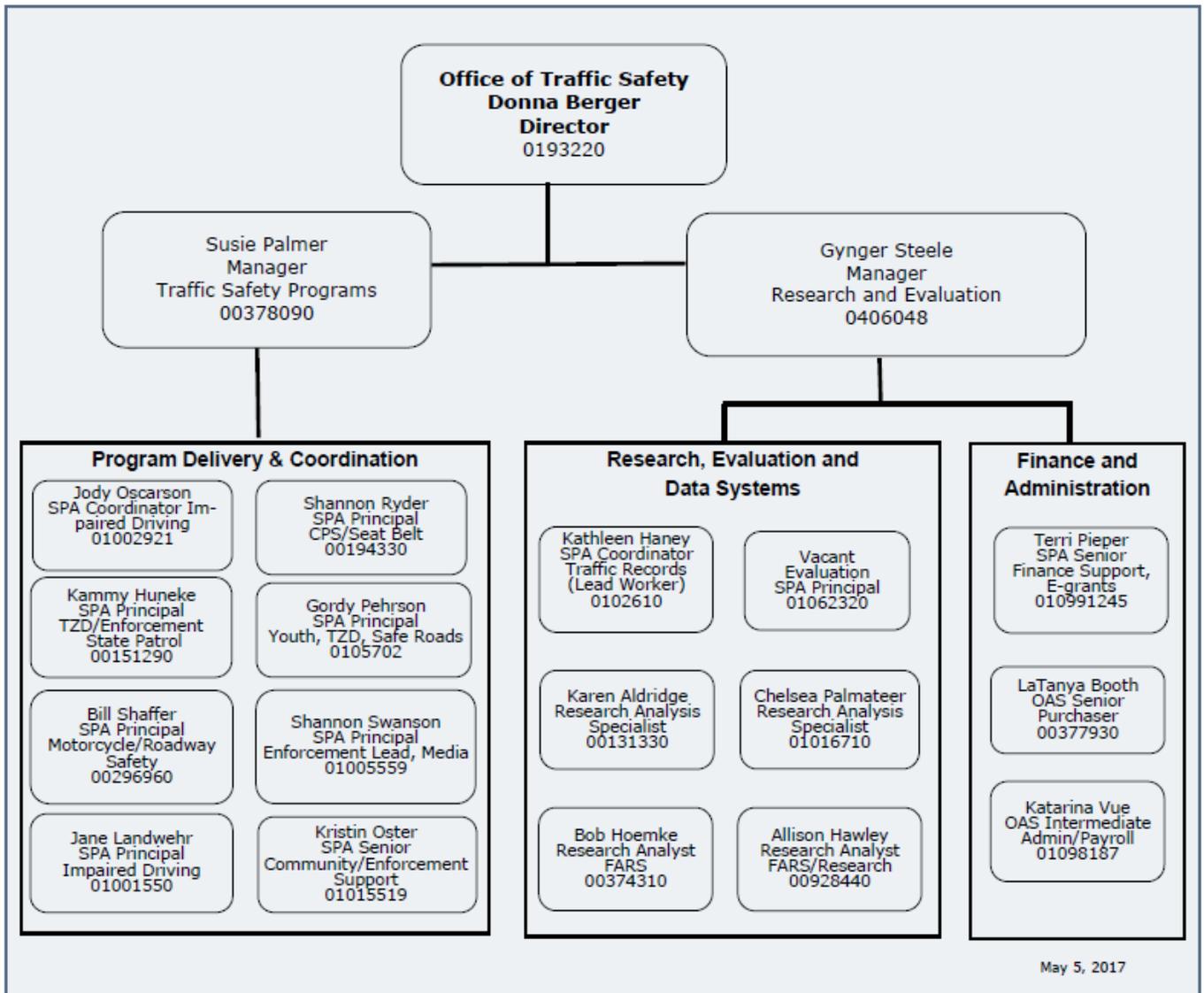
Research Analysts: Research analysts are responsible for finding the answers to questions and analyzing what the answers really mean. They run reports on Minnesota's traffic crash data, look for specific problems identified, and conduct or assist with the evaluation of specific projects and strategies. The research analysts produce Minnesota's annual *Crash Facts* and *Impaired Driving Facts* publications. In addition, the Fatality Analysis Reporting System (FARS), which contains data on fatal crashes for the nation, is maintained by one and one-half positions dedicated to FARS analysis.

Administrative Support: Office administrative service staff are responsible for general assistance both administrative and technical in nature, including but not limited to mailing, purchasing, payroll, inventory, and updating data bases.

Although the organizational chart may indicate that lines of responsibility and program areas are clearly drawn, it is essential to keep in mind that the highway safety program involves close coordination among all employees and program areas.

As of the time this HSP is written, there is only one vacancy in the office -- one program coordinator.

The OTS organizational chart as of May, 2017 is presented on the next page.



Mission Statement

The mission of the Office of Traffic Safety is:

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

The umbrella campaign under which OTS' efforts are conducted is called *Toward Zero Deaths (TZD)*. Within Public Safety, two divisions, the OTS and Minnesota State Patrol are primarily involved in improving behavior on the roadway. The larger TZD effort encompasses roadway engineering strategies by MnDOT, as well as, prevention, hospital and trauma oversight by the Department of Health, and initial medical response from Emergency Medical Services. In addition, advocates, stakeholders, courts and the media significantly impact traffic safety. OTS is mindful that fulfilling the mission will take concentrated and coordinated efforts by a large number of traffic safety agents, each working within their own sphere of influence.

The mission statement for the wider TZD effort is:

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

Performance Plan

Annually, Minnesota's DPS, OTS prepares this Highway Safety Plan to describe how Minnesota will use the federal funding from the National Highway Traffic Safety Administration under the State and Community Highway Safety Program which was established in 1966. The plan also includes descriptions of related state and other federal programs conducted by and with the OTS. The Highway Safety Plan includes information on projects funded by the various Sections of money including 402, 405 and 164 programs under the FAST Act and earlier authorizations..

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

Purpose

In an average year, 400 people are killed and 30,000 are injured in Minnesota alone. The purpose of the State and Community Highway Safety Program is to protect families by reducing the number of deaths and injuries (with a special interest in and focus on severe injuries) that occur on public streets and highways.

Vision

Everything done by OTS and all the programs supported by OTS are designed to reduce the number of people killed in traffic crashes to zero. Related to this is the desire to minimize the number of severe injuries that occur in traffic crashes.

The vision of the wider TZD effort is "to reduce fatalities and serious injuries on Minnesota's roads to zero."

Turning the OTS vision into reality will take far more than hard work by the staff of OTS alone. It will take the collaborative efforts of traffic safety agents at all levels of government, a dedication to traffic safety and personal responsibility by individuals and advocate organizations throughout Minnesota, and a renewed commitment to excellence in all of our programs. The following six components must be in place on the behavioral side of the triangle to change the culture and ultimately achieve the long-term vision of zero traffic fatalities in Minnesota:

1. **Informed Public:** A well-informed populace that sees traffic safety as an important health issue, supports traffic safety legislation and enforcement, and understands the benefits of driving safely and the dangers of not doing so is valued. The public perception that traffic violations are likely to result in negative consequences (arrests, citations, fines, and injuries) is also a component. Creative, persistent media and public information efforts to keep the public informed are part of the solution.
2. **Safety Partnerships:** Supporting and working alongside of traffic safety and injury prevention groups, organizations, and agencies that share the vision. Evidence-based activities that enrich partnerships and contribute to an increased sense of community are valued.
3. **Efficient/Effective Traffic Law Enforcement:** Law enforcement agencies working on traffic safety need various types of support to be effective and efficient. A well-trained and well-equipped enforcement community that is motivated to enforce traffic safety laws, has the time available to do so, and is able to support their actions successfully when testifying in court, is necessary for success. Collaborative, planned efforts by multiple agencies working together are valued, as are efficient law enforcement procedures and tools that allow officers to be quickly back on the road after making an arrest.
4. **Improved Data and Records:** The problem identification process, and project and target group selection, relies on support and improvement of the crash database and linkages to other data systems. Support of the fiscal and administrative systems and procedures insures confidence in the accuracy of the claims, vouchers, and fiscal reports which is critical because it is taxpayer money being used.
5. **Well-managed/Innovative/Proactive Projects:** Work continues with strategies and countermeasures that have proven effective; continually improving their effectiveness is important. Identification of new approaches and solutions to seemingly intractable problems and quick and appropriate reactions to emerging traffic safety problems are also needed. A well-trained OTS staff of dedicated traffic safety professionals, and data systems that provide us with the information needed to identify problems and confidently make and carry out plans is valued.
6. **Customer Service and Communication:** Products and services to citizens, agencies, and organizations need to be high quality and useful; products and services should also try to anticipate the needs of customers. Information requests must be answered quickly and accurately. A key value is outstanding communication within OTS, within DPS, with our partners, with the media, and with our customers.

The TZD program values are: continuous improvement, engaged partners and evidence-based approaches. The OTS shares those values.

Sources of Data

Minnesota uses a wide variety of sources of data when identifying problems, goals, and the strategies likely to be effective in combatting them. The following chart lists types of data sources commonly used. Multiple years are used whenever possible. With the exception of the NHTSA publication (*Countermeasures That Work*), the data used is specific to Minnesota.

Type of Data	Provider/Owner of Data
Crash Records	Minnesota Department of Public Safety (OTS and Driver & Vehicle Services)
FARS	National Highway Traffic Safety Administration (NHTSA)
Telephone Surveys of Attitudes and Knowledge	Contractors for DPS/OTS
Observational Studies of Seat Belt Use	Contractors for DPS/OTS
Evaluations of Specific Projects	DPS and Various contractors for DPS/OTS
Project Reports	Project Directors and OTS Staff for DPS/OTS
Citations and Convictions	State Court Administration and Project Directors
CODES	Minnesota Department of Health (DOH)
DWI Offenders	DPS (DVS' Driver's License Data Base)
Occupation, Cause of Death	County Coroners' Reports of Death
Vehicles Miles Traveled	Minnesota Department of Transportation (MnDOT)
Population	Minnesota State Demographer
Ambulance run reports	EMS Regulatory Board
Crash Location Mapping	MnDOT
Attendee Evaluations	Students from classes and conference attendees at DPS/OTS sponsored events
Tribal Relations	DPS' Tribal Liaison Coordinator
Tribal Boundaries	MnDOT
SHSP Focus Areas	MnDOT
2017 Countermeasures That Work	NHTSA
Vehicle Registrations	DPS (DVS' Vehicle Registration Data Base)
Drivers' License Records	DPS (DVS' Driver's License Data Base)

Please Note:

Due to the technical process associated with the State of Minnesota transitioning to an improved crash data system, 2016 calendar year records are not available at this time. Thus, crash data through 2015 is provided within this HSP (unless indicated otherwise).

Trends

Sometimes traffic safety trends are not easily seen or forecasted; however, the crash data itself provides insight. For example, in the past ten years (2006-2015), Minnesota has documented three years (2007, 2012, and 2015) in which the number of persons killed increased slightly over the previous year. Though, during the ten year timeframe mentioned, Minnesota has experienced an average decrease in fatalities of three percent each year. Similarly, there were three years (2007, 2011, and 2015) during which the number of fatalities considered alcohol-related (at least one driver, pedestrian or bicyclist had consumed any amount of alcohol) also increased. However, overall since 2006, the number of alcohol related fatalities in Minnesota has decreased three percent annually.

Generally, the economic impact of traffic crashes increases each year, which is not surprising considering the annual rise in health care costs. The National Safety Council's estimate of the cost of a traffic fatality was \$1.512 million in 2015. Over the last ten years, due to an overall decrease in fatalities and injuries, the estimated costs associated with traffic crashes in Minnesota have been similar from year to year. However, the cost estimate for traffic crashes in Minnesota rose to an all-time high in 2015 of \$1.773 billion. The previous all-time high was \$1.769 billion in 2004.

The primary seat belt and booster seat laws have assisted Minnesota in achieving a high occupant restraint usage rate of 93.2 percent (2016) – the national average is 90.1 percent. As restraint use by motor vehicle occupants increased in Minnesota starting in the early 1980's, the number of killed occupants has decreased dramatically. Forty years ago, about 700 motor vehicle occupants died each year in Minnesota. In 2015, a total of 285 occupants were killed.

Demographic Trends

The information in this section is found on the following website: <http://mn.gov/admin/demography/>, courtesy of the Minnesota State Demographic Center. A table representing population projections by age and gender is included as Attachment 1.

Minnesota's population is projected to grow by five percent from 2016 through 2025. Traffic safety trends will be dependent, in part, on where that growth occurs in the state and which populations increase or decrease. Although the bulk of crashes occur in the seven county metro area, the most severe crashes resulting in deaths or serious injuries occur in Greater Minnesota.

In the coming decade, other demographic trends will have implications for traffic safety. With the continued aging of the "baby boomers," there will be significant growth in the population of Minnesotans over the age of 70. The "baby boomer" generation is defined by Pew Research Center as those born between 1946 and 1964 (currently ages 53-71 years). Along with the gradually aging population, deaths and serious injuries are generally expected to rise (older people are, on the whole, more fragile and it is more difficult for them to recover from crash injuries). Data from the previous

ten years (2007-2016) show that the proportion of people with a driver's license declines with age, primarily after age 80. However, there is no emerging trend showing that people are keeping their licenses later in life now than they had ten years ago. This non-trend may or may not continue over the next decade as more Minnesotans age into the 65+ age groups. Therefore, it is likely that the growth of the number of drivers over age 65 will be primarily due to a larger number of people in that cohort.

The total percentage of Minnesotans in the age group least associated with risky driving behavior (35-64 year olds) is projected to decrease by three percentage points (39% of the total population in 2016 compared to 36% in 2025).

The number of Minnesotans in their early 20s (20-24 year olds) is expected to increase by one percent by 2025, as this group are:

- Most frequently cited for DWI
- Least likely to buckle-up
- Most likely to be killed or seriously injured

The number of those in the inexperienced driver category (15-19 year olds) is projected to grow by four percent over the next decade. Generally, with more teens driving, the more traffic deaths are expected.

Two final trends for the next decade worth noting:

- The proportion of Minnesotans aged 25 to 34 will remain relatively constant. The majority of the persons those ages, especially unmarried males, are at high risk for crashes.
- Minnesotans ages 75-79 will be the cohort most responsible for the increase in population (55% increase by 2025 [from 2016]).

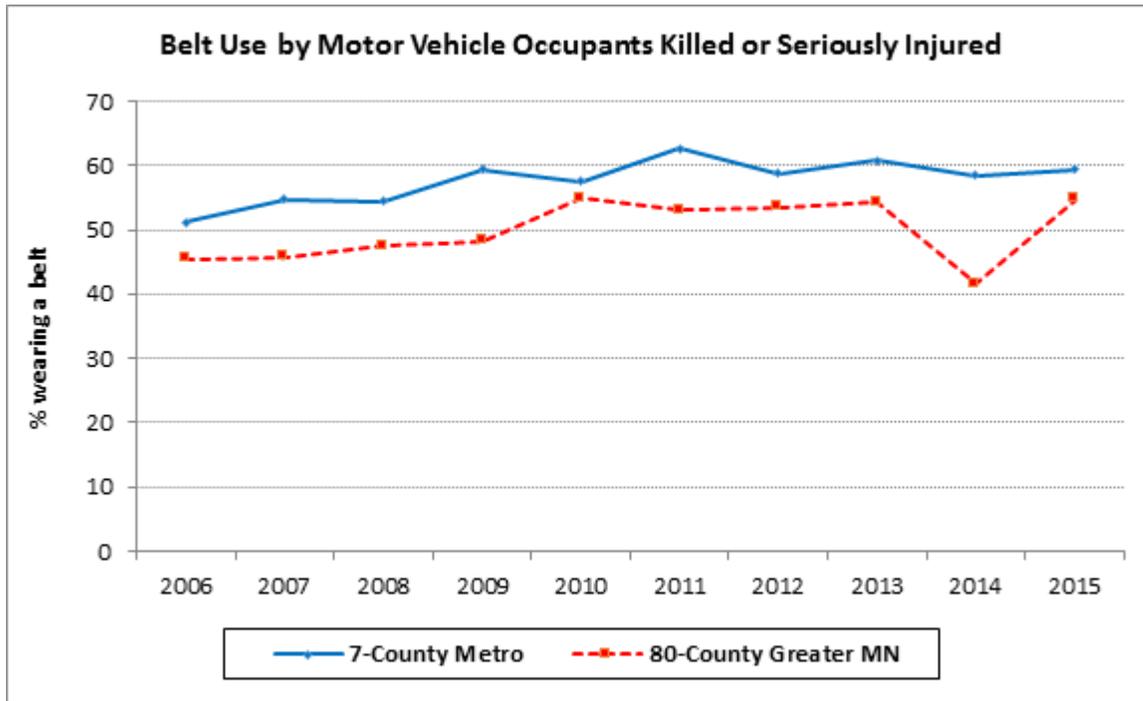
Seat Belt Use

Seat belt use as identified in the 2015 crash database for all levels of injury shows the southeast region had the highest use, with 85 percent of those killed or injured wearing a seat belt at the time of the crash. The western counties bordering the Dakotas continue to have the lowest belt use of vehicle occupants killed or injured in crashes; only 73 percent in the northwest region and 77 percent in the southwest region were known to be belted at the time of the crash. As noted below, in the general population observed, seat belt use is higher in the metro area. That discrepancy can be at least partially explained by the higher number and percentage of unknown belt use in metro area crashes.

In the past decade, the number of motor vehicle occupant children under the age of 10 who were killed or severely injured in crashes has decreased by 43 percent (from 37 in 2006 to 21 in 2015). The number of 'tweens' and teens, ages 10 through 19, who were killed or severely injured decreased 58 percent (from 324 to 135 during those same years). Stronger seat belt and graduated driver license laws have been significant factors in those successes.

Seat belt use rates of those killed or injured are lowest on township roads (70%) and highest on interstates (91%). Seat belt use by those killed in alcohol-related crashes in 2015 was only 51 percent. These relationships have remained fairly constant over time.

In the past ten years, the gap between seat belt use of those killed or severely injured in the seven-county metropolitan area and the other 80 counties in the state has been about seven percentage points. However, in 2015, that gap narrowed to less than three percent.



Observed seat belt use in the overall driving population has generally increased or remained statistically unchanged each year since Minnesota passed a seat belt law and began conducting random representative surveys in 1986. The 2016 observational survey indicated a 93.2 percent belt-use rate. More information on observed seat belt use is provided at the beginning of the occupant protection program area.

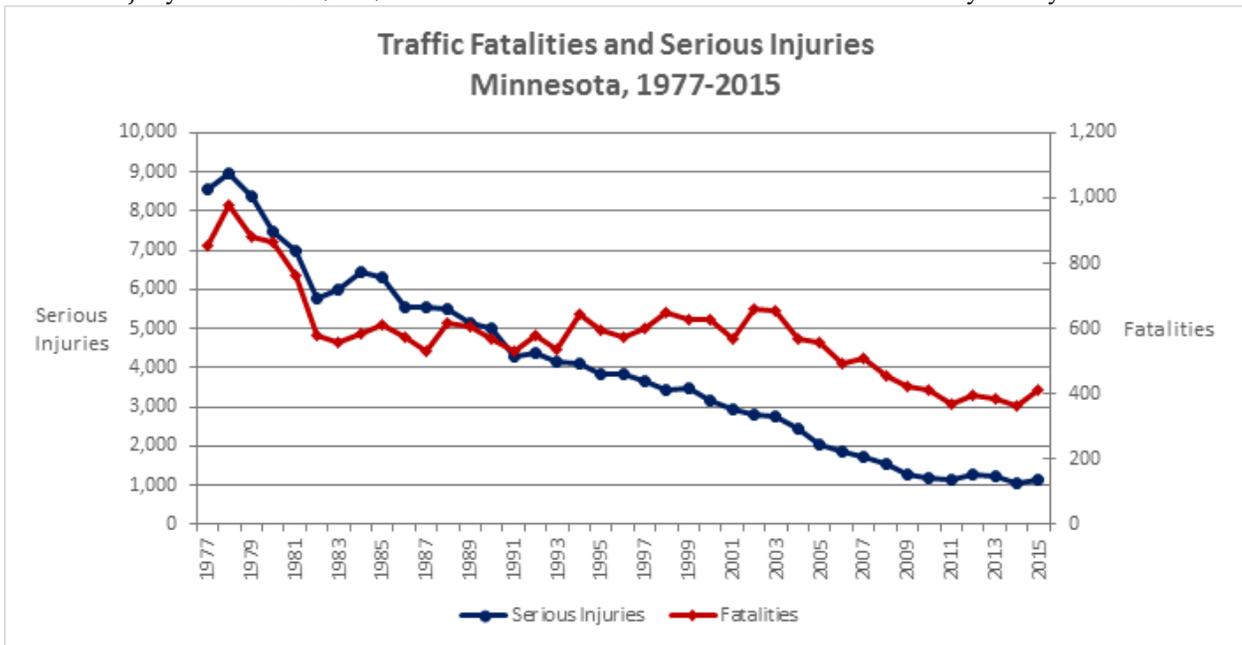
Deaths and Serious Injuries

There were 50 more traffic deaths in 2015 than in 2014, an increase of 13.9 percent. The number of deaths increased slightly in most age groups, but there were fewer deaths among children aged 5-9 years and among those over age 85. Of those killed in traffic crashes in 2015, 72 percent were males; this proportion is remarkably consistent over time.

There was an increase in motorcycle rider fatalities in 2015, from 46 in 2014 to 61 in 2015 (similar to 2013, during which there were 60 motorcycle rider fatalities). Sixty-nine percent of the motorcycle riders who died in 2015 were aged 40 and over.

Minnesota has kept records of serious injuries caused by crashes since 1977. Over this time period, the highest number of serious injuries, 8,965, occurred in 1978. In 2015, there were 1,127 serious injuries, a

decrease of 87 percent compared with the nearly 9,000 serious injuries 37 years ago (a serious injury is defined as one that will not allow the victim to go about his or her regular routine in the near future). Serious injuries broadly range from a persistent comatose condition to a broken bone. A serious injury is a painful, expensive experience. According to the National Safety Council, the average cost for a serious injury is now \$90,000, an estimate that is considered conservative by many.



Impaired Driving

Alcohol-related deaths are defined by OTS as those in which at least one driver, pedestrian, or bicyclist involved in a crash had a measurable amount of alcohol in his or her system according to the coroner or to the investigating officer’s perception of the crash. In 2015, 137 people in Minnesota died in alcohol related traffic crashes measured this way, and accounted for 33 percent of all traffic-related deaths (these figures as reported by NHTSA will be a slightly higher after the imputation process is applied to the unknowns).

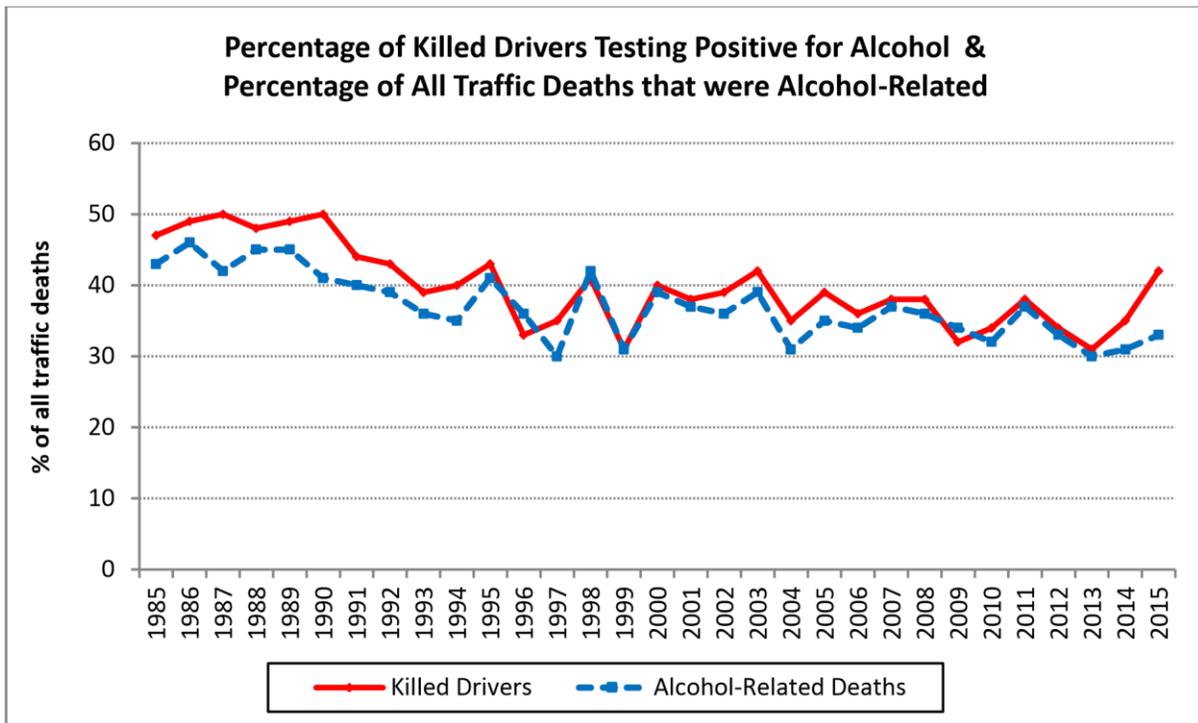
The NHTSA is now using an alcohol impaired measure instead of an alcohol related measure in most cases - defined as deaths in which at least one driver had a blood alcohol content of .08 g/dL or above the illegal *per se* limit in all states. In 2015, 95 people in Minnesota died in alcohol-impaired traffic crashes; they accounted for 23 percent of all traffic-related deaths.

Drinking and driving continues to be a persistent challenge. A dependable means of measuring how many people in the general driving population are drinking and driving at any given time or place is not available. For example, it cannot be reliably reported that three percent of the miles driven in Minnesota are done so by drivers in an impaired condition, as opposed to having the ability to more confidently report that seven to ten percent of the miles traveled in Minnesota are done so by people who are not buckled up.

However, quantifying alcohol-related traffic deaths is possible (by identifying any amount of alcohol shown on a BAC or the reporting officer’s perception of drinking). Furthermore, the number of

drivers killed who were tested for alcohol and had a positive blood alcohol content test result (according to the coroner’s report) can be identified. These two measures offer different ways of expressing the role of alcohol in fatal crashes, yet are closely related. In the absence of a better-quality measure, these measures are utilized as proxies to identify the prevalence of drinking and driving in Minnesota.

As seen in the following graph, the percentage of traffic deaths in which at least one driver, pedestrian, or bicyclist had been drinking any amount of alcohol has remained relatively steady over the last thirty years. The same is true for the percentage of drivers killed who tested positive for any amount of alcohol. This consistency is in contrast to the progress seen with reducing serious injuries and fatalities during that same time period.



Although a persistent challenge, Minnesota is making some progress in decreasing drinking and driving. Predictably, there is a strong relationship between alcohol use and injury severity. In 2015, six percent of minor injuries, 11 percent of moderate injuries, 19 percent of serious injuries, and 33 percent of deaths were alcohol-related. The percentage of alcohol-related serious injuries decreased slightly from 2014.

Driver’s license data shows that Minnesota law enforcement officers arrested 24,940 impaired drivers in 2015, a slight (approximately one percent) decrease from the 25,384 arrests made in 2014. Minnesota’s .08 g/dL illegal *per se* blood alcohol content law was passed in August of 2005; prior to that it had been .10 g/dL. As a result, the number of DWI arrests made in 2006 rose to the highest level in Minnesota history, about 42,000. Since, DWI arrests in Minnesota have decreased every year and are now lower than pre-2006 levels. In 2015, 66 percent of those arrested for DWI were male, and 25 percent female; the gender of the remaining 9 percent was not reported. In 2015, 21 to 34 year-olds committed 51 percent of the DWIs on record; this percentage is remarkably consistent over time. The

percentage of DWIs issued in the metropolitan counties of the state has leveled off after several years of slow decline, with just under 52 percent total arrests in 2015.

Minnesotans aged 50 and over accounted for less than a third of alcohol-related fatalities and only 16 percent of DWI arrests in 2015. Therefore, as the Minnesota population ages, particularly the “baby boomer” generation, an expected decline in the percentage of alcohol-related deaths should follow.

Race and Hispanic Origin (includes 2016 data)

Minnesota’s crash report does not collect data on race or Hispanic origin. In order to obtain this data, the OTS’s FARS Analysts retrieve the information from documentation completed by coroners.

For definitions, please refer to the FARS website:

<http://www.nhtsa.gov/FARS>

1. Click on *FARS Manuals and Documentation*
2. Click on *2015 FARS/NASS GES Coding & Validation Manual*
3. The definitions begin on page 929, near the end of the manual

Race of Traffic Fatalities in Minnesota

Race	2011	2012	2013	2014	2015	2016
White	309	338	338	320	361	337
Black	10	17	16	14	10	15
Native American	18	10	9	7	17	15
Chinese	0	1	2	2	3	1
Japanese	0	0	0	0	1	0
Filipino	0	0	0	1	0	1
Asian Indian	1	0	1	1	2	0
Other Indian	0	0	0	0	0	1
Korean	2	0	0	0	0	0
Vietnamese	7	3	1	0	1	1
Other Asian or Pacific Islander	5	0	7	6	6	3
Multiple Races	0	0	0	0	0	0
All other races	2	1	1	0	1	5
Unknown*	14	25*	12*	10*	9	13*
Totals	368	395	387	361	411	379

Somalian	0	5	2	3	0	3
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*In the FARS table "Detail Race and Hispanic Origin for FARS" based on the guidelines provided by the Center for Disease Control (CDC), those of Somalian ancestry and ethnicity are coded "unknown" for Race. Due to the large Somalian population in Minnesota, this count has been provided.

Hispanic Origin of Traffic Fatalities in Minnesota

Hispanic Origin	2011	2012	2013	2014	2015	2016
Mexican	11	9	7	13	13	13
Puerto Rican	0	0	1	1	1	1
Cuban	0	0	0	0	0	0
Central or South American	2	3	4	4	0	3
Hispanic, Origin not specified	2	0	2	0	3	1
Non-Hispanic	341	364	363	336	385	364
Unknown*	12	19	10	7	9	10
Totals	368	395	387	361	411	392

Problems Identified from Trends (2015 data)

In 2015, the most recent year for which national data is available, Minnesota's fatality rate per hundred million vehicle miles traveled was 0.70, which is among the lowest rates in our history and significantly better than the national average (1.07). The number of people killed on Minnesota roadways in 2015 was 411, a 13.9 percent increase from 2014 and 17 percent decrease from a decade ago (2006). According to the 2016 observational survey, 92.9 percent of drivers and 94 percent of passengers were buckled up.

Minnesotans continue to exhibit serious traffic safety behavior-related issues that can be addressed. The highest priority problems are documented and demonstrated in the following statistics:

Impaired Driving:

- 24,940 impaired driving arrests were made on Minnesota roadways in 2015. Of the DWI arrests, 66 percent were male, 25 percent were female and 9 percent were not stated. Over 51 percent of impaired drivers arrested were between the ages of 21 and 34; approximately 5 percent were under 21.
- Of the 411 persons killed on our roads that year, 137 (33%) died in crashes involving a driver, pedestrian, or bicyclist who had consumed a measurable amount of alcohol. Of the total killed, 95 (23%) involved a driver, pedestrian, or bicyclist whose blood alcohol content was at or over the illegal *per se* limit of .08 g/dL.

Age and Sex:

- When comparing the proportion of different licensed driver age groups to the proportion of those who were in a crash, those aged 15-39 years continue to be over-represented in crashes. In 2015, drivers in the 20-24 age group were the most over-represented (they made up only 8 percent of all licensed drivers yet were involved in 13 percent of all traffic crashes).

- Over 72 percent of those killed in 2015 crashes were males. In contrast, females are injured slightly more frequently than males. In 2015, 51 percent of all injuries in Minnesota were received by females.

Restraint Use:

- Of the 285 drivers or passengers inside vehicles who were killed in 2015, only 153 (54%) were known to be using a seat belt at the time of the crash. Female occupants who died in crashes continue to be more likely to be buckled up than males; 62 percent versus 50 percent, respectively.
- Belt use in 2015 fatal crashes was lowest for 25-29 year-olds (4 of the 19 killed were belted) and 40-44 year-olds (3 of the 14 killed), with only 21 percent of those killed in the two groups known to be restrained. The second lowest group was 30-34 year-olds, with only 27 percent known to have been restrained (6 of the 22 killed). In terms of numbers of motor vehicle occupants killed in five year age groups, those aged 75 years or older (5-year age grouping not applied) had the most with 47 deaths, followed by 50-54 year olds with 25 deaths.

Speeding and Inattention:

- While crashes in general occur much more frequently in the Minneapolis/St. Paul/seven-county metropolitan area (63% of the total), approximately 60 percent of the deaths and serious injuries occur in the rural counties of the state. Congestion may be frustrating, but as speeds decrease and quick access to trauma services increases, the severity of injuries lessens.
- In single vehicle crashes, officers most often cited illegal or unsafe speed as a contributor to the crash (attributed to 22% of the drivers). In multi-vehicle crashes, speeding contributed to crashes for only 6 percent of the drivers, with driver inattention/distraction being the most frequently cited factor (23% of those drivers).
- Illegal or unsafe speeds contributed to 78 of Minnesota's deaths (19% of all traffic deaths) and 3,495 injuries (12% of all injuries). Driver inattention/distraction contributed to 74 deaths (18%) and 7,666 injuries (26%).

Performance Measures

NHTSA and the GHSA have recommended Core Performance Measures to be included in State Highway Safety Plans beginning in 2010. Sources include the FARS Final or Annual File (all fatality measures), State Observational Survey of Seat Belt Use (seat belt use rate), and the state crash data file (serious injuries). Minnesota has used the agreed upon national definitions, which sometimes differ from state definitions, in the following table. It is difficult for the State to use FARS data that is not as current as state data. Minnesota already has some 2016 data but the HSP requires that we use the most current FARS numbers, which reflect 2015.

Mostly, Minnesota saw a return to a more typical year in 2015 from an unusually low number of fatalities in 2014. Most of the nation saw fatality increases in 2015.

Comparing calendar years 2014 and 2015, Minnesota made progress in the following areas:

- Unrestrained occupant fatalities (C-4) down from 93 to 85
- Speed related fatalities (C-6) down from 111 to 82

Unfortunately, progress was not made in these areas:

- Traffic Fatalities (C-1) up from 361 to 411 (However the preliminary number is 392 for 2016)
- Serious Injuries (C-2) up from 1,044 to 1,127 (Serious injuries in 2016 will also jump due to the change in definition to align with MMUCC V.4)
- Fatalities per 100 million vehicle miles traveled (C-3) up from 0.63 to 0.72
- Alcohol-impaired driving fatalities (C-5) up from 106 to 115
- Motorcyclist fatalities (C-7) up from 46 to 61
- Unhelmeted motorcyclist fatalities (C-8) up from 29 to 38
- Drivers age 20 or under in fatal crashes (C-9) up from 38 to 60
- Pedestrian fatalities (C-10) up from 15 to 39 (from a VERY unusually low year, to a return to average)
- Bicyclists and other cyclist fatalities (C-11) up from 5 to 10
- Seat Belt use rate (B-1) mostly steady at 93%

It should be noted that although Minnesota saw fatality increases in 2015, the State met or exceeded the 2015 target in 4 of the 11 measures.

The following pages present Minnesota's performance measurements and targets.

Minnesota Performance Measure Data 2010-2015

Core Outcome Measures		Prior 5 Years						2016* Target	2017* Target	2018* Target
		2010	2011	2012	2013	2014	2015			
Traffic Fatalities	Total (C-1)	411	368	395	387	361	411	400	385	375
	Rural	287	247	269	256	262	274			
	Urban	124	121	126	131	99	135			
Serious Injuries	(C-2)	1,191	1,159	1,268	1,216	1,044	1,127	2,000	1,950	1,935
Fatalities Per 100 Million Vehicle Miles Traveled	Total (C-3)	0.73	0.65	0.69	0.68	0.63	0.72	0.68	0.65	0.62
	Rural	1.17	1.00	1.10	1.10	1.12	1.17			
	Urban	0.39	0.38	0.39	0.39	0.29	0.40			
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	298	265	270	259	270	280			
	Restrained	148	128	129	149	156	156			
	Unrestrained (C-4)	113	106	101	80	93	85	88	82	76
	Unknown	37	31	40	30	21	39			
Alcohol-Impaired Driving Fatalities (BAC=.08+)** (C-5)		128	109	114	94	106	115	104	102	99
Speeding-Related Fatalities(C-6)		96	86	91	84	111	82	89	87	86
Motorcyclist Fatalities	Total (C-7)	48	42	55	61	46	61	60	60	60
	Helmeted	12	13	11	16	9	18			
	Unhelmeted (C-8)	26	19	33	34	29	38	40	40	40
	Unknown	10	10	11	11	8	5			
Drivers Involved in Fatal Crashes (C-9)	Total	592	503	537	559	525	589			
	Aged Under 15	1	2	0	0	0	0			
	Aged 15-20	64	54	47	49	38	60			
	Aged Under 21	65	56	47	49	38	60	49	47	45
	Aged 21 & Over	524	446	488	504	484	522			
	Unknown Age	3	1	2	6	3	7			
Pedestrian Fatalities (C-10)		35	39	38	32	15	39	35	34	33
Bicyclist/Other Cyclist Fatalities (C11)		9	5	7	6	5	10	8	8	8
Core Behavioral Measure										
Observed Seat Belt Use Rate (B-1)		92%	93%	94%	95%	95%	94%	95%	95%	95%
Distacted Driving Measure										
% of contributing factors in multi-vehicle crashes that were "Inattention/Distracted"		22.4%	22.7%	24.1%	21.8%	20.3%	22.7%	22.9%	22.8%	22.7%
Older Driver Measure										
% of drivers in fatal crashes who were 85 or more years old		1.7%	3.6%	3.7%	1.9%	2.9%	2.5%	3.0%	3.0%	3.0%
Core Activity Measure (FFY) ***		2011	2012	2013	2014	2015	2016			
Seat Belt Citations (A-1)		29,636	21,524	24,686	24,778	15,917	13,146			
Impaired Driving Arrests (A-2)		3,699	3,330	3,071	3,004	3,045	2,195			
Speeding Citations (A-3)		22,949	18,141	26,578	25,704	19,691	17,090			

Asterisk explanations are on the next page

* 2016 FARS Data was Not Yet Available. However for target setting, preliminary state 2016 data was taken into consideration.

** Alcohol-Impaired Driving Fatalities are all fatalities in crashes involving a driver or motorcycle rider (operator) with a BAC of .08 or higher.

*** Activity Measures record those citations/arrests made during grant-funded enforcement hours.

**Additional measures include:
Distracted Driving, Older Drivers, and Child Passenger Safety**

Distracted Driving Measure

Looks at the percentage of contributing factors in multi-vehicle crashes that were coded as “Inattention/Distraction” and is included in the table above.

Older Drivers

Older drivers (85+) tend to be overrepresented in fatal crashes. This measure looks at drivers age 85 or above as a percentage of total drivers involved in fatal crashes and is included in the table above.

Child Passenger Safety

Minnesota Passenger Safety Statute 169.685 (as amended in 2009) requires all children age 7 and under to ride in a federally approved car seat or booster seat, unless the child is 4'9" or taller. Minnesota has focused on making correct booster seat use a priority. This measure looks at observed booster seat use of passengers aged 4 to 7. Observations were made by trained CPS practitioners.

Child Passenger Safety Measure	Booster Seat Survey		2017 Target
	2011	2014	
Observed correct use of booster seat of children 4–7 years of age.	64.1%	72.9%	78.0%

There are not enough data points to look at for prediction so the political climate and robust child passenger protection program were considered when setting this target. It should be noted that the observation is for correctly using a booster seat for this age group and not merely being restrained.

Targets

Using the format recommended by the GHSA, Minnesota has set the following targets:

NOTE: The methods used to calculate Targets can be found in Attachment 1.

CORE OUTCOME MEASURES (11)

Traffic Fatalities (FARS)

C-1) To decrease traffic fatalities from the 2011-2015 calendar year average of 384 to 375 by December 31, 2018.

Serious Traffic Injuries (State Crash Data Files)

C-2) To decrease serious traffic injuries from the 2011-2015 calendar year average of 1,176 to 1,103 by December 31, 2016. *The Serious Injury Targets will need to be reset taking into account the increase in 2016 due to definition change to align with MMUCC. There is not enough data yet to do this.*

Fatalities/VMT (FARS/FHWA)

C-3) To decrease fatalities/VMT from the 2011-2015 calendar base year average of 0.67 to 0.62 by December 31, 2018.

Unrestrained Passenger Vehicle Occupant Fatalities (FARS)

C-4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions from the 2011-2015 calendar year average of 93 to 76 by December 31, 2018.

Alcohol- Impaired Driving Fatalities (FARS)

C-5) To decrease alcohol impaired driving fatalities from the 2011-2015 calendar year average of 108 to 99 by December 31, 2018.

NOTE: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.

Speeding Related Fatalities (FARS)

C-6) To decrease speeding-related fatalities from the 2011-2015 calendar year average of 91 to 86 by December 31, 2018.

Motorcyclist Fatalities (FARS)

C-7) To reduce the increase in the number of motorcyclist fatalities from the 2011-2015 calendar year average of 50 to no more than 60 by December 31, 2018.

Unhelmeted Motorcyclist Fatalities (FARS)

C-8) To reduce the increase in the number of unhelmeted motorcyclist fatalities from the 2011-2015 calendar year average of 31 to no more than 40 by December 31, 2018.

Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

C-9) To decrease the number of drivers age 20 or younger involved in fatal crashes from the 2011-2015 calendar year average of 50 to 45 by December 31, 2018.

Pedestrian Fatalities (FARS)

C-10) To reduce the increasing trend in pedestrian to no more than 33 fatalities by December 31, 2018

Bicyclist Fatalities (FARS)

C-11) To stop the increase in bicycle fatalities and maintain a no more than 8 annual fatalities by December 31, 2018

CORE BEHAVIOR MEASURE (1)

Seat Belt Use Rate (Observed Seat Belt Use Survey)

B-1) To maintain the high statewide observed seat belt use of front seat outboard occupants in passenger vehicles at the 2014 calendar year usage rate of 95% by December 31, 2018.

DISTRACTED DRIVING MEASURE (1)

D-1) To decrease driver inattention/distraction as a percentage of total contributing factors in multi-vehicle crashes.

OLDER DRIVER MEASURE (1)

O-1) To maintain the percentage of 85+ year old drivers in fatal crashes below 3% even with an increasingly older population.

CHILD PASSENGER SAFETY MEASURE (1)

D-1) To increase booster seat use of children 4–7 years of age as measured by observation surveys.

The wider TZD program has three overall goals:

1. To establish the vision of TZD as a priority for all state and local agencies and units of government.
2. To create and strengthen traffic safety partnerships.
3. To promote and implement effective traffic safety initiatives.

And one statewide measureable goal:

- Fewer than 300 traffic related fatalities and fewer than 850 serious injuries by 2020.

Process Description

Problem Identification Process

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

OTS has traditionally been fortunate in the area of traffic records – our crash report data has had a comparatively fast turnaround from the time it is received to the time it is entered and available for analysis. Beginning January 1, 2016 all crash reports must be entered on-line; paper reports have ceased to exist. Fatality data is received daily by the Patrol and Driver and Vehicle Services and is shared with OTS and a wide range of other partners; preliminary comparisons from the previous year are available daily. Complete crash data from the previous year is usually available by the following May; and preliminary data analysis on critical measures such as the percentage of fatalities related to alcohol is available to the staff before plans for the next federal fiscal year are finalized. In addition to the crash data, we are fortunate to have a research analyst with the ability to extract information from the drivers' license database and produce aggregate statistics on DWI incidents and DWI offenders.

Our NHTSA-approved observational study of seat belt use has traditionally been conducted each August with the results available by September. During 2012, NHTSA approved a new survey design for OTS and that survey, along with the prior approved survey, were both conducted that year with no significant differences in results. The OTS currently conducts one survey each year in June. For the 2017 survey, new sites to be observed were again chosen.

Minnesota began designing and implementing a Crash Outcome Data Evaluation System (CODES) in 2006. CODES links data from hospital records, and crash reports. As the system becomes more complete and our experience with it grows, this data provides an additional source of valuable data for problem identification.

Please see page 9 for a complete listing of sources and types of data used by the OTS during the year.

Throughout the year, requests for information come in from the press, the legislature, the public, and within the Department and OTS for the data to be broken down in ways not displayed in the annual *Crash Facts* publication and for data not covered by *Crash Facts*. The questions are most often generated by a national or another state's press release, by a Minnesota traffic safety project that we are evaluating, or by a need for more localized information to plan or carry out a project. In addition, the OTS requests FARS information, CODES information, and CMV information as questions arise.

When identifying problems, OTS looks at both the size of the problem and at over-representation. If the percentage of five to nine year olds inside vehicles who are killed or

severely injured and are in appropriate occupant restraints is only 10 percent, it would also be important to also know that only one child in that age group was killed and nine were seriously injured. Low percentages of unsafe behaviors (such as 10% not safely restrained) or low numbers of people affected by that behavior do not automatically mean that problem will not be addressed. It is always important for OTS to look at the numbers and the percentages together and design a balanced program that takes both into account.

When a basic problem is identified, such as the high number of fatal and serious injury crashes in the mid- to-late afternoons, it is further investigated. The researchers will identify what happened, who it happened to, and where and when it happened, in order to determine how and why it happened. For example, the researcher will look at the age and gender of the people involved, if it is occurring on weekends or weekdays, if it is more a rural or urban phenomenon, if it is more common in any particular cities or counties, what types of roadways are involved, and what are drivers doing wrong in those crashes. After that second set of runs are done, findings from them (such as the 50-54 year old cohort is over-represented in these crashes) may lead to others questions such as running crosstabs of the age groups by the contributing factors or running a series of crosstabs on just the 50-54 year olds who are in fatal and serious injury crashes at that time of day. If a particular city or county is found to have a higher than average percentage of crashes of this type, a map of the crash locations may be generated. If a particular contributing factor is over-represented, the number of citations written in recent years for that offense may be sought.

Sometimes the further the data is followed the murkier the results become as the numbers get smaller and smaller. For example, pedestrian deaths and serious injuries occur all over the state (roughly 85 thousand square miles). Pedestrians killed and seriously injured in crashes basically break down into three groups by age. The first group is young children who run out into or play in streets and have no conception of the danger. The second group is young adults who have often been drinking or think they can run across and make it safely. The third group is the elderly or physically challenged who may not be able to dodge or walk faster to avoid vehicles. If it's evening hours in the winter, the drivers often have difficulty seeing the pedestrians, especially those in dark clothing. Those at fault are fairly equally divided between the drivers and the pedestrians, with pedestrians being somewhat less likely to be at fault. All of these facts lead to difficulties in designing effective programs – the target audience is nearly everyone in the state and there isn't a single message or strategy that will attack the problem successfully. Regardless of the difficulties, the OTS initiated a pedestrian law enforcement project in 2013 targeting both the pedestrians and the drivers in the University of Minnesota Minneapolis campus area. In 2015, the program switched to the Minneapolis and Saint Paul urban areas; those police departments will again conduct the projects in 2018.

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

Minnesota Motor Vehicle Crash Facts (see <https://dps.mn.gov/divisions/ots/reports-statistics/Pages/crash-facts.aspx>) is an annual publication that contains a vast amount of additional specific information about the causes of crashes, the age groups and geographic areas

most involved in crashes, crash trends over time, and types of driver behavior that are most dangerous. The following issues recur as major contributors to crashes, injuries and fatalities:

- Impaired driving
- Failing to use seat belts or child seats
- Driver inattention and distraction
- Speeding
- Inexperience

Minnesota Impaired Driving Facts (see <https://dps.mn.gov/divisions/ots/reports-statistics/Pages/impaired-driving-facts.aspx>) is a newer publication than *Crash Facts* which has been around since 1971. Produced nearly every year since 1996, the *Impaired Driving* book contains a wealth of information such as the number of Minnesotans with DWIs on their driver's license records (including crosstabs of age and number of DWIs) and a comparison of conviction rates by county.

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

OTS Services

In carrying out its mission, OTS serves as the staff office for the Governor's Representative for Highway Safety and coordinates Minnesota's participation in the National Highway Traffic Safety Administration's State and Community Highway Safety grant program. Minnesota Statute 4.075 establishes the existence of the highway safety program. In addition to the NHTSA federal grant programs, OTS coordinates and manages two state-funded programs – the motorcycle safety program and the child seats for needy families program. OTS also annually produces *Minnesota Motor Vehicle Crash Facts* (see: <https://dps.mn.gov/divisions/ots/reports-statistics/Pages/crash-facts.aspx>) to satisfy the requirements of M.S. 169.10 and the *Minnesota Impaired Driving Facts* (see <https://dps.mn.gov/divisions/ots/reports-statistics/Pages/impaired-driving-facts.aspx>).

OTS staff members play a variety of roles in accomplishing the division's mission and goals. State Program Administrators (roughly half of the OTS staff of 20) serve as grant coordinators who provide technical assistance, individualized training, and consultation to grant and contract recipients, and interact with funding agencies (usually NHTSA), providing them with necessary and requested information.

Coordinators also act as program experts, answering questions from the media and the general public, and advising policy makers and legislative staff on issues related to the program areas they coordinate. The coordinators manage approximately 300 federally-funded grants, 30 state-funded grants and contracts, and 40 federally funded contracts each year. In addition to non-profits and local units of government (and to a much lesser extent private organizations or individuals), six other divisions within Public Safety and five other state agencies have projects with OTS funding.

OTS has four research analyst positions to enter FARS data into the NHTSA data base, analyze traffic crash data from Minnesota, produce the legislatively-mandated *Minnesota Motor Vehicle Crash Facts* publication, identify traffic safety problems, answer questions from the media and

general public (as well as from within the Department), and evaluate the effectiveness of various traffic safety programs. Two support staffers provide OTS with general administrative services and with purchasing services through the Minnesota SWIFT accounting system and expediting and payroll services through the Statewide Employee Management System (SEMA4). And finally, a director and two managers oversee the programs, budgets and direction of the office and provide leadership on working with the media and legislature.

Several members of OTS staff are proficient in using and updating websites, as a result of which the OTS has made good use of its website, <https://dps.mn.gov/divisions/ots/Pages/default.aspx>. Information on the website is, as required, accessibility compliant. The website was completely revamped for the entire department in 2011 and is under the control of the Office of Communications. The website contents include several years of Highway Safety Plans, as well as, *Crash Facts* and *Impaired Driving Facts* (see: <https://dps.mn.gov/divisions/ots/reports-statistics/Pages/default.aspx/>), active requests for proposals and application forms, schedules and pictures of events, information on child safety seats and clinics demonstrating their correct use, a resource catalog, the complete contents of media kits, fact sheets, and links to other sites. The website is updated at least frequently and it is a great source of information.

All grant applications and requests for proposals are managed through the department-wide e-grants system. All contract applications and requests for proposals are done through the statewide SWIFT accounting system. Law enforcement agencies submit short reports on their mobilization and crackdown work online through the use of Survey Monkey software. Law enforcement agencies all enter their grant worked activity on-line as it occurs through the ROAR system.

Project Selection

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

- Projects that have been found to be effective by research as shown in the biennial NHTSA *Countermeasures That Work* publication
- Projects for which the trend is going in the opposite direction of what we would like to see
- Projects that support traffic safety efforts in cities, counties, and communities
- Projects that support improvements to traffic safety efforts at the state level or which indirectly support the activities in local units of government
- Projects that support our in-house efforts to evaluate, coordinate, manage, and monitor the work we do
- Projects supporting mobilizations and crackdowns
- The OTS also considers if the project is likely to address or support the goals in this plan (the annual Highway Safety Plan) or the behavioral aspects of the Strategic Highway Safety Plan (SHSP).

Requests for Proposals

For projects that directly support community traffic safety efforts OTS frequently issues a request for proposals (RFP) to local units of government. The RFP defines eligibility, the identified problems at the state and local level, the types of activities that can be funded, the timeframe for

the projects, the contents of the required application, and any task or budget specific requirements. Applications received in response to RFPs are evaluated based on rating sheets that consider such things as organizational experience, budgets, work plans, proposed personnel, prior experience with OTS, and objectives. Ratings sheets are provided as a part of the RFP so applicants have no doubt as to how their proposal will be evaluated and the weight given to the different aspects.

Depending on the specifics of the project being funded, counties and cities are eligible for funding based on one of the following:

- 1) Being over-represented (higher percentage than the state average) for unbelted, impaired, speed-related or distracted-related deaths and serious injuries.
- 2) Having a higher actual number of deaths and serious injuries due to being unbelted or impaired or that are related to speed or distracted driving.

Assuming the grant application responds to the RFP and meets the requirements, the more factors a location is worse than the average in and/or in the highest counties or cities for, the more likely the location is to receive a grant.

The OTS identifies the counties with the highest number of deaths and serious injuries related to impaired driving each year and invites them to participate in special impaired driving enforcement efforts each month of the federal year. The number of counties involved has changed over the years based on the number of fatalities and the amount of funding available. For more information on the counties: <https://dps.mn.gov/divisions/ots/law-enforcement/Pages/13-Counties-Targeted-for-Enhanced-DWI-Patrols.aspx>.

Indirect Support

Many of our projects provide indirect support to local traffic safety programs. For these projects, the coordinator responsible for the program area determines what types of support (such as paid media, program guides, public information materials, or improved crash data analysis) are most needed. Many of our traffic safety efforts at the state level — such as projects that provide training and assistance for peace officers and prosecutors, provide new technology that makes gathering accurate data easier, and provide data improvement projects at OTS or elsewhere — are extremely beneficial to and ultimately of direct benefit to local communities.

To capture the local recipients view of the benefit they receive from paid media and media relations activities conducted at the state level, the local enforcement and Safe Roads grantees are asked as part of their applications if they believe those activities were or were not of benefit to them.

Risk Assessment, Monitoring and Project Support

While OTS has always conducted risk assessments, taking into account prior experience with an agency related to timeliness, completeness, and eligibility of applications, invoices, and reports, as well as, responsiveness to e-mails or phone messages. In addition, for every grant we require all invoices to provide complete documentation of every expense to the program such as time

sheets, packing slips, and receipts; withhold payment until reports for the same time period as the invoice have been received and are acceptable, and provide training and technical assistance on program matters and system. Those elements of coordinator project oversight will continue. However, beginning in 2016, that risk assessment process was expanded and formalized.

Using the Montana Department of Transportation's form as a model, the OTS introduced a risk assessment form during mid-2016. Beginning in 2017, the form is required to be completed pre-award for all grantees. Completing the forms requires additional information from the potential grantees for the OTS coordinator to use in completing the form; this information will be collected by the e-grants system. The pre-award form assigns the applicants to one of three groups; low risk, medium risk, and high risk. As the level of risk increases, the follow-up steps for the OTS coordinator to conduct also increase. Because many applications and requests for proposals were available before the form was adopted, 2016 was a transition year for its use.

Through e-grants, potential grantees will report on audits and audit findings and on new personnel and systems administering the grant. Using that information and the experiences of OTS coordinators who previously worked with the grantee, if any, the risk level will be assigned. The likelihood of receiving an on-site monitoring visit from OTS is increased as the level of risk identified increases. For high risk agencies awarded a grant or contract, a form on problems identified and plans to mitigate and/or control the risk will be completed soon after the award is announced. Agreeing upon the plan will be part of the negotiation process. All grantees or contractors who are high risk and awarded grants will receive an on-site monitoring visit.

In addition to our Planning and Administration activities, the OTS uses 402 funds to support program area experts who are responsible for coordinating and monitoring projects in the following traffic safety program areas: Impaired Driving, Occupant Protection, Enforcement (Police Traffic), Traffic Records, Community Programs, Motorcycle Safety, and Roadway Safety. Media, evaluation, distracted driving, younger drivers, older drivers, and pedestrian/bicycle efforts also are assigned to coordinators within the office. Federal funds are also used to support the OTS research staff that conduct the problem identification efforts. FARS (NHTSA 403) funding supports one FARS analyst and a combination of 402 and 405c funds support a second half-time FARS analyst.

In-depth on-site monitoring of the financial systems of specific projects are identified by management each year and assigned to a different coordinator than the one that is responsible for that project. When choosing projects for on-site monitoring and review, the total amount of the grant, prior experiences with the grantee or contractor, the risk assessment level, and the date of the most recent on-site monitoring for the project are considered.

Ultimately, the coordinators are responsible for their projects; for ensuring they receive the assistance they need from us to be successful, as well as ensuring expenses are eligible and all laws, rules, and requirements have been followed.

Project Development

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

- Conduct problem identification
- Review the results of current projects aimed at identified problems
- Gather input from partners and boards
- Solicit new project ideas from stakeholders and the general public to address the problems
- Review submissions for new projects
- Identify program deficiencies
- Identify specific strategies likely to address problems and projects to implement them
- Identify evaluation measures and or goals for projects
- Draft Highway Safety Plan
- Write requests for proposals (as needed or required) and set up applications in e-grants for grants or SWIFT for contracts
- Identify project directors and organizations
- Tentatively award funding to projects
- Finalize Highway Safety Plan and submit to NHTSA
- Conduct on-site project meetings
- Negotiate agreements
- Prepare project agreements
- Monitor projects
- Evaluate success
- Write Annual Report and submit to NHTSA
- Start all over again

Gathering Input from Partners

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

National Highway Traffic Safety Administration:

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

Toward Zero Deaths Committees:

The Program and Leadership committees have been meeting on a regular basis for several years. A third level, the Executive Committee, consisting of the three agency commissioners (Public Safety, Health, and Transportation) and the leadership committee members, meets at least once a year to provide an update on TZD progress towards meeting goals and provide broad-based leadership and support. The leadership committee has the responsibility for providing strategic direction and is made up of decision making staff from the offices involved in DPS, MnDOT, Department of Health, EMS Regulatory Board, FHWA, and the Association of Minnesota County Engineers. The program committee is made up of stakeholders and other interest groups from the four

E's – engineering, enforcement, education, and emergency medical services – and other vital partners such as the media outlets and the court system. The program committee shares information on what activities are being conducted to enhance synergies and draws members into sub-committees for specific actions such as recommending TZD star award winners to be given at the TZD conference or to serve on a sub-committee related to a specific proposed legislation.

Traffic Records Coordinating Committee:

Under the leadership of the OTS traffic records coordinator, representatives from local law enforcement, DOT, Health, DPS divisions, and the courts worked together to develop a strategic plan and prioritize projects in it to ensure that any proposed changes to data systems related to traffic safety are reviewed by and acceptable to all. The TRCC currently meets monthly; when working on changes to the strategic plan, meetings can be more frequent. The TRCC recommends projects to be conducted using Section 405c funding. During 2014, an assessment of traffic records in the state was conducted via internet by an outside panel of national experts.

Open Solicitation of Projects:

In the spring of each year, the OTS let an open idea solicitation for the next year's traffic safety projects. The solicitation is kept informal so that organizations and individuals do not need to spend a great deal of time writing up a proposal for something that is not funded due to the lack of a significant problem identification, ineligible costs, or the unlikelihood of the project resulting in success. Proposals are limited to two pages including information on the proposer, the problem addressed, the target market, a brief project description, and an estimate and explanation of funding needed. The solicitation is publicized throughout the TZD network, including by the Liaisons and MnDOT TZD representatives, and is on the OTS' website. 17 ideas were received via e-mail for federal 2017; two will be funded in the 2017 HSP; one will produce pedestrian materials and pay for media time or space to run them and a second will provide additional funding to an urban pedestrian safety project.

Enforcement:

Minnesota's four law enforcement liaisons provide a wealth of information and recommendations about the needs of state, county, and local law enforcement agencies. One of their primary job duties is to identify and bring to OTS challenges, successes, and recommendations from the agencies with whom they work. In addition, break-out sessions at the statewide annual TZD conference are given separately for enforcement grants recipients; these sessions are open to suggestions as well as questions and answers from law enforcement grantees. In 2012 OTS invited a number of representatives from the State Patrol, county sheriff's offices, and police departments in for a day-long professionally facilitated Law Enforcement Summit. Many of the summit's recommendations have been implemented, such as all the different enforcement programs being bundled into one grant from OTS. In addition, an OTS coordinator is responsible for each enforcement project and brings to the office ideas and strategies suggested by their grantees in meetings or through e-mails or telephone discussions.

Our law enforcement liaisons staff booths at the Sheriffs' and Chiefs' conferences each year, in addition to visiting individual law enforcement agencies on a regular basis. One of the liaisons' primary responsibilities is to bring new ideas and improvements from the law enforcement

community back to OTS. A good example of that in recent years is the liaisons bringing back and sharing the different creative methods agencies were using to identify and stop violators of Minnesota's "texting" prohibition.

Chiefs and Sheriffs Associations

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

Motorcycle Safety Advisory Board:

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

Child Passenger Safety Advisory Board:

Formed in the summer of 2000, this team of Minnesota child passenger safety experts meets quarterly to provide advice on improvements to Minnesota's child passenger safety program. There are twelve CPS technician-certified members from around the state and different professions on the board. The board is also instrumental in identifying sessions for the CPS tack at the statewide TZD conference.

Toward Zero Deaths Conference:

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

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

Twice a year, the Center for Transportation Studies will invite advocates from around the state into St. Paul to discuss trends, current efforts, and new ideas for decreasing traffic deaths and injuries. The sessions are available in real-time with dial up capabilities and are also archived for later review online. Participants include representatives from organizations such as MADD, the Minnesota Safety Council, EMS, the law enforcement community, and AAA; from other state agencies such as Health and DOT, other divisions within the Department of Public Safety (the Minnesota State Patrol, Office of Communications, and Driver and Vehicle Services); and present contractors to the Office (our law enforcement liaisons and traffic safety resource prosecutor). Information gathered at these meetings is considered when developing future programs and plans. In addition, the meetings increase partnership possibilities and decrease the possibility of duplication or competition of efforts for everyone involved.

CODES Board of Directors:

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

EMSRB:

The OTS is in regular communication with the Emergency Medical Services Regulatory Board (EMSRB), the regulatory agency for ambulance services in the state.

MMAP (Mobility for Minnesota's Aging Population):

Formerly housed at DARTS, a transportation provider, this group has been meeting on a regular basis for the past ten years to discuss older driver issues. Members include representatives from OTS, the Minnesota and Metropolitan Boards on Aging, occupational therapists, instructors of occupational therapists at Universities, Driver and Vehicle Services, the VA Medical Center Geriatric Research Center, the division of Injury and Violence Prevention at the Department of Health, the Minnesota Gerontological Association and the Offices of Transit and of Traffic, Safety, and Operations in MnDOT. The group has cooperatively funded several projects including a one hour program on older drivers on Minnesota public television and a multi-page insert into a Minnesota magazine.

University of Minnesota:

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

Methods for Selecting Projects

Data analysis provided through OTS researchers is published annually in the *Minnesota Motor Vehicle Crash Facts*; however, requests for different types and deeper data runs and requests to use different datasources come in throughout the year. The *Crash Facts* book, along with requests of the researchers for additional runs of more specific information such as data by city and county, forms the basis of problem identification in Minnesota. In turn, problem identification is the basis for project selection.

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

We discuss new project ideas and challenge the budget assumptions for proposed current and new projects. We also consider our funding by area – are we fulfilling our responsibilities for maintenance of effort and do we have projects that fit into the conditions and plans for the various NHTSA types of funding. Within the constraints of our available funding and with reference to *Countermeasures That Work*, the OTS leadership team makes the final decision on which projects to fund and at what level.

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

Strategic Highway Safety Plan (SHSP)

The current Strategic Highway Safety Plan was revised in 2014 and introduced in 2015. The plan is managed by the Minnesota Department of Transportation and was the written result of the cooperative work and input of a wide group of safety organizations, experts, and advocates who attended many meetings and regional conferences. Both the original and updated plans describe the critical emphasis areas and some recommend strategies to be implemented by engineering, enforcement, education (such as earned and paid media activities), emergency services, and everyone else to move *Toward Zero Deaths* on Minnesota roads. The SHSP can be found at: <http://www.dot.state.mn.us/trafficeng/safety/shsp/index.html>. DPS' Office of Traffic Safety and the Minnesota State Patrol very active in the SHSP revision process.

The Minnesota focus areas are often displayed on a bulls eye, with the higher priority areas, those associated with high numbers of deaths and serious injuries in the center and the medium and lower priorities in the two outer tiers. In addition, while vehicle enhancements will continue to contribute a great deal to reaching the ultimate goal of zero deaths. Minnesota has almost no control over those enhancements and so that area is included in the outside tier. All possible areas (as identified by AASHTO) are included in the focus areas because all contribute to deaths and serious injuries on Minnesota roads. The focus areas from the *2014-2019 Minnesota Strategic Highway Safety Plan* with abbreviated explanations follow.

Center of the Bulls Eye:

- **Safety Culture and Awareness**
Traffic safety culture can be defined as the values, beliefs, frames, norms and attitudes shared by a group of people that influence individual decisions regarding driving behaviors and safety interventions. Awareness of traffic safety issues can ebb and flow depending on media interest, educational and outreach efforts at a given point in time.
- **Intersections**
Crashes that occur where two or more roadways intersect.
- **Lane Departures**
Crashes that involve vehicles leaving their original lane of travel, including run-off-the-road, head-on and sideswipe collisions.
- **Unbelted**
Drivers or passengers who are not restrained.
- **Impaired roadway user**
A person on the roadway driving a motor vehicle or a bicycle or other non-motorised vehicle or walking and who is under the influence of alcohol, illicit drugs or prescription drugs.
- **Inattentive drivers**
Drivers who are not focusing on the task of driving because of distractions such as talking on the phone, texting or interacting with passengers. In addition, this category includes drivers who are drowsy.
- **Speed**
Drivers who are driving over the posted speed limit or too fast for conditions. The probability of death or serious injury grows with higher speed at impact.

First Tier

- **Management Systems**
Traffic safety governance including policies, processes, and management approaches
- **Data Management**
Data and systems used to evaluate including metadata, data quality parameters and application of data in decision making)
- **Younger drivers**
Drivers who are under 21 years of age. A lack of driving experience and a tendency toward risk taking contribute to higher crash rates involving younger drivers
- **Older drivers**
Drivers who are at least 65 years of age. The number of older drivers will continue to increase as the "baby boomer" generation ages and continues to drive.
- **Pedestrians**
Crashes involving a motor vehicle and a person walking, skating, exiting from a vehicle or operating a mobility assistance device (e.g., wheel chair) on public roadway.
- **Motorcyclists**
Crashes involving at least one motorcycle on a public roadway.
- **EMS and Trauma Services**
All response and emergency treatment systems involved in caring for victims of traffic crashes.

Second Tier

- **Commercial vehicles**
A vehicle requiring a Class A driver's license, including all heavy commercial vehicles and buses
- **Trains**
Crashes involving a motor vehicle on the roadway and a train crossing the roadway.
- **Bicyclists**
Crashes involving a bicycle and a motor vehicle on a street, bike lane or sidewalk
- **Unlicensed drivers**
Drivers who never had a license or had a license that has been suspended, revoked, expired or canceled.
- **Work Zones**
Work zones are a necessary part of building and maintaining roads. They require increased attention from drivers as they often involve restricted lanes or speeds
- **Vehicle Enhancements**
Select features in vehicles that can be added or optimized to provide increased safety for vehicle occupants. Such features may include airbags, stability control or lane departure alerts

The OTS has included in the brief project descriptions at least one focus area addressed by each of the projects to be conducted during 2018.

Critical Plans

FFY 2018 NHTSA Funded Media/Communications Plan Minnesota Department of Public Safety Office of Communications

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

Paid Media

The Department of Public Safety (DPS) will contract with a media buying agency and plan paid media for the year; an emphasis will be on upfront buying to leverage total budget of at least \$2,750,000.00 (subject to change). As part of its extra enforcement and awareness advertising campaign, DPS will work with its creative agency to produce new creative for child passenger safety and distracted driving. Minneapolis is also hosting the Super Bowl in February 2018, and DPS will be evaluating paid and earned media opportunities.

DWI - \$1,600,000.00 (164 PM)

- Dec. DWI - \$400,000.00
- "13 Targeted Counties"- \$465,000.00
- Motorcycle Impaired - \$175,000.00
- Labor Day DWI - \$400,000.00
- Super Bowl - \$160,000.00

Seat Belt, Distracted, Speed and Pedestrian - \$956,000.00 (402)

- April Distracted - \$175,000.00
- May CIOT - \$265,000.00
- July Speed - \$150,000.00
- September CPS - \$66,000.00
- Sept CIOT - \$200,000.00
- Pedestrian - \$100,000.00

Motorcycle Safety, Training and Motorcycle Awareness – (State Funds and Motorcycle Awareness 405f funds)

- State Funds - \$100,000.00
- Motorcycle Awareness - \$94,000.00

Total DPS/OTS Funding - \$2,750,000.00

Ongoing Editorial Activity and Outreach throughout FFY 2018

- Develop and provide key messages/talking points as issues and opportunities arise for OTS and partners.
- Distribute traffic safety updates to media and the public via email and social when statistics/incidents warrant.
- Develop partner materials in support of extra enforcement campaigns.
- Regular story mining development with OTS and Office of Communications to develop story ideas.
- Traffic fatality count updates at key milestones of 100, 200 and 300 deaths.
- “Ask the Trooper” columns for Greater Minnesota newspapers and repurpose via OTS social.
- Update and coordinate printing and distribution of collateral materials.
- Update OTS website including What’s New section, daily fatal count and website banners.
- Write DPS blog posts in support of enforcement campaigns and other OTS story mining topics.
- Monitoring of news for messaging opportunities over Twitter and Facebook as they arise.
- Share weekly DWI arrests via social media.
- State Patrol interview appearances on 93X morning drive-time radio station.
- Develop Facebook and Twitter messaging in support of enforcement campaigns, including promoted Facebook posts and video engagement, and promoted Tweets.
- Develop Facebook and Twitter messaging related to national and local events, such as festivals, concerts and sporting activities.

Month-Specific Communications Activities

October 2017

Editorial – Overview

Tentative news releases, advisories, email alerts and/or social media

- TZD Conference (statewide) – St. Paul
- Deer-vehicle/motorcycle safety
- Halloween extra DWI enforcement - tied with announcement of new targeted counties and new poster for partners/social media
- New Ulm Oktoberfest
- Zombie Pub Crawl - Minneapolis
- Pedestrian safety (darker earlier, etc.)
- MMSC training totals for past season
- National Teen Driver Safety Week campaign
- Major League Baseball post-season/World Series (Twins TBD)
- Wild hockey regular season begins
- Timberwolves regular season begins

Editorial – Extra Enforcement and/or Awareness Campaigns (Determine news releases, advisories, email alerts and/or social media)

Halloween DWI Enforcement

- Announce added DWI enforcement during pre-Halloween weekend and top counties for extra DWI enforcement.
- Highlight DWI arrests and drunk driving-related crashes during holiday period.
- Share via social media.

November 2017

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- Pre-Thanksgiving extra DWI enforcement/safe travel advisory
- Vikings and DWI message – Vikings play on Thanksgiving
- Blackout Wednesday - day-before Thanksgiving party tradition
- Black Friday
- TBD: safe winter driving
- Post-Thanksgiving deaths/injuries recap
- Deer hunting opener
- Cyber Monday - don't shop while driving
- Motorcycle-deer safety
- Motorcycle season fatality update
- High school football playoffs

Editorial – Extra Enforcement and/or Awareness Campaigns (Determine news releases, advisories, email alerts and/or social media)

Holiday DWI Enforcement Mobilization

- Post online partner materials such as pre- and post-enforcement template news releases, key messages/background talking points, sample social media (Twitter and Facebook)
- Coordinate public service announcement opportunities on media outlets leveraged through paid media buy.
- Develop content for Facebook and Twitter highlighting safe travel messaging and the dangers of Blackout Wednesday. Develop blog post.
- Issue news to media in advance of holiday for DWI enforcement and pursue personal impact story or other story opportunity. Event TBD.
- For sustaining awareness during the campaign, explore news hooks and visibility based on opportunities such as new data, personal impact stories, current and past news conferences, local and national advertising, coverage of regional TZD events, and engagement with target audiences.
- Provide post-Thanksgiving DWI numbers.

Paid Media/Creative – Holiday DWI Mobilization

December 2017

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- New Year's Eve message

- Post-holiday travel period fatal/injury recap
- Safe winter driving
- Christmas DWIs
- Holiday Office Parties
- Rochester on Tap Craft Beer Festival
- Motorcycle training schedules up for next season
- Motorcycle SMARTrainer events - International Motorcycle Show Dec. 8-10, 2017 (NEW DATES)
- Preliminary motorcycle fatality season totals

Editorial – Extra Enforcement and/or Awareness Campaigns (Determine news releases, advisories, email alerts and/or social media)

December DWI Mobilization

- For sustaining awareness during the campaign, explore news hooks and visibility based on opportunities such as new data, personal impact stories, current and past news conferences, local and national advertising, coverage of regional TZD events, and engagement with target audiences.
- Coordinate public service announcements leveraged through media buy.

Paid Media/Creative – Holiday DWI Mobilization

January 2018

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- December DWI Mobilization arrest recap
- 2017 preliminary traffic death numbers
- Super Bowl DWI enforcement/safety messages – Minneapolis is hosting the Super Bowl. Local earned and paid media opportunities TBD.
- College Football Playoff National Championship
- St. Cloud Craft Beer Tour
- MMSC Training Course Registration Open
- DPS Commissioner's Award for TZD enforcement recognition

Editorial – Extra Enforcement and/or Awareness Campaigns (Determine news releases, advisories, email alerts and/or social media)

Preliminary Fatalities for 2017

- Issue news citing preliminary total traffic fatalities for 2017.

Motorcycle

- Mailing Letter distributed to motorcycle dealers, organizations and outlet stores to announce rider training schedule and availability of rider coaches and the Safety Center SMARTrainer for events.
- Support mailing with items on website and social media.
- Provide background materials to partners to promote rider training (template news release, fact sheet, talking points).

Paid Media/Creative

- Develop necessary creative for upcoming campaigns.
- Continue to determine creative needs.

February 2018

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- Red Bull Crashed Ice Event TBD
- Valentine's Day
- Academy Awards
- Grammy Awards

Editorial – Extra Enforcement and/or Awareness Campaigns (Determine news releases, advisories, email alerts and/or social media)

Move Over – Winter Travel

- Reminder via email to media and social posts reinforcing Move Over law; pitch stories with troopers hit and secure video.

Super Bowl

- Minneapolis is hosting the Super Bowl. Local earned and paid media opportunities TBD.

St. Patrick's DWI Enforcement

- Provide online template media materials - key messages/background talking points, sample social media (Twitter and Facebook) for agencies/partners to customize.

Paid Media/Creative

- Develop necessary creative for upcoming campaigns.
- Continue to determine creative needs.

March 2018

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- Motorcycle awareness once weather warms up
- Motorcycle spring riding tip and call for training (training starts end of March at some sites)
- Motorcycle fatalities - the first typically happens in March depending on weather
- Donnie Smith Bike Show (sometimes in April)
- St. Patrick's Day DWI enforcement
- Pedestrian Safety (longer daylight hours - people out walking later)
- Twin Cities Auto Show
- NCAA March Madness
- Spring Break
- LuckyPalooza - St. Paul

- NCHC Frozen Face-off
- High school basketball playoffs
- Progressive Insurance Northwest Sportshow (Convention Center)
- Daylight savings - we spring forward – a drowsy driving message.
- Easter. Your family depends on you driving safely.

Editorial – Extra Enforcement and/or Awareness Campaigns (Determine news releases, advisories, email alerts and/or social media)

Distracted Driving

- Develop and distribute template materials for partners to promote message, including news releases, key messages/talking points, sample social media (Twitter and Facebook).

Motorcycle

- Issue news release for motorcycle helmet/protective riding gear, recap 2016 or preliminary 2017 data; motorists to be alert, riders to take training; cite first rider death of season; upcoming safety campaign.
- Booth at Donnie Smith Bike Show

St. Patrick's DWI Enforcement

- Issue news regarding enforcement and awareness.
- Share via social media.

Twin Cities Auto Show

- Feature Minnesota State Patrol cars on show floor, along with Trooper meet-and-greets and potential traffic safety messaging.
- Issue media advisory and share via social.

Teen Prom – Parent role, distraction/texting, underage drinking

- Develop and post online teen-focused template media materials for partners to promote teen driving issues for prom/end-of-school period (teen deaths, crash rate, fatal crashes involving teen drivers); stress belt use/distraction, parent role.

Paid Media/Creative

- Targeted DWI Counties buy starts prior to St. Patrick's. Campaign continues during year for high-level enforcement periods. Motorcycle impaired buy is coupled with this buy in summer months.
- Develop necessary creative for upcoming campaigns.
- Continue to determine creative needs.
- Plan for motorcycle awareness buy; motorcycle rider training buy.

April 2018

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- Distracted driving enforcement/safety message
- NCAA Men's Basketball Final Four

- NHL playoffs begin and run into June
- NBA playoffs begin and run into June
- Motorcycle awareness - riders back on the road; recap prelim 2017 MC deaths (tie to Flood Run or first rider death)
- MMSC training courses start at all training sites
- MC Flood Run – third weekend of April
- Teen prom safety - parents/distraction/alcohol
- Minneapolis Saint Paul International Film Festival
- Minnesota Craft Beer Festival
- Twins home opener

Editorial – Extra Enforcement and/or Awareness Campaigns (Determine news releases, advisories, email alerts and/or social media)

Distracted Driving

- Issue news to promote message and pursue personal impact story or other story opportunity. Event TBD.
- Develop content for Facebook, Twitter and blog. For sustaining awareness during the campaign, explore news hooks and visibility based on opportunities such as new data, personal impact stories, current and past news conferences, local and national advertising, coverage of regional TZD events, and engagement with target audiences.

May Click It or Ticket Seat Belt Mobilization

- Develop and distribute template materials for partners to promote message, including news releases, key messages/talking points, sample social media (Twitter and Facebook).
- Coordinate public service announcement opportunities secured through media buy.

Motorcycles

- Issue Advisory for first training courses in campus cities.
- Issue Flood Run news release advising driving public to increase awareness.
- Letters are sent to motorcycle organizations to partake in May/June Washout events and distribute motorcycle safety collateral.

Teen Prom – Parent role, distraction/texting, underage drinking

- Issue communications highlighting teen driving with prom hook – reinforce underage drinking and distracted driving.

Outreach

- Various: motorcycle safety reps/booths at motorcycle dealer open houses

Paid Media/Creative

- Distracted campaign.
- Motorcycle Awareness and Impaired— Finalize buys

May 2018

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- May Day
- May Click It or Ticket launch and sustaining news
- Memorial Day safe travel
- Memorial Day weekend fatal recap
- TBD: bike safety (MnDOT)
- TBD: MC death update
- Peace Officers Memorial Day
- Cinco de Mayo
- Mother's Day
- Fishing Opener
- Motorcycle Awareness Month (National)
- Evening motorcycle testing courses start (Run through August, push for people to sign up)
- Motorcycle Training Weekend (TBD)
- 100 deadliest days on Minnesota roads

Editorial – Extra Enforcement and/or Awareness Campaigns (Determine news releases, advisories, email alerts and/or social media)

May Click It or Ticket Mobilization

- Issue news statewide announcing launch of extra enforcement and pursue personal impact story or other story opportunity. Event TBD.
- For sustaining awareness during the campaign, explore news hooks and visibility based on opportunities such as new data, personal impact stories, current and past news conferences, local and national advertising, coverage of regional TZD events, and engagement with target audiences.
- Coordinate public service announcement opportunities secured through media buy.
- Develop content for Facebook, Twitter and blog.

Memorial Day Safe Road Trip Tips

- Issue safe travel message; reinforce Click It or Ticket enforcement.
- Issue DWI and fatal crash recap of the Memorial Day weekend, reinforce Click It or Ticket.
- Support via Facebook and Twitter.

Motorcycles

- Promote Motorcycle Awareness Month, including Washout events around the state, on website and social media.
- Training Day for Motorcycle Advisory Task Force (MATF) members.

Outreach

- Communications planning for “DWI Enforcer All-Stars” with Twins.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses.

Paid Media/Creative

- May Click It or Ticket Seat Belt Mobilization

- Targeted DWI Counties – include motorcycle impaired spot
- Motorcycle Awareness billboard in Lake City (April-June)

June 2018

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- May Click It or Ticket enforcement results
- Father's Day
- DPS Commissioner's Award for TZD enforcement recognition
- Motorcycle awareness (campaign)/deaths update
- Motorcycle SMARTrainer at Motorcycle Vintage Show
- Motorcycle training numbers update (halfway through training season)
- Summer driving - bikes and pedestrians (share MnDOT communications)
- Minnesota Street Rod Association's Back to the Fifties (State Fairgrounds)
- School lets out - teen driving message
- Annual Secure Your Load Day (June 6)

Editorial – Extra Enforcement and/or Awareness Campaigns (Determine news releases, advisories, email alerts and/or social media)

July Speeding Mobilization

- Post online partner materials such as pre- and post-enforcement template news releases, key messages/background talking points, sample social media (Twitter and Facebook) to participating law enforcement agencies statewide for customization and distribution.

May Click It or Ticket Seat Belt Mobilization

- Issue news announcing results of enforcement effort.
- Share via Facebook and Twitter.

Motorcycles

- Announce ad campaign, awareness message on website and social media. Send to MC Task Force members to pass along.
- Washout events continue into June.
- Issue news release in response to high-profile fatal crashes, as appropriate.
- Event and media pitches to highlight rider training campaign.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses.
- Booth at Vintage Motorcycle Show – State Fairgrounds.
- Promote Ride to Work Day – on web and social media (awareness message).
- Training update – halfway through season, plug training courses available through Sept.

Outreach

- Continue DWI Enforcer All-Stars event planning.
- Develop speed materials for July.

Paid Media

- Motorcycle Awareness campaign continues through first week of June.
- Motorcycle Awareness billboard in Lake City (April – June)
- Motorcycle Impaired paid media buys start end of June and run through August.

July 2018

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- July speed enforcement launch
- 4th of July DWI enforcement/travel message
- Crash Facts 2017
- DWI Enforcer All-Stars
- Aquatennial
- Basilica Block Party
- Motorcycle fatal update w/ safety messages
- Bastille Day Celebration Events
- Vikings training camp - people from across the state traveling to Mankato (tentative since Vikings are building a new practice facility in the metro area).

Editorial – Extra Enforcement and/or Awareness Campaigns (Determine news releases, advisories, email alerts and/or social media)

4th of July Safe Road Trip Tips

- Promote extra DWI enforcement and safe travel over the holiday.
- Issue DWI and crash re-cap of the 4th of July holiday period.

DWI Enforcer All-Stars

- Coordinate event with Twins to announce the DWI enforcer all-stars.
- Issue release announcing team and make images/info available to interested statewide media.

July Speed Enforcement

- Issue news announcing statewide speed enforcement and pursue personal impact story or other story opportunity. Event TBD
- Coordinate public service announcement opportunities secured through media buy.
- For sustaining awareness during the campaign, explore news hooks and visibility based on opportunities such as new data, personal impact stories, current and past news conferences, local and national advertising, coverage of regional TZD events, and engagement with target audiences.
- Develop content for Facebook, Twitter and blog.

Labor Day DWI Mobilization

- Post online partner materials such as pre- and post-enforcement template news releases, key messages/background talking points, sample social media (Twitter and Facebook) to participating law enforcement agencies statewide for customization and distribution.

Crash Facts 2017

- Issue Crash Facts 2017 news release to recap state's traffic stats/trends.
- Secure county-by-county facts for last five years.
- Develop content for Facebook, Twitter and blog.

Motorcycles

- 4th of July travel messages
- News releases in response to high-profile fatal crash(es) as appropriate or reaching milestone.
- Various: motorcycle safety reps/booths at motorcycle dealer open houses.
- Issue news release in advance of Sturgis (Event happens in Aug.); YTD fatalities, August-September warning.
- Sturgis – promote awareness and safety message on web and social media.

Paid Media

- July Speed buy
- Targeted DWI Counties/Motorcycle Impaired first week in July
- Motorcycle Impaired paid media buys continue through August

August 2018

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- July speed enforcement results
- Labor Day DWI enforcement launch and sustaining messages (weekend DWI updates) - incorporate impaired driving facts into launch or recap news release
- Labor Day safe travel advisory
- Ongoing Motorcycle safety (tie to Sturgis, Bike Week)
- Motorcycle Advanced training Weekend opportunity
- Raksha Walk for Distraction-Free Driving (Shreya R. Dixit Memorial Foundation)
- WE Fest - Detroit Lakes
- Minnesota State Fair
- Bayfront Blues Festival - Duluth
- Minnesota Fringe Festival
- Move over law - Ted Foss Anniversary

Editorial – Extra Enforcement and/or Awareness Campaigns (Determine news releases, advisories, email alerts and/or social media)

Child Passenger Safety Week

- Issue news regarding national CPS Week.
- Support with social media. For sustaining awareness during the campaign, explore news hooks and visibility based on opportunities such as new data, personal impact stories, local and national advertising, and engagement with target audiences.

July Speeding Mobilization

- Issue news announcing speed citations from July mobilization.

- For sustaining awareness during the campaign, explore news hooks and visibility based on opportunities such as new data, personal impact stories, current and past news conferences, local and national advertising, coverage of regional TZD events, and engagement with target audiences.
- Share via social

Labor Day DWI Mobilization

- Issue news to launch DWI crackdown and pursue personal impact story or other story opportunity. Event TBD.
- For sustaining awareness during the campaign, explore news hooks and visibility based on opportunities such as new data, personal impact stories, current and past news conferences, local and national advertising, coverage of regional TZD events, and engagement with target audiences.
- Coordinate public service announcements statewide that are secured through paid media buy.
- Develop content for Facebook, Twitter and blog.

Motorcycles

- Issue news release in response to high-profile fatal crash(es) as appropriate.

Outreach

- Reach out to daycares/pre-schools with call-to-action to visit CPS website for CPS-related materials info for CPS Week.
- Pitch partners to support message through their social media outreach (Children's Museum, zoos, etc.).
- Motorcycle safety booth/ reps at events/open houses.

Paid Media

- Labor Day DWI Mobilization
- Motorcycle Impaired paid media buys continue through August.

September 2018

Editorial – Overview

Tentative news releases, advisories or email alerts and/or social media

- Back-to-school safety - bus/pedestrians
- Child passenger safety week
- Click It or Ticket seat belt enforcement - highlight annual state seat belt survey results
- Labor Day DWI arrest results
- Renaissance Festival
- Motorcycle Fall Flood Run
- MMSC training wraps up end of September, early October
- Gophers football home opener
- Vikings home opener
- Wild hockey preseason begins
- Friday night lights – high school football
- Deer-Vehicle Safety

- Twin Cities Walk Like MADD
- Homecoming for high schools

Editorial – Extra Enforcement and/or Awareness Campaigns (Determine news releases, advisories, email alerts and/or social media)

Back-to-School Safety

- Issue news highlighting B-T-S with bus, pedestrian and bicycle safety.
- Explore news hook and visibility based on opportunities such as new data or personal impact story.
- Develop content for Facebook, Twitter and blog.

Child Passenger Safety Week

- Issue news for CPS Week
- Explore news hook and visibility based on opportunities such as new data or personal impact story, local and national advertising, and engagement with target audiences.
- Develop content for Facebook, Twitter and blog.

Click It or Ticket Seat Belt Enforcement

- Post online partner materials such as pre- and post-enforcement template news releases, key messages/background talking points, sample social media (Twitter and Facebook).
- Issue news to media to launch statewide seat belt/child restraints enforcement. Incorporate annual seat belt use rate results based on DPS observational survey. Event TBD.
- Coordinate public service announcement opportunities on media outlets leveraged through paid media buy.
- For sustaining awareness during the campaign, explore news hooks and visibility based on opportunities such as new data, personal impact stories, current and past news conferences, local and national advertising, coverage of regional TZD events, and engagement with target audiences.
- Develop blog post.
- Share via social media.

Labor Day DWI Mobilization

- Issue news announcing results of Labor Day mobilization; package with Labor Day fatal/serious injury recap.

Motorcycles

- Issue Flood Run news release advising driving public to increase awareness; reinforce September is deadly month too, MC fatalities year-to-date, etc.
- Post on website and social media about Deer Safety (pose risk to riders in autumn months)
- End of training season – last chance to get trained, training numbers thus far (if possible to get)

Halloween DWI enforcement

- Post online partner materials such as key messages/background talking points, sample social media (Twitter and Facebook) to participating law enforcement agencies statewide for customization and distribution.

Counties Targeted for DWI Patrols

- Prepare to share DWI counties via Facebook and Twitter

Outreach

- Pitch partners to support CPS message through their social media outreach (Children's Museum, zoos, etc.).
- Motorcycle safety booth/rep at events/open houses

Paid Media

- CPS
- CIOT

2018 Evidence-Based Traffic Safety Enforcement Program

Minnesota Office of Traffic Safety

Enforcement Policies

By ruling of the Minnesota Supreme Court, check-points have been declared unconstitutional; therefore Minnesota's enhanced enforcement efforts are of the high visibility blitz/saturation type concentrating on roadways and areas suggested by traffic volume and/or crash history.

All enforcement projects funded by OTS are required to use high visibility tactics including vests and signs announcing the type of enforcement (speed, belts, DWI or distracted) and multiple agencies and squads whenever possible. The requirements for evidenced based performance plans for enforcement programs are met by OTS' enforcement projects.

Minnesota's enforcement efforts have strong earned media components and the major ones (April distracted driving, the September and May seat belt mobilizations, Labor Day and December holiday DWI crackdowns) have significant paid media components. In addition, paid media related to impaired driving is conducted throughout the year in the counties with the highest number of alcohol-related deaths and serious injuries.

OTS requires multi-agency collaboration in grant-funded enforcement projects to increase communication about and coordination of activities, maximize the impact on the public's perception, decrease duplicative paperwork and media efforts, and allow for flexibility of funding within the partner agencies. All enforcement project awards are based on competition among applications received; a request for proposals was let in spring of 2017 for grants to be conducted during the 2018 federal fiscal year. High visibility enforcement efforts including the State Patrol, a Sheriff's Office, and at least one municipal agency in each event are encouraged; at least two squads are required in even the smallest population sites. Applications from more than one agency are required; only the Minnesota State Patrol grant has a single agency funded by it; that agency, of course, works with all the other agencies in the state. Each grant must identify one agency that will be the fiscal lead agent and oversee the grant for the other partner agencies. In 2017, the 55 enforcement grants (including one to the State Patrol) covered 64 sheriffs' offices, 230 police departments, three tribal police departments and one University police department. Grants for 2018 have not been selected yet as of the date of the HSP.

Crash Data and Selecting Grantees

When looking at crash data, OTS is most concerned with crashes involving traffic deaths and serious injuries. Using the "Grids" (see Attachment 3 for an example), the evaluators reviewing the enforcement grant applications assign points to each application for problem over-involvement (among other things). Because enforcement grants in Minnesota almost always represent at least one entire county (the two differences being St. Louis County which is split between the urban areas around Duluth and the more rural rest of the county and Hennepin County -- Minneapolis is the county seat -- which is split between four grants by area) the grids provide information by county. For each of the 87 counties, data on deaths and injuries involving

unbelted, alcohol-related, speed-related, and distracted-related is provided for a three year period. In the future, we will use a five-year period. In Minnesota, while well over half the population lives in the Minneapolis/Saint Paul area counties, only about 30 percent of the roadway deaths and serious injuries occur in the metro region. If OTS looked solely at the absolute numbers of deaths and serious injuries, we would be discounting the majority of the problem. Therefore, OTS defines over-involvement in two ways, once by size of the problem (expressed by the number of deaths and serious injuries) and a second by the severity of the problem (expressed by the death and serious injury rate by vehicle miles traveled and by population in each county). Counties are compared to the state as a whole as if it were a single county and over-involvement points assigned based on which rates in which they were over- involved. Points are also assigned depending on how far up the list ordered by number of deaths and severe injuries they are.

Some of the OTS's enforcement efforts are statewide, and some are specific to a limited number of OTS identified counties with the most serious problems. All are based on problem identification. Because of the large numbers of people killed in the late afternoons and the evenings (the "dying to get home" syndrome) and the fact that those killed and severely injured at night are over-represented in being unbelted, at least 50% of hours worked during seat belt waves must be worked after 4:00 PM. Because research shows that high visibility enforcement (HVE) is more effective, agencies are required to use HVE techniques including signs and vests which have been provided by OTS. For the most rural, smaller agencies, HVE is not easily done due to lack of available officers and squads; however, signs and vests can still be used even when the number of squads out on a roadway section is only two.

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

Evaluating & Comparing Enforcement Activities

Minnesota statutes make illegal a prohibition against evaluating enforcement employees based on number of tickets written. Therefore, our early grants stated agencies would "strive to achieve" the productivity objectives. Nevertheless, even that was challenged in 1999 and beginning with federal 2000 grants, OTS was no longer allowed to set any numerical objectives for agencies. The absence of numerical goals set by OTS has not had any adverse impact on enforcement activity. Instead of comparing an agency with the numerical goals we had set, we now compare each agency with the average performance of all agencies during that same time period. An allowance is made for the rural areas with a smaller pools of traffic and violators. Grantees are appraised of their progress in comparison to the average results throughout the year. Productivity is considered when awarding grants.

A contact is defined as a vehicle stopped. In order to encourage DWI and other arrests in which a person is taken into custody -- necessitating a long process and/or a long drive to jail for the arresting officer -- metro agencies receive four points for each person taken into custody, and non-

metro agencies receive six points. When an officer is having a car towed, but is not taking the driver into custody, two points are awarded as a wait for a tow truck will be the likely result. Other vehicle stops result in one contact point. An agency's total points are divided by the hours worked to compute the stops per hour. The citation objectives are computed on the simple ratio of citations issued or arrests made for the particular area (DWI, occupant restraints, texting, or speeding) to total number of citations issued.

The four present enforcement objectives are factors the OTS looks at carefully when considering funding individual projects for a subsequent year. In particular, agencies must compare their past funded enforcement actions with the averages of all agencies in a separate section of that application if they have not met or exceeded the average and explain changes they will make to increase productivity in the future.

In addition to the enforcement performance objectives discussed above, each grant must write at least three measurable, time-specific objectives of their own. For example, "increase seat belt use as shown by informal surveys from a baseline of 79% in June of 2017 to 90% in June of 2018". In their final reports for the year, agencies discuss their progress towards meeting these goals.

Continuous Follow Up and the ROAR Project

It is nearly impossible to imagine follow up more continuous than that provided by the Real-time Officer Activity Report (ROAR). OTS requires agencies to track a great deal of data about shift activities in order to be reimbursed for overtime enforcement. The Real-time Officer Activity Report (ROAR) is the brainchild of a Saint Paul PD officer and the departmental computer person with whom he worked, taking all the paperwork required and turning it into a relatively simple on-line program that officers can enter from their vehicles as the stops occur. After OTS saw a demonstration of the program Saint Paul was developing, we signed on as a partner with a grant to develop it for statewide use.

Grant administrators enter their detailed plans (dates, times and locations for high visibility enforcement of each of the four focus areas—belts, impaired, distracted, and speed) into the system so they are available for everyone who needs them. Authorized persons (such as lead fiscal agents, supervisors, and OTS personnel) can dial up their results at any time for any time period. As an evening of enforcement progresses, those same authorized people can watch as activity happens by officer and by agency. At the end of the event (the scheduled end time when all officers are done entering) a sheet of results is automatically printed out containing the stops per hour overall and by agency and bar graphs showing the results for the tickets of interest (belts, DWIs, distracted-related, and/ or speed). After each quarter, the OTS enforcement coordinator assigned to that project will share comparisons of results taking into account the number of officers working in the different events. Based on this follow up information, the agencies may decide to switch their enforcement roadways or encourage their officers to pay closer attention to a particular type of violation. Since the advent of high visibility enforcement for all grant events, citations per hour have decreased somewhat as expected. If an agency continues to show poor productivity, the liaison for that area and OTS coordinator will call a meeting of all grant agencies and discuss plans for improvement. Ultimately, productivity will affect awarding of a grant in the future and could cause a grant to be cancelled mid-year.

The ROAR system also tracks and documents that officers working on OTS time have had the required training; this is one of the most challenging aspects of the system and of enforcement grants as a whole.

The system has greatly simplified reporting from the agencies viewpoint (especially considering how many agencies and individual officers reports had to be summarized accurately in the past). It is officer tested and very much approved.

All agencies are required to use ROAR for all hours that they work for which OTS is expected to provide reimbursement. There is an exception for those very few areas of the state which sometimes face internet connectivity issues; those agencies are expected to enter data in the office at the end of the shift.

The ROAR program also helps agencies and OTS in monitoring, the dispatch logs can be compared to the activities in the ROAR system reports and any discrepancies sorted out. Future revisions may include modules to assist agencies with preparing their invoices for submittal to OTS.

E-Charging

The e-charging system, developed by the Bureau of Criminal Apprehension under a grant from the OTS, allows officers to electronically file the paperwork for a DWI arrest on-line through web-based applications. The system greatly cuts down on the time it takes to complete the paperwork and ensures all the right forms are completed, reading from the driver's license record the prior offenses so the officer knows with certainty what all the charges for the current offense should be. During 2015, 99% of DWI arrests were charged on-line using the e-charging system. During the 2017 federal year, the BCA completed an additional module in e-charging that electronically files an officer's request for a search warrant to obtain a blood or urine sample and the subsequent search warrant itself. This is especially helpful when drugs other than alcohol are suspected of causing impairment. The BCA continues to provide training on the system and to make modifications to it through a grant with OTS.

DWI Data Dashboard

Through grants with the OTS, the DPS' Bureau of Criminal Apprehension (BCA) has developed a centralized and comprehensive computer system on all data related to DWI crashes, arrests, and convictions. The dashboard system documents and stores data from impaired driving cases from arrest through the completion of court and administrative sanctions along with data from impaired driving crashes. The system uses many years of this information to plot the occurrences on maps that are helpful for agencies deciding where to send their officers to patrol as well as to spend their other resources. Agencies can request reports from the BCA or run their own. A BCA staffer is available to assist agencies who are less computer savvy in using the dashboard. The OTS also uses the dashboard to identify gaps in city and county officer coverage on the maps. In addition to allowing agencies to be more effective in assigning their personnel to DWI trouble spots, the system reduces administrative costs and increases overall efficiencies.

Required Officer Training

Officers being reimbursed with NHTSA money are all required to have completed Standardized Field Sobriety Training (a two day course with actual drinking subjects each of the two days) and Advanced Roadside Impaired Driving Enforcement (ARIDE) which deals with drugs other than alcohol. Officers are also required to have completed the three hour on-line Occupant Protection Usage and Enforcement training – a course distilled from the NHTSA TOPS curriculum. The OPUE course was updated in 2016 and is now only available on-line. All officers for whom we pay any time are required to have an SFST, ARIDE and OPUE updates every five years. The instructors and materials for the classes are provided by the Minnesota State Patrol through a grant with OTS.

Law Enforcement Liaisons

Minnesota hired its first law enforcement liaison in June of 1994. Four liaisons have been on board since October 1 of 1994; they work with the enforcement agencies in their assigned areas. Referred to as “God’s gift to traffic safety” within the OTS, the liaisons have left an indelible impression on all they meet and a legacy of safer travel unrivalled in the state. The OTS lets a Request for Proposals for liaisons every three to five years; the liaisons are contractors, not employees of the state. An RFP for all four liaison positions will be let in the summer of 2016, covering the 2017 through 2021 federal years as single year grants at a time.

The liaisons work with agencies on a one-on-one basis and through area and statewide meetings of chiefs and/or sheriffs; encouraging placing a high priority on traffic safety and participating in OTS programs, as well as sharing their wealth of experience of tactics and strategies that are effective. Before the OTS had liaisons, the vast majority of the enforcement agencies in the state hadn’t heard of our office and would have been unable to say what problems we addressed or goals we strove to reach. They are now our strongest partners due in large part to the liaisons and their passion for traffic safety.

One Grant per Agency

One recommendation of the 2011 Minnesota Enforcement Summit was to have no more than one grant for enforcement per group of agencies. In prior years, a fiscal lead agency and its partners could apply for and receive a *Safe & Sober* grant where enhanced enforcement was done in patterns of “waves”, specific counties and cities were identified by MnDOT to work HEAT (speed patrols) through a second grant, and thirteen counties were identified by OTS to work at least one impaired driving saturation a month through the NightCAP project; a third grant. Due to the significant traffic safety problems identified, a few counties in Minnesota received one grant for *Safe & Sober* enforcement, a second for NightCAP enforcement, and a third for HEAT, the speed program. In some counties, there was a lack of coordination of the different projects; different people could be responsible for each grant and they might not share information very well. That sometimes resulted in such problems as a need for more officers for overtime than want to work certain days, or impaired driving activities scheduled in the middle of a seat belt wave.

In 2013, Minnesota returned to having only one enforcement grant per group of agencies covering all OTS’ enforcement efforts with one exception -- in 2015, OTS began funding twelve DWI officers in the state; that contract is separate.

High Visibility DWI Enforcement

Minnesota saturations are all STEP projects: publicizing the up-coming enforcement, increasing enforcement activities for a period of time, and then publicizing the results of the enhanced enforcement.

Several years ago, Minnesota OTS piloted an ultra-high visibility project in Anoka County; a suburban metropolitan area. All agencies in Anoka County including the State Patrol, Sheriff's Office and every municipal agency, participated in the saturation efforts once per month during inclement/winter months and more frequently during the more pleasant months when DWI crashes most often occur. The project concentrated a very large number of squads on selected roadways. The project utilized large, portable electronic message signs and officers wearing reflectorized vests identifying the event as DWI enforcement. The project was very successful and was presented at several national conferences and regional meetings. It increased the public's perception of the likelihood of being arrested for driving while impaired. The basics of the project have been incorporated into all our enforcement projects, with some modifications (for example, in the number of squads used per event) due to populations and unique circumstances.

The Basic Grant and Enforcement Calendar

All agencies, not just those with whom the OTS has awarded grants are strongly encouraged to report on the results of every enforcement wave. Despite no longer reporting the results to the NHTSA, the OTS will continue to obtain them and use them in news releases.

The OTS enforcement grants provide funding on an annual basis as the result of applications received in response to a Request for Proposals. Only multiple agency grants are accepted and no agency receives more than a single grant for traffic safety overtime work. At least 92% of the grant funds must be used for overtime enforcement (in the case of part-time officers their regular pay rate is reimbursed) during the time periods specified in the annual enforcement calendar with the option of using up to 8% of the funds for overtime dispatch and/or overtime administrative services. At a minimum, mileage must be reported and claimed as local match.

In federal 2018, the enforcement time periods are:

- November 22, 24 and 25 and December weekends on DWI (with weekends being defined as Thursday, Friday, and Saturday nights),
- April 9-22 concentrating on distracted driving,
- the national Memorial Day seat belt mobilization (May 21 through June 3),
- the national Labor Day DWI crackdown (August 17 – September 2)
- September 13-23 concentrating on child seats and seat belts.

Agencies do not necessarily work every day of each event; the number of hours worked depends on their work plan and budget. In addition to being a part of the Labor Day crackdown, the agencies can choose to work the last day in August focusing on the Ted Foss Move Over law (requiring vehicles to slow down and/or move over when encountering a squad car, highway construction workers/vehicles, tow trucks, or ambulance services stopped on the side of the road). In addition to working during the enforcement time periods, agencies must publicize the efforts with the help of Safe Roads Coalition (if their community has one) and media materials prepared by the DPS Office of Communications.

Selected TZD Enforcement Grants: additional DWI enforcement

In the counties with the highest number of alcohol-related deaths and serious injuries, TZD enforcement grants have additional requirements related to more DWI enforcement. In most cases, the State Patrol districts set up at least monthly saturations in those counties – in the warmer months and/or metropolitan area, the events are more frequent. Each saturation must include officers from at least one sheriff's department and local police department in addition to the patrol; however, it is not uncommon to see ten agencies in the metro and St. Cloud areas. The local agencies are usually reimbursed by the OTS grants for their overtime hours; however, the OTS continues to encourage departments to send additional on-duty officers to the events as well. In 2018, thirteen counties will participate in the enhanced DWI enforcement program.

Selected TZD Enforcement Grants: Speed Enforcement

In the past, all agencies receiving an enforcement grant participated in a speed enforcement wave in July. Filling those shifts during a summer month when many officers are – like the rest of us-- on vacation has been increasingly difficult. In addition, our speed enforcement efforts have never shown the same effect on improving driving behavior that the seat belt, impaired driving and distracted driving waves have shown. Finally, now that most of the carry forward money is spent, there are fewer 402 (general traffic safety including speed) dollars to go around. Those three facts lead to a big change in 2018; only the 21 counties with the highest number of speed related deaths and serious injuries will be eligible to be reimbursed for overtime hours during the July 6-22 speed wave.

Paid and Earned Media for Enforcement Waves

The OTS oversees a contract to purchase media related to the waves and the DPS' Office of Communications provides media materials on-line for each enforcement period defined in the grant. Publicity is much more than simply sending out personalized news releases before and after each wave; news conferences kicking off the waves are conducted, interviews on radio stations and cable television are sought, reporters are encouraged to ride along with patrolling officers and attend SFST classes, letters to the editor are written, Facebook™ pages are updated, tweets are sent, and other social media is used. Most of the Safe Roads (formerly Safe Community) grants have become more active in promoting the enforcement waves; one of the requirements of that grant is that they support enforcement waves by assisting with or conducting outreach to the public about those events.

For information on the activities conducted by the Minnesota DPS Office of Communications and Office of Traffic Safety to publicize enforcement efforts, see the preceding critical plan; *Media*.

Law Enforcement Recognition

Law enforcement officers are generally competitive. The importance of traffic enforcement is not understood by most citizens who may believe it is done to raise funds rather than to save lives and prevent injuries. It is important and effective to have some type of recognition program for officers who enforce traffic laws. In addition to motivating officers, it is a useful public information tool on the importance of their work in saving lives and reducing injuries on our roadways.

All liaisons provide caps with the TZD enforcement logo on it to officers who get a first "hat trick" – three DWIs in a single shift (or more; one officer arrested four DWIs in a single shift during 2017), and uniform pins or engraved hockey sticks (not the expensive regulation sticks) for

subsequent hat tricks. Presentation of those achievement rewards is often occasion for publicity; the liaison always presents the item and someone from OTS is sometimes on hand.

After each quarter, each of the four liaisons nominates an agency who did particularly well to receive their choice of award (lidar, radar, five PBTs or five PIT training registrations). Presentation of those awards is done at city council or county board meetings. In addition, for outstanding efforts over a longer period of time, one agency each year receives the Commissioner's Award for traffic safety. The commissioner's award recipient receives an award lunch for approximately 100 people including the DPS Commissioner in the awarded agencies area. Liaisons also make nominations for the Commissioner's award which is selected by OTS and OOC staff. The first Commissioner's Award lunch in 2014 honored the Saint Cloud Police Department and the 14 municipal departments and two sheriffs' offices covered by that grant. The second Commissioner's Award lunch in 2015 honored the Blue Earth County Sheriff's Office and the three Sheriffs' Offices and 12 municipal agencies in that grant. The third award in 2016 went to the Brainerd Police Department and the county sheriff and the nine other city agencies in that grant. The fourth award in 2017 was presented to the Ramsey County grant and the nine city agencies in that grant. These events have been very successful with nearly all sheriffs' and chiefs attending, in addition to their officers who were contacts for the grants and/or were leaders in DWI, seat belt and traffic safety enforcement for their agency. In addition to the lunch and physical award, each agency in the grant is allowed to send an additional person to the statewide TZD conference at no charge and the fiscal lead agency to send one person to the Lifesavers conference.

A *DWI All Star* event is held annually at a Minnesota Twins baseball game. The event, held on the field before the game begins, honors officers arresting the highest numbers of impaired drivers in the previous year. Each officer is presented with an engraved bat with his or her name inscribed and the highest writer in the state throws out the first pitch. The population of the jurisdiction for which the officers are working is informally considered by the OTS in the selection process of the nominations received; therefore, officers from smaller communities are not at a disadvantage. The event is extremely popular with the officers and their families, who receive tickets for the game from a sponsoring private organization (AAA of Minnesota and Iowa).

Mobilizations and Crackdowns

Minnesota has fully supported the seat belt and impaired driving national mobilizations since 2002 and will continue to do so.

Projects most directly related to the mobilizations include our overtime enforcement projects, enforcement liaisons, enforcement recognition programs, the annual Toward Zero Deaths conference with its law enforcement and DRE tracks, traffic officer training, paid and earned media, and the observational study of seat belt use. All of our TZD Safe Roads community projects support the mobilizations and crackdowns with publicity. In 2018, OTS will have two mobilization events (Memorial Day and September) for seat belts, one for distracted driving (April), and two crackdowns (Holidays and Labor Day) for impaired driving. All agencies, regardless of funding status, are encouraged to report activities during these time periods; grant recipient agencies are required to report. The seat belt waves use the *Click It or Ticket* slogan and the DWI waves use the *Drive Sober or Get Pulled Over* slogan; both unchanged from the NHTSA designs. Enforcement

dates of the nationally-supported waves are the same as the enforcement dates provided by the NHTSA.

Individual agencies participate in the mobilizations and crackdowns through a *Survey Monkey* application; they are only required to report up to three numbers – the tickets of interest written for that particular event (whether belts and child seats, speed, DWIs, or distracted) and the highest speed for the speed event, the oddest distracted behavior for the distracted event, or the highest BAC for the DWI events. Because the requirements and reports are light, the mobilizations and crackdowns cover a much larger number of agencies than the grant programs alone. To participate in the mobilizations and crackdowns, agencies must at a minimum issue pre and post news releases, increase their patrols and enforcement of the chosen violation, and report to OTS the number of chosen violations written during the enforcement period within less than a week of the end of the wave. Any and all officers can participate; there are no training requirements. Agencies are not allowed to report together on mobilization results; each agency must report their own. All agencies are strongly encouraged by the liaisons to participate in all mobilizations and crackdowns; and grantees are required to participate under their grant agreements.

For dates of federal 2018 enforcement mobilizations and crackdowns, see page 55. Mobilization results from prior year are shown on next page.

Recent Information on Crackdowns and Mobilizations

2016 Campaign Type	2016 Enforcement Dates	2016 Enforcement Results	2016 Number of Agencies Reporting
October Seat belt/child seat	Oct. 9-25, 2015	5,550 seat belt citations; 128 child restraint citations	320
December Impaired Driving	Nov. 25, 2015 - Jan. 2, 2016	2,502 DWI arrests	310
April Distracted Driving	April 11-17, 2016	973 texting citations; 1,563 seat belt citations	332
May Seat Belt/child seat	May 23 - June 5, 2016	7,233 seat belt citations; 213 child restraint citations	328
Speed	July 8-22, 2016	13,214 Speed citations	319
Labor Day Impaired Driving	Aug. 19 - Sept. 5, 2016	1,351 DWI arrests; 486 Move Over citations (Aug. 31 only)	319

2017 Campaign Type	2017 Campaign Dates	2017 Enforcement Results	2017 Number of Agencies Reporting
October Seat belt/child seat	Oct. 14-30, 2016	4,351 seat belt citations; 166 child restraint citations	312
December Impaired Driving	Nov. 23 - Dec. 30, 2016	2,387 DWI arrests	310
April Distracted Driving	April 10-23, 2017	1,017 texting citations; 1,517 seat belt citations	317
May Seat Belt/child seat	May 22 - June 4, 2017	6,771 seat belt citations; 184 child restraint citations	320
Speed	July 7-23, 2017	TBD	TBD
Labor Day Impaired Driving	Aug. 18 - Sept. 3, 2017	TBD	TBD

Highway Safety Plan Program Areas and Strategies

Introduction

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

The following pages provide basic information about all the projects of OTS during federal fiscal year 2018 including their budgets, basic tactics/strategies, and ties to *Countermeasures That Work* and the *Minnesota Strategic Highway Safety Plan documents*. We have included brief descriptions of all types of funding sources and special projects for which we have information at this time. Revisions to the Highway Safety Plan will be submitted as necessary during the year.

This Highway Safety Plan supports our mission, will move us towards zero deaths and our interim goals, and ultimately help us achieve our vision of a safer Minnesota.



Projects and Funding

The following section of the HSP provides information on the strategies to be implemented and the amounts and types of funding committed to them for federal 2018. As issues, challenges, and successes arise; revisions to the Highway Safety Plan will be submitted.

For the 2015 Highway Safety Plan, the OTS made significant changes to the format of the individual project descriptions. Those changes have been kept up. A brief explanation of the changes follow:

- Placing information on the federal funding, the state and local match, and the amount of the federal funding that is of local benefit immediately after each project's brief description in addition to summarized all those at the end of each section.
- Citing the reference to *Countermeasures That Work 2015* by Chapter and Section. That document is designed to "assist highway safety offices [ed. such as OTS] in selecting effective, science-based traffic safety countermeasures". *Countermeasures That Work* does not cover projects which are related to such critical areas as planning, administration, evaluation, committees and task forces, traffic records, and systems improvements. As the document states "the guide does not include administrative or management topics such as traffic safety data systems and analysis, program planning or assessments, State and community task forces, or comprehensive community traffic safety programs".
- Citing the reference of that project to one of the focus areas in the 2014-2019 Minnesota Strategic Highway Safety Plan. Those areas are listed on page 35 of this document.

For the 2018 Highway Safety Plan, additional changes were made to reflect the NHTSA new requirements as a result of the FAST Act. Those changes to the project narratives included adding:

- Identifying if each project is an additional hours enforcement project or not
- Identifying if match for each project is used to meet Maintenance of Effort Requirements
- Identifying the federal fiscal code for project funds in addition to the section number
- Identifying the indirect cost rate, if any, when known
- Identifying if each project requests to purchase any single item of equipment that will cost \$5,000 or more including taxes, delivery and warranties if any. And if a project does intend to make such a request include a description of the item and its use, the make and model, the price per unit, the number of units, the NHTSA share per unit and the NHTSA total cost.
- Breaking down the expected expenditures into MAP 21 and FAST ACT in projects and summary sheets.

In addition, the three funding programs requiring Maintenance of Effort (405B, 405C and 405D) include a project (respectively 18-02-08, 18-03-25, and 18-05-05) giving targeted amount of the MOE as well as information on state matching funds.

18-01: Planning and Administration

Planning and Administration is a critical function of Minnesota's traffic safety program, ensuring funds are used on identified problems, towards target markets, and on the strategies most likely to make an impact on the number of crash related deaths and serious injuries. The OTS uses P&A funds to support the operational costs of the Office of Traffic Safety (such as technical support, rent, supplies, phones, general mailings, in-state travel, employee development and training) and staff salaries as noted below.

During the 2018 federal year, the following OTS staff members are planned to be supported through the P&A project and so charged half to the federal program and half to the state required match:

- Director (time of one full time position charged 50% federal and 50% state)
- Traffic Safety Program Manager (time of one full time position charged 50/50)
- Research and Evaluation Manager (time of one full time position charged 50/50).
- State Program Administrator Senior (time of two full-time positions charged 50/50)
- Support Staff (time of two full time positions charged 50/50)
- Accounting Officer (time of one-half full-time position charged 50/50)

In the recent past, the Office of Traffic Safety (OTS) and other divisions of the Department of Public Safety (DPS) have worked on the development and the implementation of a website based grant system, commonly called "E-Grants". Beginning in the 2014 fiscal year, the E-grants system covered the whole life of the grant; from Request for Proposals, to application, to award, to invoicing and reporting and close out. The system makes it easier and more efficient for applicants, as well as, the Office of Traffic Safety and the Region 5 NHTSA office. Maintenance and enhancements to the system are presently under contract to AGATE. OTS will continue to provide funding for system maintenance and for needed enhancements as they arise. That funding is all included in the E-grants project in the traffic records (05) project area.

Project Number: 18-01-01
Project Title: Planning and Administration
C.T.W.: Not Applicable
SHSP Emphasis: Management Systems
Enforcement Project: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No MOE: <input type="checkbox"/> Yes \$----- <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
Description: This project provides for the staff responsible for the overall leadership, management, support, and operations of the Office of

Traffic Safety and projects primarily funded by the National Highway Traffic Safety Administration (NHTSA). In-state travel costs for staff, and the use of state vehicles are also supported to ensure travel within Minnesota to meet traffic safety partners, discuss and monitor projects and attend in-state meetings, presentations, conferences, and workshops. Other funding received and managed by the office includes the state funded planning and administrative match from the trunk highway fund, the state dedicated Motorcycle Safety Fund, and the state dedicated Child Seats for Needy Families Fund. The activities undertaken through planning and administration include hiring staff, prioritizing problems and solutions based on crash data, providing leadership and guidance to the programs, directing and testifying on traffic safety legislation as appropriate, seeking approval and providing information for the biennial state budget, and providing support services and oversight for program staff members and the operations of the Office of Traffic Safety. Allowable costs are split on a 50/50 basis between federal and state funds. This project also covers all rent, partial parking or bus passes, supplies, and communications and miscellaneous costs related to support all OTS staffs' work. Finally, the project provides the OTS with a half-time accounting officer in the Department's Office of Fiscal and Administrative Services to set up and track budgets in the state system, submit the voucher of costs incurred on the grant tracking system (GTS), run and provide financial reports to the OTS and others, and assist the OTS with fiscal processes and procedures.

Evaluation: Business programs are efficiently and effectively managed so that operations support the effectiveness of program areas and work towards obtaining our goals and objectives. Staff evaluations are considered to identify needed training and ensure staff have the skills and knowledge to do their jobs successfully

Directing Agency: DPS/OTs and DPS Fiscal & Administrative Services

Federal Funding: \$ 200,000 (402, PA) MAP 21
\$ 900,000 (402, PA) FAST ACT

Match: \$1,100,000

Local Benefit: \$ 0

Indirect Costs: 7.55 of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Planning & Administration

MAP 21

Project Number 18-01-#

#	Title	Code	Federal	Match	Local Benefit
01	Planning and 'Administration	PA	\$200,000	\$200,000	\$0
Total P&A			\$200,000.0	\$200,000.0	\$0.0

Planning & Administration

FAST ACT

Project Number 18-01-#

#	Title	Code	Federal	Match	Local Benefit
01	Planning and 'Administration	PA	\$900,000	\$900,000	\$0
Total P&A			\$900,000.0	\$900,000.0	\$0.0

18-02: Occupant Protection Plan

Effective June 9, 2009, Minnesota's Seat Belt Law was made a primary and universal offense, meaning drivers and passengers in all seating positions must be buckled up or in the correct child restraint and the vehicle can be stopped for that violation alone. In addition, effective July 1, 2009, Minnesota's Booster Seat Law was passed, requiring a child who is both under age 8 and shorter than 4 feet 9 inches to be fastened in a child safety seat that meets federal safety standards.

Occupant Protection programs in Minnesota take a variety of forms. The projects listed in this section reflect our Child Passenger Safety (CPS) initiatives, projects aimed solely at increasing belt use or measuring it, and projects which provide extra enforcement for the May and September seat belt mobilizations.

Minnesota crash data are persuasive; of the 285 motor vehicle occupants killed in 2015, only 54 percent were known to be buckled up. And, of the 745 motor vehicle occupants severely injured, only 57 percent were known to be buckled up. Young people are especially at risk; 36 percent of motor vehicle occupants killed or severely injured in Minnesota were aged 15-29. Tragically, only 50 percent 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 occupant males killed or injured in 2015 crashes, only 79 percent were known to be buckled up, while 86 percent of the females were. Seat belt usage is worse during late night hours. During crashes between 9:00 p.m. and 3:00 a.m., only 45 percent of those killed or severely injured were known to be buckled up. This compares to 57 percent belt use during the rest of the time. Thus, attention to enforcing seat belt use in the evening is being strengthened by OTS, regardless of the obvious difficulties.

From our 2016 Observational Study of seat belt use, we found that males in the general population buckle up less often than females (by 6.5 percentage points), a slightly worsening gap over the increase from 4.9 percentage points in 2015. Pick-up truck drivers buckled up less than drivers of other vehicles by 9.6 percentage points, also worsening the 5.5 percentage point gap seen in 2015. Those classified as 16 to 29 years old were observed to be buckled up slightly less than other age groups in 2016. The only age cohort that buckled up less than those 16 to 29 was those 65 and up. The difference between 16-29 and 65 and over was slightly over 1.0 percentage point and so insignificant. Those observed as between infancy and 15 years of age buckled up significantly more than all other age groups.

Drawing conclusions from the information on young children in the following tables is difficult due to the smaller number of individuals observed in the cohort. Since so few children between birth and ten are observed, the changes in use from one year to the next are relatively meaningless.

2016 Observed Shoulder Belt Use and Unweighted Number by Vehicle Type

All Vehicles	Vehicle Type			
	Car	SUV	Van/Minivan	Pickup Truck
93.2%	95.2%	95.2%	92.8	83.6

Observed Shoulder Belt Use and Unweighted Number by Age

Survey Date*	Estimated Age									
	0-10		11-15		16-29		30-64		65-Up	
	%	N	%	N	%	N	%	N	%	N
2005	86.7	116	80.3	274	74.8	4,524	84.8	8,205	88.7	1,560
2006	81.0	85	85.5	302	75.6	4,320	82.0	8,943	88.6	1,713
2007	95.1	80	89.8	235	77.9	2,868	87.5	7,987	93.3	1,530
2008	91.3	86	86.1	259	81.5	3,062	86.4	7,020	89.0	1,477
2009	95.9	80	88.5	208	83.9	3,174	86.5	7,410	90.8	1,603
2010	95.6	75	97.2	185	88.7	2,487	93.4	6,148	92.6	1,520
2011	100	33	97.8	173	90.7	2,585	90.6	6,875	94.1	1,233
2012**	97.4	24	84.0	227	93.3	3,706	94.1	11,557	91.9	1,312
2013	99.4	100	99.2	209	92.8	3,603	95.4	11,048	93.7	1,375
2014	94.6	45	96.2	268	94.0	3,339	94.7	10,513	96.4	1,172
2015	92.4	39	96.1	210	92.4	3,115	95.1	10,298	91.4	1,662
2016	100	88	98.7	252	92.9	3,382	93.1	10,437	92.7	1,793

*Surveys conducted in August before 2012, and in June 2012 and after

**New survey design implemented in June 2012

Observed Shoulder Belt Use and Unweighted Number by Sex

Survey Date*	Male		Female	
	%	N	%	N
2005	78.7	7,878	87.2	6,692
2006	77.0	8,303	85.9	6,882
2007	82.7	6,986	90.2	5,704
2008	81.7	6,640	90.7	5,223
2009	83.4	6,917	90.4	5,543
2010	89.2	5,504	95.8	4,918
2011	88.0	5,900	94.7	4,989
2012**	91.9	9,161	95.6	7,653
2013	92.6	9,257	97.5	7,138
2014	92.8	8,630	97.2	6,707
2015	91.8	8,429	96.7	6,896
2016	90.0	8,837	96.5	7,120

*Surveys conducted in August before 2012, and in June 2012 and years after

**New survey design implemented in June 2012; another new design will be done in 2017

Progress in occupant protection use can be seen on several fronts. Less obvious than the increase in seat belt use in the general driving population, but equally important, is the steady decrease in severe injuries that occurred over the past decade. Although the total number of people involved in crashes each year doesn't change a great deal, fewer people suffer debilitating injuries or death – an accomplishment we credit to Minnesota's high seat belt use rate.

Projects not in this section that are responsible for major portions of the Minnesota Occupant Protection Plan include:

- Media Relations (18-06-03) provides for staff in the DPS' Office of Communications to devise and conduct earned media events, participate in the creative process for new materials, write and post blogs, write and send messages to social media outlets, and print and distribute collateral materials related to child seats and seat belts.
- Paid Media (18-06-06) provides for the purchase under contract with a professional media buying organization of space and time from media outlets including social media sites to make sure our seat belt and child seat messages are reaching their target markets. This project includes outreach to underserved minority and immigrant populations.
- Creative Contract (18-06-10) provides for a contract with a professional advertising agency to develop new creatives related to seat belts and child seats.
- Enforcement Liaisons (18-04-06) provides for contracts with four retired enforcement officers to act as liaisons between the Office of Traffic Safety and the Minnesota law enforcement community on issues and programs related to seat belts and child seats.
- TZD Conference (18-06-07) provides for a child passenger safety track as part of the statewide OTS-sponsored conference. In addition, seat belts are covered in many of the cross-cutting, education, and enforcement tracks.
- Memorial Day and September Mobilizations: There is no project dedicated to the Memorial Day and September mobilizations. However, the OTS is committed to continuing to hold these two events concentrating on both seat belts and child seats, as well as the one event for distracted driving (in April) and the DWI crackdowns for Thanksgiving/December holidays and Labor Day. See page 57 for more information on mobilizations and crackdowns including recent results.

Child Passenger Safety

Child Passenger Safety Inspection Stations

Minnesota has an active network of child inspection stations and events staffed with current nationally Certified Child Passenger Safety Technicians. The fitting stations and events by county, along with the technicians responsible for them are displayed in a spreadsheet below. It is assumed 2018 sites will be the same as 2017 sites.

Urban/Rural	County	2017 CPS Fitting Stations			CPS Technician
		Location/Address	City	Zip	
U1	Anoka	13301 Hanson Blvd NW	Bethel	55005	Laura Landes
U2	Anoka	11155 Robinson Dr NW	Coon Rapids	55433	Desiree Toninato

U3	Anoka	1710 Highway 10	Spring Lake Park	55432	Connie Forrester
U4	Anoka	1141 89th Avenue NE	Blaine	55434	Connie Forrester
U5	Anoka	7501 Hwy 65 NE	Fridley	55432	Laura Landes
Population	336,414				
R1	Beltrami	616 America Ave.	Bemidji	56601	Sue Verke
Population	45,375				
R2	Benton	531 Dewey Street	Foley	56329	Cynthia Poyhonen
Population	38,865				
R3	Blue Earth	410 South 5th Street	Mankato	56001	Jen Horstmann
R4	Blue Earth	1230 E Main St	Mankato	56001	Kristina Sorenson
Population	65,091				
U6	Carver	2 City Hall Plaza	Chaska	55318	Officer Janke
U7	Carver	7700 Market Blvd	Chanhassen	55317	Beth Hoiseth
Population	93,707				
R5	Cass	Leech Lake Early Childhood	Cass Lake	56484	Melissa Bowshing
Population	28,357				
R6	Chippewa	719 North 7th Street	Montevideo	56265	Beth Smith or Laura Mahlum
Population	12,135				
R7	Chisago	1725 Stinson Avenue	Chisago City	55013	Nancy Kramer
Population	53,452				
R8	Cook	515 5th Avenue West	Grand Marais	55604	Christine Kunze
Population	5,185				
U8	Dakota	7100 - 147th Street W	Apple Valley	55124	Pam Walter
U9	Dakota	20110 Holyoke Ave	Lakeville	55044	Lori Clemmer
U10	Dakota	1101 Victoria Curve	Mendota Heights	55118	Officer Jennifer Fordham
U12	Dakota	2875 145th Street West	Rosemount	55068	Chad Rosa or Beth Richtmeier
U13	Dakota	115 5th Street West	Hastings	55033	Diana VanWormer
Population	405,088				
R9	Douglas	725 Elm Street	Alexandria	56308	Sue Wagner
Population	36,415				

U14	Hennepin	4401 Xylon Avenue N	New Hope	55428	Nichole Korth
U15	Hennepin	3400 Plymouth Boulevard	Plymouth	55447	Sara Cwayna
U16	Hennepin	2262 Louisiana Ave S 12800 Arbor Lakes	St. Louis Park	55416	Sue Rasmussen
U18	Hennepin	Parkway	Maple Grove	55369	Todd Strege
U19	Hennepin	1301 Second Ave S	Minneapolis	55403	Esther DeLaCruz
U20	Hennepin	6700 Portland Ave S	Richfield	55405	Esther DeLaCruz
Population	1,184,576				
R10	Hubbard	120 North Central Ave	Park Rapids	54670	Jennifer Booge
Population	20,347				
R11	Kandiyohi	2200 - 23rd St NE	Willmar	56201	Jennifer Booge
Population	42,379				
R12	Lac qui Parle	422 - 5th Avenue	Madison	56256	Nancy Tofte
Population	7,109				
R13	LeSueur	88 S Park Ave	LeSueur	56057	Elisa O'Malley
Population	27,677				
R14	Martin	329 Hwy 15 S	Truman	56088	Elizabeth Rolling
Population	20,475				
R15	McLeod	1805 Ford Avenue	Glencoe	55336	Kerry Ward
Population	36,053				
R16	Morrison	200 E Broadway	Little Falls	56345	Carolyn Suska
Population	33,052				
R17	Mower	1410 21st Ave. NW	Austin	55912	Scott Miller
Population	39,372				
R18	Nicollet	207 S Front	St. Peter	56082	Malinda Meyer
Population	32,929				
R19	Olmsted	4800 Highway 52 North	Rochester	55901	Anita DeAngelis
R21	Olmsted	200 First Street SW	Rochester	55905	Todd Emanuel
R22	Olmsted	1875 41st Street NW	Rochester	55901	Todd Emanuel
Population	147,066				
R23	Pope	307 West 5th Street	Starbuck	56381	Bryan Klassen
Population	10,892				
U21	Ramsey	2695 Brookview Drive	Maplewood	55119	Esther DeLaCruz

U22	Ramsey	2660 Civic Center Drive	Roseville	55113	Kelly Roberto
U23	Ramsey	1411 Paul Kirkwold Drive	Arden Hills	55112	Todd Kramer Diana
U24	Ramsey	640 Jackson Street	St. Paul	55101	VanWormer
U25	Ramsey	1955 Clarence Street	Maplewood	55109	Rachel Stuart Diana
U26	Ramsey	4701 U.S. Hwy 61	White Bear Lake	55110	VanWormer
Population	502,152				
R24	Rice	403 Stafford Rd N	Dundas	55021	Nancy Moe
Population	64,854				
U27	Scott	6000 McColl Drive	Savage	55378	Johnathan Cassman or John Babin Angie Christian or
U28	Scott	1455 St. Francis Ave	Shakopee	55379	Sara Hallman
U29					
U30	Scott	210 E First Street	Jordan	55352	Michelle Guscette Diane Hrabe or
U31	Scott	939 West 280th Street	New Prague	56071	Arty Appelhof
Population	135,152				
R25	St. Louis	602 W 2nd Street	Duluth	55802	Laura Owen or Marnie Grondahl
R26	St. Louis	115 - 4th Ave N	Virginia	55792	Laurie McDowell Cheryl Bisping or
R27	St. Louis	11896 Town Line Rd	Hibbing	55746	Roberta Morrow
Population	200,319				
R28	Stearns	200 - 1st Street West	Paynesville	56362	Mike Noonan
R29	Stearns	19 13th Ave N	Waite Park	56387	Alicia Mages
Population	151,606				
R30	Swift	201 13th Street	Benson	56215	Lois McGeary, Suzanne Paulson
Population	9,594				
U32	Washington	800 Stillwater Road	Mahtomedi	55115	Gina Schield
U33	Washington	216 4th Street North	Stillwater	55082	Colleen Carter
U34	Washington	8641 80th Street S.	Cottage Grove	55016	Victoria Kessler
Population	244,088				
R31	Wright	1004 Commerical Drive	Buffalo	55313	Sheri Jorgenson or Rosemary McCallum
Population	127,336				

R32	Yellow Medicine	415 - 9th Avenue	Granite Falls	56241	Cindy Louwagie or Mary Hammer
Population	10,158				
Total Population of Minnesota =	5,379,139				34 in urban Mpls/St Paul 7 counties and
Total Population Covered =	4,167,264				31 in rural counties
Total Percent CPS Coverage =	79% of the state				

Outreach to Underserved Areas

Minnesota funds a full-time northern child passenger safety (CPS) liaison through a grant with Mahube Otwe -- an organization serving the health needs of Mahnomen, Hubbard, Becker, Otter Tail, and White Earth counties in north central Minnesota. This liaison covers CPS training and advocacy for 17 counties in northern Minnesota. Much of the liaison's work targets Native American communities. These communities in Minnesota have an extremely high nonuse rate of child restraints and seat belts. Native Americans are four times more likely to be injured or killed in motor vehicle crashes than other populations. The Northern Liaison has continued efforts to assist Native American communities in developing and/or maintaining CPS educational programs and distribution programs in the northern half of the state.

The OTS also funds a part-time CPS liaison for the south central and southwestern parts of the state which are currently underserved in the area of CPS fitting station events and certified technicians. The goal of the Southern Liaison is to increase and support CPS advocacy in the lower half of Minnesota especially in communities with a high Hispanic population. The Southern Liaison acts as a CPS resource for this struggling and low population area of the state.

Current Certified CPS Technicians

Minnesota currently has 30 nationally certified CPS instructors and 695 certified CPS technicians. Shannon Ryder, the state's CPS/OP coordinator in the Office of Traffic Safety, is a Nationally Certified CPS technician with plans to become an instructor this year.

Recruiting, Training, and Retaining Certified CPS Technicians

In 2018, the OTS estimates there are plans for 13 new technician classes and five re-certification classes in Minnesota. The planned schedule for those events follows.

Planned Technician Class Locations and Dates

<u>Class</u>	<u>Planned Location</u>	<u>Date</u>	<u># Students</u>
Re-Certification	Metro	October 13, 2017	12
Technician	Metro	March 26-28, 2018	12
Technician	Metro	May 2-4, 2018	12
Technician	Metro	June 21-23, 2018	12
Technician	Metro	July 25-27, 2018	12
Re-Certification	Metro	August 13, 2018	12
Technician	Metro	September 6-8, 2017	12
Technician	SE (Rochester)	March 28-30, 2018	12
Technician	SE (Rochester)	June 28-30, 2018	12
Re-Certification	Central (Brainerd)	April 9, 2018	12

Class	Planned Location	Date	# Students
Technician	Central (Brainerd)	June 13-15, 2018	12
Technician	Central (St. Cloud)	August 16-18, 2018	12
Technician	NW (Detroit Lakes)	May 21-23, 2018	12
Technician	NE (Virginia)	April 25-27, 2018	12
Re-Certification	South (Mankato)	March 31, 2018	12
Technician	South (Mankato)	May 10-12, 2018	12
Technician	SW (Marshall)	July 18-20, 2018	12

Recruiting of instructors and technicians is most successfully done at the local level. The current instructors and technicians are a critical component of recruiting new technicians, as are the northern and southern CPS liaisons.

Minnesota has a state CPS Board consisting of 15 CPS advocates from different disciplines around the state, including the state coordinator at the OTS. This board advises the Commissioner of Public Safety on CPS issues in Minnesota and puts CPS sessions together for the state TZD conference every fall. Approximately 180 CPS advocates attended the conference last year; six Continuing Education Unit (CEU)-worthy sessions were offered. This gives advocates the opportunity to get their required CEUs for recertification, network with other advocates, and learn valuable and new CPS information.

In order to retain technicians and instructors, the OTS provides strong support for their activities. In addition to the training discussed above, they are provided with up-to-date LATCH manuals and annual subscriptions to Safe Ride News. The DPS Office of Communications provides radio and television public service announcements on child passenger safety to download, as well as, a wide variety print materials that can be ordered at no cost from the OTS website.

Additional plans and ongoing activities to recruit new technicians include:

- Encouraging MnDOT's five regional TZD coordinators to include CPS technician certification in the annual regional workshops and to promote technician training as they speak to groups throughout the year.
- The Office of Traffic Safety's northern and southern child passenger safety liaisons will actively reach out to public health, the medical community, fire and enforcement agencies,, to recruit technicians.
- The OTS' 15 member, multi-disciplinary state CPS board to recruit new technicians within the communities and organizations they represent.
- Reaching out to current state of Minnesota practitioners and encouraging them to pursue technician training.
- Encouraging agencies to participate in OTS' state-funded car seat distribution grant for which they must have a currently certified technician on staff.

Print materials provided include:

- "Don't Skip a Step" brochure: English, Somali, Spanish — concise guide to the child restraint tips a child should progress through as they age and grow.
- "Buckle Up Kids" booklet: English or Spanish — comprehensive guide to the child restraints a child should use as they age and grow.

- "Child Passenger Safety Growth Chart" — colorful poster serves as measurement tool to help determine the appropriate car seat for a child's size. Item also includes bicycle helmet, school bus and pedestrian safety tips.
- Dinosaur Booster Seat Stickers — schools may order at no charge and apply stickers to kindergarten through second-grade students to educate parents about booster seats.
- Seat belt use guide for pregnant women.

The instructor sign-off requirement is difficult for some technicians to meet due to the time it takes to get to and from a fitting station where an instructor is on staff. OTS is aware of this problem and discussing possible solutions. Our two CPS liaisons will help to meet this need by traveling to clinics where a need for sign offs from multiple technicians has been identified.

Projects Not Conducted during 2017

A Request for Proposals was let for the Southern CPS Liaison during 2017; no organization or person responded to the Request which was due in January. This occurred at the same time as OTS' occupant protection coordinator left the office. That position was not filled until May of 2017. Time to identify why no responses were received and edit and post a new proposal was not available.

Project Number: 18-02-01

Project Title: Occupant Protection Coordination

C.T.W.: Not Applicable

SHSP Emphasis: Management Systems

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the federally funded occupant protection projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase the appropriate and correct use of child seats and seat belts by all occupants in the vehicle, regardless of age or seating position. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. This coordinator is also responsible for providing certification updates and continuing education credits for nationally accredited Safe Kids instructors and technicians at the annual Towards Zero Deaths conference and for chairing the Child Passenger Safety Advisory Committee. Finally, the position assists coalitions and partners in the state addressing seat belt and child seat issues.

Evaluation: Evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination and monitoring of projects undertaken. The written evaluations from the CPS portion of the Toward Zero Deaths conference and reports from the Resource Center(s) will also be used to evaluate the project.

Directing Agency: DPS:OTS

Federal Funding: \$ 125,000 (402, OP) MAP 21
\$ 240,000 (402, OP) FAST ACT

Match: \$0

Local Benefit: \$ 0

Indirect Costs: 7.55% of salaries and fringe

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-02-02

Project Title: Child Passenger Safety Support

C.T.W.: Chapter 2; Sections 24, 26, 28, 30, 32, 33

SHSP Emphasis: Unbelted

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project provides for a full-range of material and service support necessary to ensure the safe transportation of children in vehicles. The strategies undertaken include providing LATCH Manuals and *Safe Ride News* subscriptions to technicians and instructors, supporting the CPS Advisory Committee meetings, providing print and other outreach materials that the DPS Office of Communications cannot supply and distributing those materials, supplying curriculums and materials on compact disks and disk drives, and the costs for registration and hotel (when necessary) for a limited number of advocates to attend the TZD conference.

Evaluation: Determining success will consider the results of evaluations completed by car seat clinic and fitting stations users..

Directing Agency: DPS: OTS

Federal Funding: \$ 60,000 (402, OP) FAST ACT
\$

Match: \$ 0

Local Benefit: \$ 60,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-02-03

Project Title: National CPS Conference Attendance

C.T.W.: Chapter 2; Sections 24, 26, 28, 30, 32, 33, 35

SHSP Emphasis: Unbelted

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: Funds will be used for expenses related to sending no more than two CPS Advisory Board members to conferences such as KIM or the CPS track of Safe Kids. Expenses will be no more than allowed under the Commissioners Plan.

Evaluation: Attendees will be required to report on and rate the conferences attended.

Directing Agency: DPS:OTS with contracts to individuals

Federal Funding: \$ 10,000 (402, OP) FAST ACT

\$

Match: \$ 0

Local Benefit: \$ 10,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-02-04

Project Title: Belt Enforcement for Patrol

C.T.W.: Chapter 2; Section 2

SHSP Emphasis: Unbelted

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project will provide for increased enforcement of the seat belt law during October and May by the Minnesota State Patrol. Costs reimbursed will include overtime salaries, fringe benefits, and indirect costs for the Patrol. This project is conducted in conjunction with 18-04-03; Patrol TZD Enforcement, 18-03-04; Patrol Impaired Driving Enforcement.

Evaluation: The seat belt use rate of those killed and severely injured as identified by the crash record data base will increase.

Directing Agency: DPS: OTS with a grant with MSP

Federal Funding: \$ 275,000 (405b, M1HVE) MAP 21

\$500,000 (405b, M1HVE) FAST ACT

Match: \$ 100,000**Local Benefit:** \$ 0**Indirect Costs:** 7.55% of salaries and fringe benefits**Equipment ≥ \$5000:** : Yes* (Complete Additional Section) No**Project Number:** 18-02-05**Project Title:** Cities and Counties Seat Belt Enforcement**C.T.W.:** Chapter 2, Section 2.1**SHSP Emphasis:** Unbelted**Enforcement Project:** Yes No | **MOE:** Yes \$----- No N/A

Description: This project will provide for increased enforcement of the seat belt law and child restraint law during the May *Click it or Ticket* national campaign, and an additional enforcement campaign in September for the Cities and Counties. Costs reimbursed will include overtime salaries, and fringe benefits. All officers from agencies participating must have SFST, OPUE; and Drugs That Impair Driving (DTID) or Advanced Roadside Impaired Driving Enforcement (ARIDE). All required training must be updated within five years. This project is conducted in conjunction with, 18-04-04: TZD Enforcement for Cities and Counties, and 18-03-05: Cities and Counties DWI Enforcement.

Evaluation: The seat belt use rate of those killed and severely injured as identified by the crash record database will increase.

Directing Agency: Cities and Counties who jointly responded to the OTS' Request for Proposals and were awarded grants.

Federal Funding: \$800,000 (405B, M1HVE) MAP 21
\$1,100,000 (405bB M1HVE) FAST ACT

Match: \$500,000**Local Benefit:** \$1,900,000**Indirect Costs:** None**Equipment ≥ \$5000:** : Yes* (Complete Additional Section) No

Project Number:	18-02-06
Project Title:	Web-based OPUE for Officers
C.T.W.:	Chapter 2; Section 3.1
SHSP Emphasis:	Culture and Awareness
Enforcement Project:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No MOE: <input type="checkbox"/> Yes \$----- <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
Description:	Officers who work OTS enforcement overtime hours are required to have completed Occupant Protection Usage and Enforcement (OPUE; a shortened Minnesota update of the NHTSA curriculum) course every five years. To be more efficient this course is now available online. The course is brought up onto a Web site where completion of it will result in continuing education credits from the Minnesota Board of Peace Officers Standards and Training (POST) given to the appropriate officers. Costs in the project include maintenance to manage the online training and fees involved with storing information and providing certification to officers..
Evaluation:	The course is available online for officers to take with POST credits provided.
Directing Agency:	DPS: OTS through a contract with Ed Chunk.
Federal Funding:	\$ 20,000 (402, OP) FAST ACT
	\$
Match:	\$ 0
Local Benefit:	\$ 0
Indirect Costs:	None
Equipment ≥ \$5000:	: <input type="checkbox"/> Yes* (Complete Additional Section) <input checked="" type="checkbox"/> No

Project Number:	18-02-07
Project Title:	Seat Belt Use Survey
C.T.W.:	Not Applicable
SHSP Emphasis:	Unbelted
Enforcement Project:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No MOE: <input type="checkbox"/> Yes \$----- <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
Description:	Minnesota's NHTSA-approved observation of statewide seat belt use allows the OTS to capture data that assists in evaluating the success of

applied occupant protection related efforts, as well as identify opportunities to implement future strategies related to encouraging Minnesotans to buckle-up. A more specific example: The data gained from this observation will be utilized to assist the OTS in evaluating the *May Click It or Ticket* enforcement mobilization efforts.

Evaluation: In early 2017, new sites were selected by the contracting entity secured to conduct the observation– these sites were submitted to and approved by NHTSA. The observations will be conducted during a 2-week period in late-June 2017. At the conclusion of organizing, implementing and fulfilling the observation obligations and data collection, the contractor will analyze the associated data and report the results to the OTS, along with completing the State Seat belt Use Rate Certification Form. The observation results will include seat belt use rates and demographics related to who is and who is not buckling up. The contractor will also provide cellular phone use rates within the parameters of this agreement.

Directing Agency: DPS-OTS

Federal Funding: \$ 130,000 – (402, OP) FAST ACT

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-02-08

Project Title: Occupant Protection State Match and Maintenance of Effort

C.T.W.: Not Applicable

SHSP Emphasis: Not Applicable

Enforcement Project: Yes Some | **MOE:** Yes \$-85,000----- No N/A

Description: This project will provide the documentation of state matching funds and maintenance of effort for occupant protection. Fines for failure to comply with the child passenger safety law are dedicated to the Minnesota Child Restraint and Education Account, the primary state means for providing car seats to low-income families. DPS/OTS uses the funds to purchase and provide child safety seats to trained child

passenger safety specialists who distribute the safety restraints at the same time they provide education on using the seats to families. State match includes the cost the Child Seats for Needy Families program as well as costs associated with enforcing seat belt and child seat laws using state funds by the Minnesota State Patrol. Maintenance of effort includes the car seats program only.

Evaluation: Evaluation will be administrative in nature, sufficient matching funds and MOE funds will be identified to meet federal requirements.

Directing Agency: DPS/OTS

Federal Funding: No federal funding
\$

Match: \$300,000

Local Benefit: Not Applicable

Indirect Costs: Not Applicable

Project Number: 18-02-09

Project Title: Southern CPS Liaison

C.T.W.: Chapter 2; Sections 24, 26, 28, 30, 32, 33, 35

SHSP Emphasis: Unbelted

Enforcement Project: Yes No | **MOE:** Yes \$ No N/A

Description: This position provides for the professional and technical services of an experienced child passenger safety advocate to support and assist law enforcement agencies, public health workers, other Child Passenger Safety (CPS) advocates, and to a lesser extent the general public, in increasing their attention to child passenger safety and OTS programs. This position will cover the southern area of the state -- in particular the southwestern and south central portions. The liaisons' main function is to ensure those parents and caregivers of children in the more rural areas of the state receive comparable CPS services to what is available in the metro area. This will be done by focusing on teaching and arranging for classes for a wide variety of other people throughout the covered area and recruiting them to take the classes. Costs associated with the project will include administrative support, salaries and fringe benefits, travel expenses, and contractual services.

Evaluation: Evaluation will be done by comparing goals with actual activities and reviewing participants' reviews of classes attended.

Directing Agency: DPS: OTS through a grant with an undetermined agency

Funding: \$200,000 (402, OP) FAST ACT

Match: \$0

Local Benefit: \$200,000

Indirect Costs: None or *De Minimus* or Cognizant Agency Approved

Equipment ≥ \$5000: : Yes (Complete Additional Form) No

Project Number: 18-02-10

Project Title: Northern CPS Liaison

C.T.W.: Chapter 2; Sections 24, 26, 28, 30, 32, 33, 35

SHSP Emphasis: Unbelted

Enforcement Project: Yes No | **MOE:** Yes \$ No N/A

Description: This position provides for the professional and technical services including those of an experienced, certified Technician instructor to support and assist law enforcement agencies, public health workers, other Child Passenger Safety (CPS) advocates, and to a lesser extent the general public, in increasing their attention to child passenger safety and OTS programs. This position will cover all northern portions of Minnesota and will be referred to as the Northern CPS Liaison. The liaisons' main function is to ensure those in more rural areas of the state receive comparable CPS services to what is available in the metro area. This will be done by focusing on teaching, recruiting, mentoring, and arranging for classes for a wide variety of other people throughout the covered counties. Costs associated with the project will include administrative support, salaries and fringe benefits, travel expenses, contractual services, and maintenance of a van purchased with federal funds.

Evaluation: Evaluation will be done by comparing goals with actual activities and reviewing participants' reviews of classes attended.

Directing Agency: DPS: OTS through a grant with a grant with Mahube Otwe Community Council.

Funding: \$200,000 (402, OP) FAST ACT

Match: \$0**Local Benefit:** \$200,000**Indirect Costs:** None**Equipment ≥ \$5000:** : Yes (Complete Additional Form) No**Project Number:** 18-02-11**Project Title:** Child Passenger Safety Training**C.T.W.:** Chapter 2; Sections 24, 26, 28, 30, 32, 33**SHSP Emphasis:** Unbelted**Enforcement Project:** Yes No | **MOE:** Yes \$----- No N/A

Description: This project provides for the instruction and training and re-certification of CPS instructors, technicians, and practitioners and the materials necessary to provide the courses. While most CPS classes are conducted without any OTS/NHTSA support, there are some areas of the state which are underserved and some instructors who need to take time off from work to provide training. Costs reimbursed include instructor time when not covered by another source, curriculums and other materials on compact disks and disk drives, copying and room rental costs, travel expenses for instructors, and for purchases for demonstration items such as swimming noodles, locking clips, and car seats. Any class with OTS money in it that charges a fee for the course will fully account for all those fees and subtract any overage from the amount billed.

Evaluation: Determining success will consider the results of evaluations completed by those receiving the training.

Directing Agency: DPS: OTS**Federal Funding:** \$ 50,000 (402, OP) FAST ACT**Match:** \$ 0**Local Benefit:** \$ 50,000**Indirect Costs:** None**Equipment ≥ \$5000:** : Yes* (Complete Additional Section) No

Occupant Protection

MAP 21

Project Numbers 18-02-#

#	Title	Code	Federal	Match	Local Benefit
01	OP Coordination	OP	\$111,000		
02	Child Passenger Support	OP			
03	CPS to Lifesavers	OP			
06	Web-based OPUE for Officers	OP			
07	Seat Belt Use Survey	OP			
08	OP Match and MOE	OP			
09	Southern CPS Liaison	OP			
10	Northern CPS Liaison	OP			
11	CPS Classes/Instructors	OP			
-					
	<i>Subtotal OP</i>	<i>402</i>	<i>\$111,000</i>	<i>\$0</i>	<i>\$0</i>
-					
04	MSP Belt Enforcement	405b	\$275,000	\$0	\$275,000
05	Cities & Counties Belt Enf.	405b	\$800,000	\$200,000	\$800,000
08	OP Match and MOE	405b	\$0	\$50,000	\$0
	<i>Subtotal M1HVVE</i>		<i>\$1,075,000</i>	<i>\$250,000</i>	<i>\$1,075,000</i>
	All Occupant Protection		\$1,186,000	\$250,000	\$1,075,000

Occupant Protection**FAST ACT****Project Numbers 18-02-#**

#	Title	Code	Federal	Match	Local Benefit
	Occupant Protection				
01	Coordination	OP	\$240,000		\$0
02	Child Passenger Support	OP	\$60,000		\$60,000
03	CPS to Lifesavers	OP	\$10,000		\$10,000
06	Web-based OPUE for Officers	OP	\$20,000		\$0
07	Seat Belt Use Survey	OP	\$130,000		\$0
08	State Child Seat&Belt Match	OP		\$300,000	
09	Southern CPS Liaison	OP	\$200,000		\$200,000
10	Northern CPS Liaison	OP	\$200,000		\$200,000
11	CPS Classes/Instructors	OP	\$50,000		\$50,000
-					
	<i>Subtotal OP</i>	<i>402</i>	<i>\$910,000</i>	<i>\$300,000</i>	<i>\$520,000</i>
-					
04	MSP Belt Enforcement	405b	\$500,000	\$200,000	\$0
05	Cities & Counties Belt Enf.	405b	\$1,100,000	\$300,000	\$1,100,000
08	OP Match and MOE	405b			
	<i>Subtotal M1HVVE</i>		<i>\$1,600,000</i>	<i>\$500,000</i>	<i>\$1,100,000</i>
	All Occupant Protection		\$2,510,000	\$800,000	\$1,620,000

18-03: Impaired Driving

Minnesota is monitoring the effectiveness of our impaired driving program by tracking alcohol impaired driving fatalities (those that involved a driver or motorcyclist with an alcohol concentration level of 0.08 and above) in addition to alcohol-related driving fatalities (those that involved a driver or motorcyclist with an alcohol concentration of 0.01 and above). Alcohol-related fatalities increased from 111 in 2014 to 137 in 2015, and alcohol impaired fatalities increased from 91 in 2014 to 107 in 2015. Severe injuries where alcohol was perceived to be involved remained about the same from 210 in 2014 to 212 in 2015. The most significant area of concern remains the 20-29 year-olds; nearly 31% percent of all alcohol impaired fatalities are in that age group compared with 18% percent of all traffic crash fatalities in that age group.

Paid media, enforcement and educational programs will remain focused on the young male driver, since 96% (22 out of 23) of the drivers aged 20-29 killed who tested over the legal limit were males. The impaired driving program will capitalize on the seat belt usage media message since only 32 percent of motor vehicle occupants that died in an alcohol impaired crash were known to be wearing a seat belt in 2015.

The cornerstone for Minnesota's traffic safety program is our strong high visibility enforcement projects. Research indicates high visibility enforcement is the most effective deterrent in changing people's drinking and driving behavior. It is vital for reducing impaired driving fatalities and severe injuries. The OTS continues to encourage the use of roadway signs, earned media, reflective vests and other useful tools to increase the visibility of law enforcement's activity. Saturation patrols will be funded statewide; however, additional funding will be provided for the top 13 counties where nearly 53 percent of the impaired driving fatalities and severe injuries occurred. Community education programs have been developed in several of these counties. Twelve DWI officers have been hired and are working in their counties.

Repeat DWI offenders continue to be an area of concern. Minnesota now has 16 DWI Courts and six hybrid courts that accept DWI offenders. There were 165 people admitted into one of the DWI Courts, 140 graduations and 40 terminations.

The expansion in of the DWI eCharging system, which provides a mechanism for law enforcement to file DWI arrest forms electronically, is being used for 99.5 percent of DWI arrests. The system interfaces with the new breath testing instruments, the Bureau of Criminal Apprehension laboratory that processes blood and urine results, Driver and Vehicle Services and prosecutors throughout the state; creating an extensive impaired driving information system. An electronic search warrant module was completed this past year and has been rolled out to all of law enforcement. This was an important piece that was needed due to the requirement of search warrants for offenses involving blood and urine tests. Further enhancements will be made in order to take into account the DWI law changes resulting from the 2017 legislative session.

The use of ignition interlock continues to grow. As of today over 10,300 participants are driving a vehicle safely with an ignition interlock installed. There have been over 14,350 people that have graduated from the program so far. The Vendor Oversight Liaison's continued to monitor service

centers, conduct training when asked and is a valuable resource to the department when there are issues with vendors or customers. This continues to be an integral piece to this program.

DWI Dashboard is progressing well. Last fall the DWI Dashboard was released to 9,376 law enforcement officers in the state. This program provides user friendly queries of data sets, thematic maps, exploratory and predictive maps which will focus on roads and intersections. The next effort will be to be to connect to the new MNCrash system. Some of the other enhancements to the system include adding filters for drugs and refusals, help tooltips, improving the system performance creating an export table to Excel.

Minnesota is proud of its success in keeping alcohol impaired fatalities and severe injuries at a relatively low level. Strong traffic safety partnerships and programs coupled with new innovative programs will continue to move alcohol impaired fatalities even closer to zero.

Projects Not Conducted in 2017

Projects 17-03-04 and 17-03-20 had been set up during the planning of the 2017 HSP. Because one was completed in 2016 and the other was made a part of another project, neither was conducted that year. Unfortunately, by the time that was discovered, it was too late to delete those projects and change project numbers for all projects after them.

Project Number: 18-03-01

Project Title: Impaired Driving Coordination

C.T.W.: Not Applicable

SHSP Emphasis: Management Systems

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project provides for a full-time Office of Traffic Safety staff position to lead, manage, and coordinate the federally funded impaired driving projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease impaired driving in Minnesota and to assist other groups in the state addressing impaired driving. This is accomplished by outreach, developing and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402 funds will be used if sufficient 164 Transfer funds are not expended.

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

Directing Agency: DPS: OTS

Federal Funding: \$ 300,000 (164, 164PA)
\$

Match: \$0

Local Benefit: \$ 0

Indirect Costs: 7.55 % of salaries and indirect

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-02

Project Title: Additional Impaired Driving Coordination

C.T.W.: Not Applicable

SHSP Emphasis: Management Systems

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project provides for one and one-half full-time Office of Traffic Safety staff positions to assist the lead impaired driving coordinator with managing and coordinating the federally funded impaired driving projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of these positions is to decrease impaired driving in Minnesota and to assist others in the state addressing impaired driving. This is accomplished by outreach, developing and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. So far as possible, this position will be funded out of 164 funds. 402 funds will be used if sufficient 164 Transfer funds are not expended.

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

Directing Agency: DPS: OTS

Federal Funding: \$ 400,000 (164, 164PA)

\$

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: 7.55% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-03

Project Title: Drug Recognition Evaluator & Traffic Law Enforcement Training

C.T.W.: Chapter 1. Section 7.1

SHSP Emphasis: Impaired Roadway Users

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: The project provides funding for one State Patrol Lieutenant to coordinate, train instructors, and supply materials for the traffic law enforcement training courses provided by the project. These courses include delivery of up to two drug recognition evaluator (DRE) courses, recertification training for current DREs, Standardized Field

Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), SFST Update, and one SFST instructor course. Up to two Phlebotomy course offering for new phlebotomists and one refresher course for current phlebotomists will be offered. Classes are provided without charge to state, municipal, and county officers as requested, with a priority given to enforcement officers that are required to take courses prior to working OTS overtime shifts.

Evaluation: The project evaluation will be based on the number of officers that receive training and their level of satisfaction with the training. The DRE program will be evaluated based on the number of controlled substance arrests and the level of satisfaction that officers give on the evaluations of training received.

Directing Agency: DPS/OTS with a grant to Minnesota State Patrol

Federal Funding: \$ 500,000 (405D, M6OT) MAP 21
\$700,000 (405D, M6OT) FAST ACT

Match: NONE

Local Benefit: \$ 250,000 (MAP 21) AND \$350,000 (FAST ACT)

Indirect Costs: 7.55% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-04

Project Title: Patrol Impaired Driving Enforcement

C.T.W.: Chapter 1; Section 2

SHSP Emphasis: Impaired Roadway Users

Enforcement Project: Yes No | **MOE:** Yes \$2,000,000 No N/A

Description: This is an overtime enforcement program that funds impaired driving saturations on a regular basis. High visibility enforcement will occur at least monthly in the 13 counties with the highest number of alcohol-related deaths and serious injuries. During the warmer weather months, when impaired driving deaths increase, the saturations will occur more than once per month. In order of the deadliest, the counties are Hennepin, Ramsey, Anoka, St. Louis, Dakota, Stearns, Washington, Otter Tail, Olmsted, Wright, Cass, Crow Wing, and Scott. All saturations include participation by state, county, and local agencies. This project provides for the overtime salaries, fringe benefits, and indirect costs of the Minnesota State Patrol. TZD

Enforcement is Minnesota’s statewide Selected Traffic Enforcement (STEP) Program, combining enhanced enforcement with public education and media relations of that enforcement. In addition to the deadliest counties discussed above, the program provides overtime funding for the patrol throughout the state specifically for four weekends in December and during the national Labor day crackdown. This project provides for the Minnesota State Patrol to participate in the program through the provision of overtime patrolling hours and administrative hours at the district level. As a final task, this project provides for additional troopers to work at the 2018 Super Bowl in Minneapolis, and WeFEST – a large Greater Minnesota event that generate a great deal of drinking and driving. This project is conducted in conjunction with 18-02-04; Belt Enforcement for Patrol, and 18-04-03; Patrol TZD Enforcement.

Evaluation: The project will be evaluated based on the requirement to conduct one saturation every month in each of the 13 counties with the highest number of alcohol-related deaths and severe injuries. A complete evaluation will determine if alcohol-related crashes have decreased in these counties and if DWI arrests increased. In addition, the project will be evaluated to determine if the number of on-duty high visibility enforcement saturations have increased.

Directing Agency: DPS: OTS through a grant with MSP

Federal Funding: \$ 850,000 (405D, M6OT) MAP 21
\$1,500,000 (405D, M6OT) FAST ACT

Match: \$ 2,000,000

Local Benefit: \$ 0

Indirect Costs: 7.55% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-05

Project Title: Cities and Counties DWI Enforcement

C.T.W.: Chapter 1, Section 2.2

SHSP Emphasis: Impaired Roadway Users

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project provides overtime funding in the form of high-visibility saturations specifically for DWI periods of the TZD Enforcement

program – four weekends in December and the Labor Day crackdown in conjunction with the national effort. Grants are awarded in a competitive process with eligibility restricted to those over-represented in crashes or in one of the 13 counties with the highest number of traffic deaths. Saturations will occur at least monthly in the 13 counties with the highest number of alcohol-related deaths and serious injuries. During the warmer weather months, when impaired driving deaths increase, the saturations will occur more than once per month. In order of the deadliest, the counties are Hennepin, Ramsey, Anoka, St. Louis, Dakota, Stearns, Washington, Otter Tail, Olmsted, Wright, Cass, Crow Wing and Scott. All saturations include participation by state, county, and local agencies; this project does not fund the state participation (see project 18-03-04 for the Minnesota State Patrol’s participation). Costs reimbursed will include overtime salaries, fringe benefits. All officers from agencies participating must have SFST, OPUE; and Drugs That Impair Driving (DTID) or Advanced Roadside Impaired Driving Enforcement (ARIDE). All required training must be updated within five years.

Evaluation: The OTS compares individual grants to the average of all grants for a wave to discern enforcement measures; stops per hour, the percentage of vehicles stopped that resulted in a DWI arrest, and the percentage of vehicles stopped that resulted in a citation rather than a warning or no action. These measures are one of the considerations when awarding grants in future years. Each grant has set goals in line with the states goals for a five-year period ending in 2020. Each grant reports their progress toward meeting those objectives in their final report to OTS.

Directing Agency: DPS/OTS with grants to Cities and Counties who jointly responded to the OTS’ Request for Proposals.

Federal Funding: \$4,000,000 (164, 164AL)

Match: \$500,000

Local Benefit: \$4,000,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-06

Project Title: Integrated Judicial & Administrative Ignition Interlock

C.T.W.: Chapter 1: Section 4.2

SHSP Emphasis: Impaired Roadway Users

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This program is providing funding for judicial districts and/or probation service agencies to implement an ignition interlock program in cooperation with their judges who agree to order the devices for offenders or make it part of the probation requirement and is coordinated with the current administrative ignition interlock program conducted at Driver and Vehicle Services. Seven judicial districts currently have a judicial interlock program in their district and two more are looking into starting a program. Costs include assistance with paying a part of the monthly fee for the device.

Evaluation: This project will be evaluated based on the number of offenders that are managed by the court system through this method.

Directing Agency: DPS/OTs with grants with District courts and probation agencies in Minnesota.

Federal Funding: \$ 500,000 (405D, M6OT) MAP 21
\$ 1,300,000 (405D, M6OT) FAST ACT

Match: \$200.0000

Local Benefit: \$1,800,000 (M6OT)

Indirect Costs: \$0

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-07

Project Title: DWI Courts

C.T.W.: Chapter 1; Section 3.1

SHSP Emphasis: Impaired roadway users

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project supports the development and implementation of DWI Courts for repeat DWI offenders. The Minnesota Supreme Court and Office of Juvenile Justice Programs have dedicated state and federal grant funding for the implementation of Drug Courts which were used as a model for the DWI Courts. The project will augment state, local and other federal funding to support close supervision by the courts that focus on repeat high risk DWI offenders. Funding will also

support training for new and current DWI court members. Minnesota has 16 DWI courts funded in part with NHTSA grants.

Evaluation: The project will be evaluated based on the number of offenders that are managed by the court system through this method and the recidivism rate of DWI Court graduates. Ultimately, success will be determined by the number of courts that are able to achieve self-sustainability with a court program that is effective in reducing impaired driving.

Directing Agency: DPS/OTS with grants District Courts in Minnesota

Federal Funding: \$4,300,000 (164, 164AL)

Match: \$700,000

Local Benefit: \$4,300,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-08

Project Title: DWI Court Training

C.T.W.: Chapter 1; Section 3.1

SHSP Emphasis: Impaired roadway users

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project will provide training to assist DWI Court practitioners in the best practices related to the DWI Court field. Ongoing training can provide the latest information and research, best practices, assessment tools and other knowledge for DWI court teams. Training can also be customized to fit the needs of DWI court teams to keep their operations current in the latest science and best practices. Minnesota has 16 DWI courts funded in part with NHTSA grants. Costs may include instructor fees and expenses and training venues.

Evaluation: Participants will provide feedback through evaluation forms which will be analyzed and used to implement improvements and changes to future trainings. DWI Courts will be provided the feedback to assist in implementation of improvements and changes of their current practices.

Directing Agency: DPS?OTS with grants to District Courts in Minnesota

Federal Funding: \$ 80,000 (405D, M6OT) FAST ACT

Match: \$ 25,000**Local Benefit:** \$ 80,000**Indirect Costs:** None**Equipment ≥ \$5000:** : Yes* (Complete Additional Section) No**Project Number:** 18-03-09**Project Title:** Alcohol Media Relations**C.T.W.:** Chapter 1, Section 5.2**SHSP Emphasis:** Culture/Awareness**Enforcement Project:** Yes No | **MOE:** Yes \$----- No N/A

Description: This project provides print and electronic materials on alcohol-related traffic safety issues, as well as media relations services. The earned media materials to be provided include, but are not limited to, brochures, production costs for public service announcements and paid ads, and poster boards and other materials to assist with news conferences and events. In addition to materials, costs include salaries, fringe benefits, indirect costs and travel for one full-time equivalent staff who develops and directs the publication information and education efforts. This project is conducted in conjunction with 18-06-03 which focuses on issues other than impaired driving.

Evaluation: Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.

Directing Agency: DPS/OTS: with a grant to the Office of Communications

Federal Funding: \$160,000 (405D, M6OT) MAP 21
\$200,000 (405D, M60T) FAST ACT

Match: None**Local Benefit:** \$136,000 MAP 21 & \$150,000 FAST ACT**Indirect Costs:** 7.55% of salaries and fringe benefits**Equipment ≥ \$5000:** : Yes* (Complete Additional Section) No

Project Number: 18-03-10

Project Title: DWI Paid Media Contract

C.T.W.: Chapter 1, Section 5.2

SHSP Emphasis: Culture/Awareness

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: Paid media provides the highest yield for reaching the specific high risk audience with our traffic safety messages. The only good way to ensure the messages will be seen by the target audience is by placing it in locations and media platforms favored by that audience. The Office of Communications, OTS and the professionals under contract to DPS will assess the best plan for paid advertising for the various campaigns within the available funding. This project covers paid media related to impaired driving. Paid Media related to occupant protection, speed, distracted driving, pedestrian, move over or other identified problems are covered under 18-06-06.

Evaluation: Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.

Directing Agency: DPS: OTS writes a contract with a professional media buyer.

Federal Funding: \$3,000,000 (164, 164PM)

Match: None

Local Benefit: \$2,550,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-11

Project Title: DWI Dashboard

C.T.W.: Not applicable

SHSP Emphasis: Data Management

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project for DWI analytics is ongoing but moving into maintenance mode. The new Crash system has been integrated with

the Dashboard. In the coming year there will still be mapping of old crashes to include.

Evaluation: The program will be evaluated by looking at the ease of use for law enforcement and how many law enforcement agencies are using the program.

Directing Agency: DPS/OTS through a grant with DPS/BCA

Federal Funding: \$ 100,000 (405D, M6OT) MAP 21
 \$ 100,000 (405D, M6OT) FAST ACT

Match: \$0

Local Benefit: \$ 0

Indirect Costs: 7.55% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03- 12

Project Title: BCA Full-time Lab Technician

C.T.W.: Chapter 1 Section 7

SHSP Emphasis: Impaired Roadway Users

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project is funding two full-time toxicologists in DPS’s Bureau of Criminal Apprehension/Forensic Science Services unit which is responsible for performing drug screening and drug confirmatory tests of samples beyond the triage point. The study of drug use by categories regarding the confirmatory tests that was begun last year will continue this year.

Evaluation: The program will be evaluated by looking at the results of the study and the number of additional tests performed by the toxicologists.

Directing Agency: DPS/OTS through a grant with DPS/BCA

Federal Funding: \$ 250,000 (405D, M6OT) MAP 21
 \$ 500,000 (405D, M6OT) FAST ACT

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: 7.78% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-13

Project Title: DWI E-Charging

C.T.W.: Not Applicable

SHSP Emphasis: Impaired roadway users, Data Management

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: The expansion in of the DWI eCharging system, which provides a mechanism for law enforcement to file DWI arrest forms electronically, is being used for 99.5 percent of DWI arrests. The system interfaces with the new breath testing instruments, the Bureau of Criminal Apprehension laboratory that processes blood and urine results, Driver and Vehicle Services and prosecutors throughout the state, creating an extensive impaired driving information system. An electronic search warrant module was completed this past year and has been rolled out to all of law enforcement. This was an important piece that was needed due to the requirement of search warrants for offenses involving blood and urine tests. Further enhancements will be made in order to take into account the DWI law changes resulting from the 2017 legislative session.

Evaluation: Evaluation is based on the usage of eCharging by law enforcement agencies statewide. The number of DWI's processed through eCharging is reported monthly. The percentage is determined by the total number of monthly DWI's, the number processed through eCharging and the number of paper DWI's sent in to Driver and Vehicle Services.

Directing Agency: DPS/Bureau of Criminal Apprehension with a grant from DPS/OTS

Federal Funding: \$260,000 (405D, M6OT) MAP 21
\$100,000 (405D, M6OT) FAST ACT

Match: \$0

Local Benefit: \$0

Indirect Costs: 7.77%

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number:	18-03-14
Project Title:	Ignition Interlock
C.T.W.:	Chapter 1 Section 4.2
SHSP Emphasis:	Impaired Roadway Users
Enforcement Project:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No MOE: <input type="checkbox"/> Yes \$----- <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
Description:	This project is funding salaries, fringe benefits and out-of-state travel for four full-time employees in DPS's Driver and Vehicle Services division who oversee the ignition interlock program. In addition to oversight, the project will fund training and education to inform people of the program and training for the employees in the division.
Evaluation:	An evaluation of this program was completed in September of 2016 and showed that recidivism was reduced by over 15% for those that completed the ignition interlock program.
Directing Agency:	DPS/OTS through a grant with DPS/DVS
Federal Funding:	\$600,000 (164, 164AL)
	\$
Match:	\$0
Local Benefit:	\$0
Indirect Costs:	7.55% of salaries and fringe benefits
Equipment ≥ \$5000:	: <input type="checkbox"/> Yes* (Complete Additional Section) <input checked="" type="checkbox"/> No

Project Number:	18-03-15
Project Title:	Patrol DWI Conference Travel
C.T.W.:	Not applicable
SHSP Emphasis:	Impaired Roadway Users
Enforcement Project:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No MOE: <input type="checkbox"/> Yes \$----- <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
Description:	The MSP will send appropriate troopers to traffic safety conferences such as Lifesavers that are held outside of Minnesota. In addition, the MSP will send officers to attend the Toward Zero Deaths Conference the annual traffic safety conference held within Minnesota. Authorizations for travel or special expenses will be written as needed

and submitted to the OTS and Commissioners Offices for approval and expenses reimbursed at a rate no higher than those authorized by Minnesota's Commissioners Plan. Attendees will provide short written reports to OTS after their return. Total costs will be share with 18-04-09.

Evaluation: The reports received on the conferences attended will be used to determine the usefulness of the conferences and ultimately, this project.

Directing Agency: DPS: MSP with a grant from OTS

Federal Funding: \$ 1,000 (405d, M6OT) FAST ACT
\$

Match: \$ 0.00

Local Benefit: \$ 0.00

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-16

Project Title: DWI Officers

C.T.W.: Chapter 1, Sections 2.2, 2.3, 2.5, 4.1, 6.2 and 7.1

SHSP Emphasis: Impaired Roadway User

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: In order to assist large agencies who have the desire to heighten DWI enforcement, but currently do not have the resources for a dedicated DWI enforcement officer, this project will provide funding for the hiring and equipping of approximately twelve DWI Officers. These individuals would have DWI enforcement as their sole focus and would strictly work hours when impaired driving is more likely to be a problem and will focus on impaired driving saturations in their areas as much as possible.

Evaluation: The twelve agencies will remain the same for a four year period. Activity of the DWI Officers and incidence of impaired driving in the jurisdiction will provide evaluation measures.

Directing Agency: DPS/OTS

Federal Funding: \$1,900,000 (164, 164AL)

\$400,000 (405D, M6OT) MAP 21

\$525,000 (405D, M6OT) FAST ACT

Match: \$150,000

Local Benefit: \$1,900,000 (164 AL) \$925,000 (405d)

Indirect Costs: None

Equipment ≥ \$5000: : **Yes* (Complete Additional Section)** **No**

Project Number: 18-03-17

Project Title: TSRP

C.T.W.: Chapter 1: Section 3.1

SHSP Emphasis: Impaired Roadway Users

Enforcement Project: **Yes** **No** | **MOE:** **Yes** \$----- **No** **N/A**

Description: This project will provide for a traffic safety resource prosecutor to serve as a liaison between the NHTSA and OTS, and the county and city prosecutors through a contract with the Minnesota County Attorneys' Association. The focus of the work is on prosecutor training, case consultation, research assistance, brief bans, expert witness referrals, a quarterly newsletter, a website for resources, and community outreach with MADD, schools, and other groups.

In addition, the TSRP ensures annual training on new DWI laws and court case rulings is easily accessible to Minnesota officers and prosecutors. Real-time video conference training will be provided through project 18-03-19 Law and Legal Training.

Evaluation: The resource prosecutor will set goals and objectives with OTS and progress towards their completion will be tracked. The number of prosecutors contacted and served, training conducted, and outreach activities conducted will be part of the project evaluation, as will evaluations of training received. Participants in training will provide information through evaluation sheets which will be analyzed and reported by the contractor, and used to implement improvements and changes to future training.

Directing Agency: DPS/OTS through a contract with the Minnesota County Attorney's Association.

Federal Funding: \$170,000 (405D, M6OT) MAP 21

\$400,000 (405D, M60T) FAST ACT

Match: \$0**Local Benefit:** \$ 570,000 (M60T) &**Indirect Costs:** 24.99%**Equipment ≥ \$5000:** : Yes* (Complete Additional Section) No**Project Number:** 18-03-18**Project Title:** DWI Enforcement Recognition**C.T.W.:** Chapter 1; Section 2**SHSP Emphasis:** Impaired Roadway Users**Enforcement Project:** Yes No | **MOE:** Yes \$----- No N/A

Description: The Enforcement Recognition project recognizes law enforcement agencies and officers for superior performance in traffic enforcement and education outreach. The Commissioner's Award will be given to one OTS grant-funded agency for the previous year's activities. The OTS grant coordinator and LEL will present a plaque to each agency in the grant at a small awards luncheon in the grantee's region. The fiscal lead of the grant will have the opportunity to attend an out-of-state traffic safety conference; and each agency in the grant will have the option to send one extra person to the State TZD Conference. In addition to the Commissioner's award, each of Minnesota's four law enforcement liaisons chose one outstanding agency per quarter to receive their choice of a piece of impaired driving enforcement equipment, such as three PBTs, or with 402 funding a radar, lidar, or certificates for police tactical driving classes.

Additionally, each law enforcement liaison will report to OTS when an officer arrests three or more impaired drivers in a single shift. These officers are given a "Hat Trick" hat and pin to recognize them for their first Hat Trick, and a customized hockey stick to recognize them for subsequent Hat Tricks.

Finally, DWI Enforcer All-Stars will be selected based on outstanding service in the enforcement and prosecution of impaired drivers in 2017. All Stars will be recognized as the state's leading law enforcement officers and prosecutors for preventing alcohol-related crashes during pre-game festivities prior to a Minnesota Twins game, where they receive a customized baseball bat and baseball hat.

Costs for the enforcement recognition project will include award plaques, a luncheon event, equipment, customized pins, hats, bats, and hockey sticks.

Also, see project 18-04-07, which provides for occupant protection, speed, and distracted driving enforcement recognition efforts.

Evaluation: The evaluation component related to this project will see if the awards are successfully encouraging agencies to participate in all mobilizations.

Directing Agency: DPS: OTS with unknown agencies and individual officers.

Federal Funding: \$50,000 (405D, M6OT) MAP 21
\$150,000 (405D, M6OT) FAST ACT

Match: None

Local Benefit: \$200,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-19

Project Title: Law and Legal Training

C.T.W.: Chapter 1; Section 1.5

SHSP Emphasis: Impaired Roadway User

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project provides an avenue to ensure training is easily available to Minnesota officers and prosecutors on new traffic safety laws, and court rulings related to impaired driving. Bi-annual training will be provided by developing and conducting a webinar as a cost saving method, as well as a way to make the training accessible to more officers and prosecutors.

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

Directing Agency: DPS/OTS through a contract with the Minnesota County Attorneys Association

Federal Funding: \$100,000 (405d, M6OT) FAST ACT

Match: \$0

Local Benefit: \$100,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-20

Project Title: Impaired Driving Facts

C.T.W.: Not Applicable

SHSP Emphasis: Impaired Roadway Users

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project funds the annual printing of *Impaired Driving Facts*, a book which provides detailed information on impaired driving arrests and offenders.

Evaluation: *Impaired Driving Facts* is extremely popular and in very high demand. The project is evaluated based on the number of requests for print copies or links to the online version, as well as feedback received from users.

Directing Agency: DPS/OTS

Federal Funding: \$ 10,000 (405D, M6OT) FAST ACT

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-21

Project Title: DWI Enforcement Liaisons

C.T.W.: Not applicable

SHSP Emphasis: Impaired Roadway Users

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: The OTS will renew enforcement liaison contracts for the 2018 federal year. The four law enforcement liaisons activities relate primarily to impaired driving and seat belts, with speed and distracted driving tertiary efforts. One liaison is assigned to the metro area, one to southern Minnesota, one to northeastern Minnesota, and one to northwestern Minnesota. In addition to traffic safety consulting with departments on a one-to-one basis, the liaisons promote the OTS goals and objectives at sheriff's and chiefs' association meetings; distribute OTS outreach materials; provide advice on enforcement strategies; encourage participation in high-visibility mobilizations; participate in state, regional and national traffic safety conferences or events; and provide the OTS with recommendations for program revisions and enhancements. Costs reimbursed will include the liaisons time, in-state and out-of-state travel, office supplies, postage, and fixed office costs necessary to perform contracted services. Every five years, a request for proposal is issued by the OTS, with contracts awarded on a competitive basis. An RFP to establish contracts for the 2017 federal year was let in the summer of 2016. It is anticipated that the OTS will extend enforcement liaison contracts for the 2018 federal year. This project is conducted in conjunction with 18-04-06 which supports the liaisons activities that are not related to impaired driving.

Evaluation: The evaluation will consider the number of agencies participating in high-visibility impaired driving mobilizations, and the objectives set by the liaisons themselves and approved by the OTS.

Directing Agency: DPS: OTS through contracts with four retired officers selected by the formal Request for Proposals process last year.

Federal Funding: \$300,000 (164, 164AL)

Match: \$10,000

Local Benefit: \$300,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-22

Project Title: Ignition Interlock Vendor Oversight

C.T.W.: Chapter 1; Section 4.2

SHSP Emphasis: Impaired roadway users

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: After one year of implementation of the Ignition Interlock law, DPS requested that Traffic Injury Research Foundation (TIRF) review the Minnesota Ignition Interlock program for possible improvements in the program and enrollment process. One of the recommendations was for Vendor Over Sight. This project funds two positions that monitor the ignition interlock vendors certified by the state of Minnesota. Formerly performed with contractors, this year the positions will come into the DPS/DVS Ignition Interlock unit. Their work will continue to include service center monitoring and site visits across the state, in addition to handling customer complaints. The liaisons attend in and out state conferences, presenting on vendor oversight. The liaisons are also responsible for making recommendations to a DPS committee which will determine appropriate actions and implementation.

Evaluation: The program will be evaluated by improvements that are made during the year and how recommendations improve the program.

Directing Agency: DPS/Office of Traffic Safety with DPS/Driver and Vehicle Services

Federal Funding: \$100,000 (405d, M6OT) MAP 21
\$250,000 (405D, M6OT) FAST ACT

Match: \$0

Local Benefit: \$0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-23

Project Title: Project Directors to Conferences

C.T.W.: Not applicable

SHSP Emphasis: Management Systems

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: Up to eighteen individuals selected by the OTS for their work in ridding the roads of impaired drivers and participating in the OTS' mobilizations and crackdowns will travel to and participate in a national traffic safety conference not held in Minnesota. This project is

conducted together with 18-06-13 which reimburses costs associated with conferences and meetings on occupant protection, distracted driving, speeding, and other traffic safety areas. Costs include registration fees and travel expenses subject to the limitations in the Commissioners' Plan.

Evaluation: The project will be evaluated based on the traveling officer's ratings and short reports on the conference.

Directing Agency: DPS: OTS through annual plan contracts with individuals representing various areas and organizations

Federal Funding: \$35,000 (405D, M6OT) FAST ACT
\$ 0

Match: \$0

Local Benefit: \$35,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-24

Project Title: DWI Media Creative Contract

C.T.W.: Chapter 1, Section 2.2

SHSP Emphasis: Culture/Awareness

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: Paid media provides the highest yield for reaching the specific high risk audience with our traffic safety messages. The only good way to ensure the messages will be seen by the target audience is by placing it in locations and media platforms favored by that audience. The Office of Communications, OTS and the professionals under contract to DPS will assess the best plan for paid advertising for the various campaigns within the available funding. This project covers creative services for paid media related to impaired driving. Media creative contracts related to seat belts, child seats, speeding, distracted driving and other identified problems are covered under 18-06-10.

Evaluation: Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.

Directing Agency: DPS: OTS writes a contract with a professional media buyer.

Federal Funding: \$140,000 (405D, M6OT) FAST ACT

Match: None

Local Benefit: \$119,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-03-25

Project Title: Impaired Driving State Match and Maintenance of Effort

C.T.W.: Not Applicable

SHSP Emphasis: Not Applicable

Enforcement Project: Yes Some | **MOE:** Yes \$5,200,000 No N/A

Description: This project will provide for the documentation of state matching funds and maintenance of effort for impaired driving. State match includes the Attorney General’s costs for implied consent hearings and DWI court cases, DPS Driver and Vehicle Services costs for evaluating and working with those who have lost licenses due to DWI offenses, DPS/Bureau of Criminal Apprehension costs for laboratory evidentiary tests, and DPS/Minnesota State Patrol costs related to enforcing impaired driving laws not using federal funding. Maintenance of effort includes the same amounts with the exception of the Attorney General’s costs because the lead agency for MOE is the DPS and the AG is not a part of DPS.

Evaluation: Evaluation will be administrative in nature; sufficient matching funds and MOE funds will be identified to meet federal requirements.

Directing Agency: The Governor’s Representative for Highway Safety has designated the Department of Public Safety as the lead agency for maintenance of effort.

Funding: No federal funding

Match: Dependent on amount spent; 20% of total of projects with 402 or 405B funding

Local Benefit: Not Applicable

Indirect Costs: Not Applicable

DWI 164PA/AL/PM					
<i>(not specific to MAP 21 or FAST Act)</i>					
Project Numbers 18-03-#					
#	Title	Code	Federal	Match	Local Benefit
01	Impaired Programs Coord.	164PA	\$300,000	\$0	\$0
02	Impaired Coordination	164PA	\$400,000	\$0	\$0
	<i>Subtotal</i>	<i>164PA</i>	<i>\$700,000</i>	<i>\$0</i>	<i>\$0</i>
05	Cities & Counties DWI Enf.	164AL	\$4,000,000	\$500,000	\$4,000,000
07	DWI Courts	164AL	\$4,300,000	\$700,000	\$4,300,000
11	DWI Dashboard	164AL	\$100,000	\$0	\$0
14	Igniton Interlock	164AL	\$600,000	\$0	\$0
19	DWI Officers	164AL	\$1,900,000	\$0	\$1,900,000
21	DWI Enforcement Liaisons	164AL	\$300,000	\$10,000	\$300,000
	<i>Subtotal</i>	<i>164AL</i>	<i>\$11,200,000</i>	<i>\$1,210,000</i>	<i>\$10,500,000</i>
					-
11	DWI Paid Media	164PM	\$3,000,000	\$0	\$2,550,000
	<i>Subtotal</i>	<i>164PM</i>	<i>\$3,000,000</i>	<i>\$0</i>	<i>\$2,550,000</i>
	<i>164 Total</i>		<i>\$14,900,000</i>	<i>\$1,210,000</i>	<i>\$13,050,000</i>

Impaired Driving

MAP 21

Project Numbers 18-03-#

#	Title	Code	Federal	Match	Local Benefit
03	DRE and Traffic Training	405d	\$500,000	\$0	\$250,000
04	Patrol DWI enforcement	405d	\$850,000	\$300,000	\$0
06	Judicial Ignition Interlock	405d	\$500,000	\$200,000	\$500,000
08	DWI Court Assessment Training	405d			
09	Media Relations	405d	\$160,000	\$0	\$136,000
11	DWI Dashboard	405d	\$100,000	\$0	\$0
12	BCA Technicians	405d	\$250,000	\$00	\$0
13	DWI E-Charging	405d	\$260,000	\$0	\$0
15	Patrol DWI Travel	405d			
16	DWI Officers	405d	\$400,000	\$300,000	\$400,000
17	TSRP	405d	\$170,000	\$0	\$170,000
18	DWI Enforcement Recognition	405d	\$50,000	\$0	\$50,000
19	Law and Legal Training	405d			
20	Impaired Driving Facts	405d			
22	Ignition Interlock Vendor Oversight	405d	\$100,000	\$0	\$0
23	Project Directors to Conferences	405d			
24	DWI Creative Contract	405d			
25	DWI Match and MOE	405d		\$5,000,000	
	<i>Subtotal</i>	<i>M6OT</i>	<i>\$3,340,000</i>	<i>\$5,800,000</i>	<i>\$1,506,000</i>

Impaired Driving

FAST ACT

Project Numbers 18-03-#

#	Title	Code	Federal	Match	Local Benefit
03	DRE and Traffic Training	405d	\$700,000	\$0	\$500,000
04	Patrol DWI enforcement	405d	\$1,500,000	\$200,000	\$0
06	Judicial Ignition Interlock	405d	\$1,300,000	\$300,000	\$1,300,000
08	DWI Court Training	405d	\$80,000	\$25,000	\$80,000
09	Media Relations	405d	\$200,000	\$0	\$150,000
12	BCA Technicians	405d	\$500,000	\$0	\$500,000
11	DWI Dashboard	405d	\$100,000	\$0	\$0
13	DWI E-Charging	405d	\$100,000	\$0	\$0
15	Patrol DWI Travel	405d	\$10,000	\$0	\$10,000
16	DWI Officers	405d	\$525,000	\$250,000	\$525,000
17	TSRP	405d	\$400,000	\$0	\$400,000
18	DWI Enf. Recognition	405d	\$150,000	\$0	\$150,000
19	Law and Legal Training	405d	\$100,000	\$0	\$100,000
20	Impaired Driving Facts	405d	\$10,000	\$0	\$0
22	Ignition Interlock Oversight	405d	\$250,000	\$0	\$0
23	Proj. Directors to Conferences	405d	\$35,000	\$0	\$35,000
24	DWI Creative Contract	405d	\$140,000	\$0	\$119,000
25	DWI Match and MOE	405d	\$0	\$5,000,000	\$0
<i>Subtotal</i>		<i>M6OT</i>	<i>\$6,100,000</i>	<i>\$5,775,000</i>	<i>\$3,869,000</i>

18-04 Police Traffic Services

Research shows people are most likely to change their driving behavior if they perceive they will receive a ticket or be arrested for non-compliance with traffic laws. Therefore, well-trained and well-equipped law enforcement officers with time dedicated to well-publicized and highly visible traffic patrol are an essential part of our traffic safety program. Speeding, failure to yield, and inattention or distracted driving are the driver behaviors cited most frequently as causal factors in all types of crashes. However, the primary reason many people are dying is the failure to use seat belts and one of the primary reasons for being in a serious crash is impaired driving. The Police Traffic Services section of our traffic safety plan supports additional hours of enforcement throughout the state, and it provides assistance and some part of the motivation that officers need to do their work effectively and efficiently.

The OTS is proud of fostering the strong spirit of cooperation found in the majority of Minnesota law enforcement agencies. In 2017, the 54 separate grants to local units of government covered 289 of the 436 municipal, county and tribal agencies, as well as the Minnesota State Patrol. Law enforcement agencies have collaborated to create strong high-visibility enforcement programs not only with others in their grant, but with neighboring grants as well. As part of the grant, these agencies report their enforcement activity to the OTS on a short report at the conclusion of six annual mobilizations (two seat belts campaigns, two impaired driving campaigns, distracted driving and speed).

Changes to the 2018 Enforcement program include:

- In 2017, OTS funded the top 14 Minnesota counties with the highest number of drunk driving-related fatalities and severe injuries for a year-long sustained impaired driving enforcement program. In previous years, only 13 counties were funded, however, there was a tie for the 13th place, which meant 14 counties were funded in 2017. In 2018, OTS will go back to 13 counties who are eligible to apply for the additional impaired driving funds. Those counties include: Anoka, Cass, Crow Wing, Dakota, Hennepin, Olmsted, Otter Tail, Ramsey, Scott, Stearns, St. Louis, Washington and Wright. These 13 counties represent 50 percent of Minnesota's drunk driving-related deaths and alcohol-related serious injuries during 2011-2015.
- New in 2018, only the counties that are at or above the state average for speed-related fatalities and serious injuries are eligible for speed enforcement funding. The 24 counties eligible include: Anoka, Blue Earth, Brown, Cass, Clay, Crow Wing, Dakota, Goodhue, Hennepin, Isanti, Itasca, Mille Lacs, Morrison, Olmsted, Otter Tail, Ramsey, St. Louis, Scott, Sherburne, Sibley, Stearns, Washington, Winona and Wright.
- Occupant protection - the seat belt/child seat campaign previously scheduled during October has been moved to September to coincide with Child Passenger Safety week.

2017 Projects Not Conducted

The 2017 planning process had 17-04-08 set up to fund enforcement equipment. By the time it was understood purchasing equipment was not allowable as the only task in a project, it was too late to re-number the projects after that one, so it was left in as "To Be Determined" ..

Project Number:	18-04-01		
Project Title:	Enforcement Coordination		
C.T.W.:	Not Applicable		
SHSP Emphasis:	Management Systems		
Enforcement Project:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	MOE: <input type="checkbox"/> Yes \$----- <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
Description:	This project provides for the equivalent of a three-quarters-time Office of Traffic Safety staff position to manage and coordinate the federally funded police traffic projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to provide services to enforcement agencies and officers and otherwise assist law enforcement in the state in addressing priority traffic safety issues and programs. This is accomplished by outreach, developing and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.		
Evaluation:	The evaluation will be administrative in nature; considering employee performance reviews, resolutions of problems encountered, and the successful coordination of projects undertaken.		
Directing Agency:	DPS/OTS		
Federal Funding:	\$ 200,000 (402, PT) FAST ACT		
	\$ 0		
Match:	\$ 0		
Local Benefit:	\$ 0		
Indirect Costs:	7.55% of salaries and fringe benefits		
Equipment ≥ \$5000:	: <input type="checkbox"/> Yes* (Complete Additional Section) <input checked="" type="checkbox"/> No		

Project Number:	18-04-02		
Project Title:	Additional Enforcement Coordination		
C.T.W.:	Not applicable		
SHSP Emphasis:	Management Systems		
Enforcement Project:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	MOE: <input type="checkbox"/> Yes \$----- <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A

Description: This project provides for the equivalent of a three-quarter time Office of Traffic Safety staff position to work with the lead coordinator (in 18-04-01) to manage and coordinate the federally funded enforcement projects including but not limited to all projects with the Minnesota State Patrol. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is also to assist law enforcement agencies and officers in the state to address priority traffic safety issues, to implement programs, and to conduct projects that meet all applicable laws, rules and regulations. This is accomplished by outreach to the law enforcement community, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.

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

Directing Agency: DPS/OTS

Federal Funding: \$ 200,000 (402, PT) FAST ACT
\$

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: 7.55% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-04-03

Project Title: Patrol TZD Enforcement

C.T.W.: Chapters 3 & 4; Sections 2 and 1 respectively

SHSP Emphasis: Distracted Driving and Speed

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: The Minnesota State Patrol conducts overtime enforcement through this project. Each of the Patrol's TZD lieutenants in each district submit a plan to MSP headquarters. The MSP pro-rates the plans to fund all eleven districts. For 2018, this project will fund Patrol work related to the TZD days devoted to enforcing speed, distracted driving, and the move over law. On a district level, the Patrol will also participate in the federal year 2018 enforcement campaigns. This

project is conducted in conjunction with 18-02-04; Belt Enforcement for Patrol, 18-03-04; Patrol Impaired Driving Enforcement.

Evaluation: The OTS' four TZD enforcement performance objectives (vehicle stopped per hour, percent of vehicles stopped receiving a citation for seat belts or child restraints, percent of vehicles stopped receiving a DWI, and percent of vehicles stopped receiving a citation) will be considered in evaluating the project.

Directing Agency: DPS: OTS through a grant with MSP

Federal Funding: \$ 600,000 (402, PT) FAST ACT
\$

Match: \$ 125,000

Local Benefit: \$ 0.0

Indirect Costs: 7.55% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-04-04

Project Title: Cities and Counties Distracted and Other Enforcement

C.T.W.: Chapter 4, Section 1.3

SHSP Emphasis: Distracted Drivers (also Speed)

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project will provide for increased enforcement of the wireless communications law in April for all agencies and for selected counties with high numbers of speed-related crashes in July and for the *Move Over* law on August 31. Costs reimbursed will include overtime salaries and fringe benefits for officers and dispatchers, and necessary hotel rooms for attendance at the annual TZD conference. All officers from agencies participating must have SFST, OPUE; and Drugs That Impair Driving (DTID) or Advanced Roadside Impaired Driving Enforcement (ARIDE). All required training must be updated within five years. This project is conducted in conjunction with, 18-02-05: Seat Belt Enforcement and 18-03-05: DWI Enforcement.

Evaluation: The number of speed-involved fatal and serious injury crashes will decrease as will the number of distracted-related fatal and serious injury crashes

Directing Agency: Cities and Counties who jointly responded to the OTS' Request for Proposals and were awarded grants

Federal Funding: \$276,000 (405E, M8DDLE) FAST ACT
 \$450,000 (402, PT) MAP 21
 \$800,000 (402, PT) FAST ACT

Match: \$50,000 (405E) & \$300,000 (402)

Local Benefit: \$276,000 (405E) and \$1,250,000 (402)

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-04-05

Project Title: MN State Patrol Project Support

C.T.W.: Not applicable

SHSP Emphasis: Impaired Roadway Users

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: The Minnesota State Patrol has hired a part-time person to provide project purchasing, reporting, tracking, and invoicing support for the NHTSA funded projects conducted. The project will pay for partial salaries, fringe benefits, and indirect costs associated with the position.

Evaluation: The evaluation will be administrative in nature; necessary reporting requirements will be received in a timely manner.

Directing Agency: DPS: MSP with a grant from OTS

Federal Funding: \$ 100,000 (402, PT) FAST ACT
 \$

Match: \$ 0.00

Local Benefit: \$ 0.00

Indirect Costs: 7.55% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-04-06

Project Title: Enforcement Liaisons

C.T.W.: Not applicable

SHSP Emphasis: Unbelted, Speed, Inattentive Driving

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: The liaisons are four retired enforcement officers with whom the OTS contracts to promote municipal and county participation in OTS enforcement activities. One liaison is assigned to the metro area, one to southern Minnesota, one to northeastern Minnesota, and one to northwestern Minnesota. In addition to traffic safety consulting with departments on a one-to-one basis, the liaisons promote the OTS goals and objectives at sheriff's and chiefs' association meetings; distribute OTS outreach materials; provide advice on enforcement strategies; encourage participation in high-visibility mobilizations; participate in state, regional and national traffic safety conferences or events; and provide the OTS with recommendations for program revisions and enhancements. Costs reimbursed will include contractor time, in-state and out-of-state travel, office supplies, postage, and fixed office costs necessary to perform contracted services. Every five years, a request for proposal is issued by the OTS, with contracts awarded on a competitive basis. An RFP to establish contracts for the 2017 federal year was let in the summer of 2016. It is anticipated that the OTS will extend enforcement liaison contracts for the 2018 federal year. Also see project 18-03-21 which provides for the liaisons impaired driving work.

Evaluation: The evaluation will consider the number of agencies participating in high-visibility impaired driving mobilizations, and the objectives set by the liaisons themselves and approved by the OTS.

Directing Agency: DPS: OTS through contracts with four liaisons.

Federal Funding: \$410,000 (402, PT) FAST ACT

Match: \$10,000

Local Benefit: \$410,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-04-07

Project Title: Enforcement Recognition

C.T.W.: Chapter 2 Sections 2 & 3
Chapter 3 Section 2
Chapter 4 Section 1

SHSP Emphasis: Various Behavioral

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: The Enforcement Recognition project recognizes law enforcement agencies for superior performance in enforcement and media outreach. The Commissioner's Award will be given to one OTS grant-funded agency for the previous year's activity. The OTS grant coordinator and LEL will present a plaque to each agency in the grant at a small awards luncheon in the grantee's region. The fiscal lead of the grant will have the opportunity to attend an out-of-state traffic safety conference; and each agency in the grant will have the option to send one extra person to the Minnesota TZD Conference free of charge.

In addition to the Commissioner's award, each of Minnesota's four law enforcement liaisons chose one outstanding agency per quarter to receive their choice of a piece of traffic safety equipment such as a radar or lidar, or to send officers to specialized PIT training.

Costs reimbursed will include award plaques, luncheon event, enforcement equipment, and PIT training costs.

Also, see project 18-03-18 which provides funds for impaired driving enforcement recognition efforts.

Evaluation: The evaluation component related to this project will see if the awards are successfully encouraging agencies to participate in all mobilizations.

Directing Agency: DPS: OTS with unknown agencies and individual officers.

Federal Funding: \$140,000 (402, PT) FAST ACT

Match: None

Local Benefit: \$140,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-04-08

Project Title: Real-time Office Activity Reporting (ROAR) System

C.T.W.: Not applicable

SHSP Emphasis: Data Management

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: Beginning in 2013, OTS required all enforcement grantees to use a web-based traffic stop data collection system. This system, called Real-Time Officer Activity Reporting (ROAR), required the entry of agency rosters, officer training dates, and overtime enforcement activity as it occurs. This data is available to the OTS and the grantees immediately as the information is entered by grantees and is used in media campaigns and to evaluate program, agency, and officer performance. This project provides for a portion of the costs to enhance and refine the system so it may be more effectively used by law enforcement agencies statewide and by OTS.

Evaluation: This project will be a success if TZD enforcement grant evaluation, monitoring, and invoicing needs are met in the enhanced reporting system.

Directing Agency: DPS: OTS through Mn.IT (State of Minnesota Information Technology agency)

Federal Funding: \$ 100,000 (402, PT) FAST ACT

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-04-09

Project Title: Patrol Travel

C.T.W.: Not applicable

SHSP Emphasis: Management Systems

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project will reimburse the portion of Minnesota State Patrol for costs to travel out of state to conference covering things other than impaired driving. In addition, the MSP will send troopers to the Toward Zero Deaths Conference, the annual traffic safety conference held within Minnesota. Authorizations for travel or special expenses will be written as needed and submitted to the OTS and Commissioners Offices for approval and expenses reimbursed at a rate no higher than those authorized by Minnesota's Commissioners Plan. Attendees will provide short written reports to OTS after their return. Total costs will be share with 18-03-05.

Evaluation: The project will be evaluated based on the traveling officer's ratings and short reports on the conferences.

Directing Agency: DPS: MSP with a grant from OTS

Federal Funding: \$ 10,000 (402, PT) FAST ACT

\$

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Police Traffic

MAP 21

Project Numbers 18-04-#

#	Title	Code	Federal	Match	Local Benefit
01	Enforcement Coordination 1	PT			
02	Enforcement Coordination 2	PT			
03	Patrol TZD Enforcement	PT			
04	Cities & Counties Other Enf.	PT	\$450,000	\$100,000	\$450,000
05	Patrol Projects Support	PT			
06	Enforcement Liaisons	PT			
07	Enforcement Recognition	PT			
08	ROAR	PT			
09	Patrol Travel	PT			
<i>Subtotal PT</i>		<i>PT</i>	<i>\$450,000</i>	<i>\$100,000</i>	<i>\$450,000</i>
Cities & Counties Distracted					
04	Enf.	M8DDLE			
<i>Subtotal 405E</i>			<i>\$0</i>	<i>\$0</i>	<i>\$0</i>
Total Police Traffic			\$450,000	\$100,000	\$450,000

Police Traffic

FAST ACT

Project Numbers 18-04-#

#	Title	Code	Federal	Match	Local Benefit
01	Enforcement Coordination 1	PT	\$200,000	\$0	\$0
02	Enforcement Coordination 2	PT	\$200,000	\$0	\$0
03	Patrol TZD Enforcement	PT	\$600,000	\$125,000	\$0
04	Cities & Counties Other Enf.	PT	\$800,000	\$200,000	\$800,000
05	Patrol Projects Support	PT	\$100,000	\$0	\$0
06	Enforcement Liaisons	PT	\$410,000	\$10,000	\$410,000
07	Enforcement Recognition	PT	\$140,000	\$0	\$140,000
08	ROAR	PT	\$100,000	\$0	\$0
09	Patrol Travel	PT	\$10,000	\$0	\$0
<i>Subtotal PT</i>		<i>PT</i>	<i>\$2,560,000</i>	<i>\$335,000</i>	<i>\$1,350,000</i>
Cities & Counties Distracted					
04	Enf.	M8DDLE	\$276,000	\$50,000	\$276,000
<i>Subtotal 405E</i>			<i>\$276,000</i>	<i>\$50,000</i>	<i>\$276,000</i>
Total Police Traffic			\$2,836,000	\$385,000	\$1,626,000

17-05 Traffic Records

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

SAFETEA-LU provided funding for State Traffic Safety Information System Improvement Grants under section 408. MAP-21, and now FAST Act, continues to support the importance of data through the provisions in Section 405c – Traffic Safety Information Systems. The Traffic Records Coordinating Committee (TRCC) is moving forward with data improvements identified in the 2014 Traffic Records Assessment and additional ones identified by the committee since that time. Funds are used to: improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of State data; evaluate the effectiveness of efforts to make such improvements; and link State data systems. Minnesota is incorporating the findings of the Assessment into a new Traffic Records Strategic Plan.

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

2017 Projects Not Conducted

None.

Project Number:	18-05-01
Project Title:	Traffic Records Coordination
C.T.W.:	Not Applicable
SHSP Emphasis:	Management Systems
Enforcement Project:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No MOE: <input type="checkbox"/> Yes \$----- <input checked="" type="checkbox"/> No <input type="checkbox"/> N/A
Description:	This project provides for a full-time Office of Traffic Safety staff person to manage and coordinate the majority of the federally funded traffic records projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to increase the reliability and availability of data related to traffic safety to ensure the best possible problem identification, resource allocation, and evaluation of OTS projects. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships. This position also chairs the Traffic Records Coordinating Committee (TRCC) and sponsors the Crash Records System Replacement project.

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

Directing Agency: DPS: OTS

Federal Funding: \$ 150,000 (405C, M3DA) MAP 21
 \$ 300,000 (405C, M3DA) FAST ACT

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: 7.55% of salary and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-05-02

Project Title: Data Analysis

C.T.W.: Not Applicable, but affects all areas

SHSP Emphasis: Data Management and Management Systems

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: Federal funds cover the salary, fringe benefits, and indirect costs associated with two and one-half full-time OTS research analysts who perform problem identification and program evaluation as well as handle requests for data from stakeholders, media, the legislature, and public. This project also covers the costs of computer run time, software, computer equipment and training, upgrades to existing software packages, and acquisition of products to enhance the Office of Traffic Safety’s research capabilities.

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

Directing Agency: DPS/OTS

Federal Funding: \$225,000 (402, TR) MAP 21
 \$400,000 (402, TR) FAST ACT

Match: \$0

Local Benefit: \$0

Indirect Costs: 7.55% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-05-03

Project Title: FARS Support

C.T.W.: Not Applicable, but affects all areas

SHSP Emphasis: Data Management and Management Systems

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

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

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

Directing Agency: DPS/OTS

Federal Funding: \$80,000 (405C, M3DA) MAP 21
\$160,000 (405c, M3DA) FAST ACT

Match: \$0

Local Benefit: \$0

Indirect Costs: 7.55% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-05-04

Project Title: Traffic Records Coordinating Committee (TRCC)

C.T.W.: Not Applicable, but affects all areas

SHSP Emphasis: Data Management and Management Systems

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: The Minnesota Traffic Records Coordinating Committee (TRCC) is an ongoing forum charged with making significant improvements in coordination and sharing of highway safety data and traffic records systems in Minnesota. This group includes policy-level and program-level representatives. The TRCC umbrella covers six systems areas which include: motor vehicle crashes; roadway inventory data; drivers' license information; motor vehicle registration; crash outcome/injury surveillance; and traffic citations and adjudication. The budget for this project covers operating expenses for the group, specific educational efforts to enhance awareness of traffic records issues and travel/registration to the annual Traffic Records Forum.

Evaluation: Active participation of members within the TRCC and success of initiatives derived from group efforts.

Directing Agency: DPS/OTS through purchase orders, grants and/or contracts as necessary

Federal Funding: \$25,000 (405C, M3DA) MAP 21
\$50,000 (405C, M3DA) FAST ACT

Match: \$0

Local Benefit: \$0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-05-05

Project Title: Data Systems Match and MOE

C.T.W.: Not Applicable

SHSP Emphasis: Not applicable

Enforcement Project: Yes No | **MOE:** Yes \$-473,000----- No N/A

Description: This project will provide documentation of state matching funds and maintenance of effort for impaired driving. State match and maintenance of effort will be the same and will consist of state funding spent on maintenance of the new crash data base.

Evaluation: Evaluation will be administrative in nature; sufficient matching and MOE funds will be identified to meet federal requirements.

Directing Agency: DPS/OTS

Federal Funding: No federal funding

Match: \$476,000

Local Benefit: Not Applicable

Indirect Costs: Not Applicable

Project Number: 18-05-06

Project Title: E-Grants Support

C.T.W.: Not applicable

SHSP Emphasis: Data Management

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: The OTS, along with other divisions in Public Safety, has developed and implemented a web based grant application and management system. This project provides for a portion of the costs for Agate Software, Inc. to maintain the grant system and to provide updates and improvements as identified and needed.

Evaluation: Evaluation will be administrative in nature; considering progress made on implementing improvements identified as needed by OTS, the perceived value of the system to OTS staff and management.

Directing Agency: DPS/OTS through contracts with Agate Software (Intellegrants)

Federal Funding: \$75,000 (402, TR) MAP 21
\$ 200,000 (402, TR) FAST ACT

Match: \$0

Local Benefit: \$0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number:	18-05-07		
Project Title:	Crash Records Analysis		
C.T.W.:	Not Applicable, but affects all areas		
SHSP Emphasis:	Data Management		
Enforcement Project:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	MOE: <input type="checkbox"/> Yes \$----- <input checked="" type="checkbox"/> No <input type="checkbox"/> N/A
Description:	This is the second year of a two year project. Conducting an independent audit of crash data is an ideal from the "Traffic Records Program Assessment Advisory". On January 1, 2016 Minnesota implemented a new Crash Records System (MNCrash) as well as a new Crash Report form. This project funds a comparative audit of the crash data records collected by the legacy crash reporting system and the new MNCrash reporting system. Researchers will provide DPS and the TRCC valuable insight into the completeness, timeliness, accuracy, and user agreement of current MNCrash records by using the previous reporting standard as a benchmark.		
Evaluation:	The project's deliverable will be a final report detailing the differences in traffic records measures from the old system to the new as well as areas that MNCrash can still improve.		
Directing Agency:	DPS/OTS through a grant with MnDOT to fund the work of the HumanFIRST Team at the University of Minnesota.		
Federal Funding:	\$75,000 (405C, M3DA) MAP 21 \$200,000 (405c, M3DA) FAST ACT		
Match:	\$0		
Local Benefit:	\$0		
Indirect Costs:	None		
Equipment ≥ \$5000:	: <input type="checkbox"/> Yes* (Complete Additional Section) <input checked="" type="checkbox"/> No		

Project Number:	18-05-08		
Project Title:	Crash Records Enhancements and Maintenance		
C.T.W.:	Not Applicable, but affects all areas		
SHSP Emphasis:	Data Management		
Enforcement Project:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	MOE: <input type="checkbox"/> Yes \$----- <input checked="" type="checkbox"/> No <input type="checkbox"/> N/A

Description: On January 1, 2016 Minnesota implemented a new Crash Records System (MNCrash) as well as a new Crash Report form. Any new system can expect to have some enhancements requested for future releases. This project funds changes and enhancements to the MNCrash System as well as maintenance.

Evaluation: This project will be considered successful when the enhancements are completed and deployed.

Directing Agency: DPS/OTS through purchase orders, grants and/or contracts as necessary through MNIT

Federal Funding: \$600,000 (405C, M3DA) MAP 21
\$600,000 (405c, M3DA) FAST ACT

Match: \$0

Local Benefit: \$0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-05-09

Project Title: MnGeo Mapping

C.T.W.: Not Applicable, but affects all areas

SHSP Emphasis: Data Management

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project funds changes and enhancements to the MNCrash system that need to be made by MnGeo, the Minnesota Geospatial Information Office. MnGeo will update the map that MNCrash consumes with the MnDOT LRS data when it becomes available.

Evaluation: This project will be considered successful when the MnDOT LRS data is added to MNCrash and enhancements are incorporated.

Directing Agency: DPS/OTS through an SLA with MnGeo

Federal Funding: \$75,000 (405C, M3DA) MAP 21
\$188,000 (405C, M3DA) FAST ACT

Match: \$0

Local Benefit: \$0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-05-10

Project Title: MNCrash Support

C.T.W.: Not Applicable, but affects all areas

SHSP Emphasis: Data Management

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This is the second year of a knowledge transfer project. The work surrounding crash records will experience significant change as MNCrash becomes fully implemented. This project funds knowledge transfer and management analyst assistance to redefine the roles and responsibilities for DPS.

Evaluation: This project will be considered successful when the roles and responsibilities, as well as new processes are defined.

Directing Agency: DPS/OTS through a Post Retirement Option contract

Federal Funding: \$75,000 (405C, M3DA) MAP 21
\$150,000 (405C, M3DA) FAST ACT

Match: \$0

Local Benefit: \$0

Indirect Costs: 7.55% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-05-11

Project Title: SAS Support

C.T.W.: Not Applicable, but affects all areas

SHSP Emphasis: Data Management

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This is the second year of a knowledge transfer and SAS assistance project. The work surrounding crash records will experience significant change as MNCrash becomes fully implemented. This

project funds knowledge transfer SAS programming assistance to create a new data structure and programs for analysis.

Evaluation: This project will be considered successful when the research staff can move forward with data analysis of the newly created MNCrash dataset and programs.

Directing Agency: DPS/OTS through a contract with SAS

Federal Funding: \$75,000 (405C, M3DA) MAP 21
\$150,000 (405C, M3DA) FAST ACT

Match: \$0

Local Benefit: \$0

Indirect Costs: Allowed, expected = 7.54%

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-05-12

Project Title: Crash Outcome Data Evaluation System (CODES)

C.T.W.: Not Applicable, but affects all areas

SHSP Emphasis: Data Management

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This is the first year of a two year project to update the CODES data in Minnesota. The project will link the crash and hospital discharge data from 2013-2018. The project will also add the linkage to EMS data for the years 2015-2018.

Evaluation: This project will be considered successful when the CODES dataset is complete through 2018 and contains the EMS data for the years 2015-2018.

Directing Agency: DPS/OTS through a grant with the Minnesota Department of Health

Federal Funding: \$75,000 (405C, M3DA) MAP 21
\$150,000 (405C, M3DA) FAST ACT

Match: \$0

Local Benefit: \$0

Indirect Costs: Allowed, expected = 19.07% (MN Dept of Health approved rate)

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Traffic Records

MAP 21

Project Numbers 18-05-#

#	Title	Code	Federal	Match	Local Benefit
02	Data Analysis	TR	\$225,000	\$0	\$0
06	E-grants Support	TR	75,000	\$0	\$0
	<i>Subtotal TR</i>	<i>TR</i>	<i>\$300,000</i>	<i>\$0</i>	<i>\$0</i>
01	Traffic Records Coordination	405C	\$150,000	\$0	\$0
03	FARS Support	405C	\$80,000	\$0	\$0
04	TRCC	405C	\$25,000	\$0	\$0
05	Data Systems Match and MOE		\$0	\$473,000	\$0
07	Crash Records Analysis	405C	\$75,000	\$0	\$0
08	Crash Records Enhancements	405C	\$600,000	\$0	\$0
09	MnGEO Mapping	405C	\$75,000	\$0	\$0
10	MN Crash Support	405C	\$75,000	\$0	\$0
11	SAS Support	405C	\$75,000	\$0	\$0
12	CODES	405C	\$75,000	\$0	\$0
	<i>Subtotal</i>	<i>M3DA</i>	<i>\$1,080,000</i>	<i>\$473,000</i>	<i>\$0</i>
	Total Traffic Records		\$1,380,000	\$473,000	\$0

Traffic Records

FAST ACT

Project Numbers 18-05-#

#	Title	Code	Federal	Match	Local Benefit
02	Data Analysis	TR	\$400,000	\$0	\$0
06	E-grants Support	TR	\$100,000	\$0	\$0
	<i>Subtotal TR</i>	<i>TR</i>	<i>\$500,000</i>	<i>\$0</i>	<i>\$0</i>
01	Traffic Records Coordination	405C	\$300,000	\$0	\$0
03	FARS Support	405C	\$160,000	\$0	\$0
04	TRCC	405C	\$50,000	\$0	\$0
05	Data Systems Match & MOE		\$0	\$476,000	\$0
07	Crash Records Analysis	405C	\$200,000	\$0	\$0
08	Crash Records Enhancements	405C	\$600,000	\$0	\$0
09	MnGEO Mapping	405C	\$188,000	\$0	\$0
10	MN Crash Support	405C	\$150,000	\$0	\$0
11	SAS Support	405C	\$150,000	\$0	\$0
12	CODES	405C	\$150,000	\$0	\$0
	<i>Subtotal</i>	<i>M3DA</i>	<i>\$1,648,000</i>	<i>\$476,000</i>	<i>\$0</i>
	Total Traffic Records		\$2,148,000	\$476,000	\$0

18-06 Community Programs

There are few deaths more violent than those associated with traffic crashes; there are few injuries more preventable than those caused by the decision to not wear a seat belt. Communities that are aware of the relative risks and costs that result from traffic crashes (as opposed to other factors and concerns) are more likely to devote their attention and resources to preventing more crashes, injuries and deaths on our roadways. In addition, community members working together to solve their crash and traffic problems often increases the community's cohesiveness and improves its quality of living.

The Minnesota TZD program consists of community stakeholders from professional fields of education, enforcement, engineering, and emergency medical services, as well as employers, the judicial system, and media. The annual TZD conference gathers nearly 1,000 stakeholders to learn about new research findings, best practices, and innovative intervention strategies for reducing traffic fatalities and serious injuries. In an effort to localize and streamline TZD initiatives, regional partnerships in eight districts across Minnesota have been formed.

Toward Zero Deaths (TZD) Safe Roads is a program that focuses on implementing effective countermeasures to address local crash problems identified by local data. Priority is given to areas with an over-involvement in fatal and severe injury crashes where seat belts were not used, the driver was impaired, and illegal or unsafe speed or driver distraction was a factor. An RFP was let in the spring of 2017 for federal 2018 TZD Safe Roads projects.

This past year, the Office of Traffic Safety, in collaboration with MNDOT, supported and actively participated in eight regional TZD workshops across the State that facilitated the goal of creating a collaborative, comprehensive, and regional approach to reducing traffic deaths and severe injuries. Workshops involved partners from a variety of traffic safety fields who considered behavior, as well as enforcement, infrastructure, and emergency medical strategies, for enhancing the reduction of traffic deaths and serious injuries. It is anticipated that regional TZD workshops will be held in each of the eight TZD regions again in FFY18.

Legislation requires all driver education providers to provide supplemental parent awareness classes to parents/guardians who choose to receive it. The OTS continues to provide updated "Point of Impact" program materials to 77% of the 370 certified driver education providers as well as to new providers in Minnesota.

Minnesota is well known for its exceptional traffic safety communications projects. Carried out by the Department of Public Safety's Office of Communications, projects include paid media buys, media relations, events to earn media coverage, and public education activities. The majority of the media campaigns are linked to the enhanced and continuous enforcement of Minnesota's traffic laws. The communications projects in this section address distractions, seat belts, child seats, speed, and other identified traffic safety problems. Additional communications projects can be found in the impaired driving section of this document.

2017 Projects Not Conducted

OTS planned to fund a person from 17-06-03; however funded that position from P&A instead.

Project Number: 18-06-01

Project Title: Community Programs Coordination

C.T.W.: Not applicable

SHSP Emphasis: Management Systems

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project provides for one full time Office of Traffic Safety staff position to manage and coordinate the majority of the federally funded Safe Roads and TZD projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to assist and support traffic safety programs at the local level including media relations and paid media, community coalitions, the TZD Conference and the TZD Regions. This is accomplished by outreach, devising and conducting projects, assisting with print and electronic materials, responding to legislative and media inquiries, and forming beneficial partnerships.

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

Directing Agency: DPS/OTS

Federal Funding: \$ 120,000 (402, CP) MAP 21
\$240,000 (402, CP) FAST ACT

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: 7.55% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-06-02

Project Title: Evaluation Coordinator

C.T.W.: Not applicable

SHSP Emphasis: Management Systems

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project provides for one full time Office of Traffic Safety staff positions to manage and coordinate the majority of the federally funded evaluation projects. It covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to assist and support formal evaluation of OTS projects.

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

Directing Agency: DPS/OTS

Federal Funding: \$ 120,000 (402, CP) FAST ACT
\$

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: 7.55% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-06-03

Project Title: Media Relations

C.T.W.: Chapter 4 Section 2

SHSP Emphasis: Culture/Awareness

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project provides print and electronic materials on traffic safety issues, as well as media relations services. The earned media materials to be provided include, but are not limited to, brochures, enforcement media wave packets, production costs for public service announcements and paid ads, poster boards and other materials to assist with news conferences and events. In addition to materials, costs include salaries, fringe benefits, indirect costs, and travel for one full-time equivalent staff that develop and direct the public information and education efforts. This project is conducted in conjunction with 18-03-09 which focuses on impaired-driving related tasks.

Evaluation: Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.

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

Federal Funding: \$120,000 (402, CP) MAP 21
\$400,000 (402, CP) FAST ACT

Match: None

Local Benefit: \$102,000 & 340,000

Indirect Costs: 7.55% of salaries and fringe benefits

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-06-04

Project Title: TZD Safe Roads

C.T.W.: Chapter 1; Sections 5.3, 5.4, 5.5: Chapter 2; Section 3.1, 6.2: Chapter 3; Section 4.1: Chapter 4; Sections 2.2, 3.1: Chapter 5; Sections 3.2, 4.2:

SHSP Emphasis: Awareness, Unbelted, Impaired, Inattentive, Speed, Younger Drivers, Motorcyclists

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: Local coalitions with representation from law enforcement, public health, emergency medical services, traffic engineering, schools, businesses, and hospitals submit applications for project funding for a single year of community focused traffic safety activities in response to a Request for Proposals. Requirements of the grant include assisting law enforcement with outreach and publicity to support enhanced high-visibility enforcement efforts, conducting at least six local coalition meetings, quarterly fatal and serious injury review committees to discuss and identify trends in local traffic deaths and serious injuries. Applications are awarded extra points if the traffic fatalities and serious injuries are at or above State averages in the area served. Safe Roads grants focus on connecting crash data with local collaborations and activities that are proven to have an impact on reducing deaths and serious injuries. Project costs include; time, fringe benefits, in-state travel for actual hours spent coordinating the approved grant activities, in-state travel costs for victim impact presentations, actual costs for materials, postage, printing, and other communications expenses that are necessary for approved grant activities, phone and internet costs based on the percentage of reimbursed hours, and light refreshments for coalition meetings.

Evaluation: Grantees are required to set measurable goals and objectives as part of their grant agreements. Progress toward meeting their goals and objectives will be used to evaluate the project.

Directing Agency: DPS/OTS through grants to local governments or non-profit entities

Federal Funding: \$ 200,000 (402,CP) MAP 21
\$1,000,000 (402, CP) FAST ACT

Match: \$150,000 & \$300,000

Local Benefit: \$ 1,200,000

Indirect Costs: Most grantees will have none. Allowed up to 10% or Cognizant Agency Approval.

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-06-05

Project Title: NETS

C.T.W.: Various

SHSP Emphasis: Culture/Awareness

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: The Minnesota chapter of the Network of Employers for Traffic Safety (NETS) is coordinated by the Minnesota Safety Council (www.mnsafetycouncil.org). NETS' mission is to educate employers about the cost saving benefits of enacting traffic safety programs in the workplace. NETS helps employers implement dynamic workplace programs, well-developed policies, and compelling community traffic safety activities, with a focus on businesses employing younger males. This project supports the development of appropriate traffic safety materials provided to employers and reimburses costs for part of a staff person at the Minnesota Safety Council to provide assistance to employers and community coalitions.

Evaluation: A survey is distributed to all employers using NETS services and the results are analyzed. In addition, the number of employers served, print materials, and web site inquiries are reported.

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

Federal Funding: \$ 125,000 (402, CP) FAST ACT

Match: \$ 0**Local Benefit:** \$ 0**Indirect Costs:** None**Equipment ≥ \$5000:** : **Yes* (Complete Additional Section)** **No****Project Number:** 18-06-06**Project Title:** Paid Media Contract**C.T.W.:** Chapter 4, Section 2**SHSP Emphasis:** Culture/Awareness**Enforcement Project:** **Yes** **No** | **MOE:** **Yes \$-----** **No** **N/A**

Description: Paid media provides the highest yield for reaching the specific high risk audience with our traffic safety messages. The only good way to ensure the messages will be seen by the target audience is by placing them in locations and media platforms favored by that audience. The Office of Communications along with OTS and the professionals under contract to DPS will assess the best plan for paid advertising for the various campaigns within the available funding. This project covers paid media, related to seat belts, child seats, speeding, distracted driving and other identified problems. Paid Media related to impaired driving is covered under 18-03-10.

Evaluation: Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.

Directing Agency: DPS: OTS writes a contract with a professional media buying agency.

Federal Funding: \$570,000 (402, PM) MAP 21
\$1,500,00 (402, PM) FAST ACT0

Match: None**Local Benefit:** \$485,000 MAP 21 & 1,275,000 FAST ACT**Indirect Costs:** None**Equipment ≥ \$5000:** : **Yes* (Complete Additional Section)** **No**

Project Number: 18-06-07**Project Title:** Toward Zero Deaths Conference**C.T.W.:** Not applicable**SHSP Emphasis:** All areas**Enforcement Project:** Yes No | **MOE:** Yes \$----- No N/A

Description: The OTS presents a yearly conference for traffic safety stakeholders (including law enforcement, legislators, the courts, child passenger safety advocates, public health officials, the medical community, EMS/Fire personnel, city and county engineers, the interested public and others). The conference is scheduled for October 26 and 27 of 2017. This conference provides a venue to share progress that has been made in implementing Minnesota's Toward Zero Deaths program. Achieving the goal of zero deaths requires cooperation among all levels of government, as well as building connections between government agencies and organizations whose focus is traffic safety. The conference shares best practices in the areas of engineering, enforcement, education, emergency services and child passenger safety, and charts the course of a future where traffic fatalities and life-changing injuries are rare events.

Evaluation: Evaluations of each breakout session and the plenary sessions are collected. Participants are also asked to rate the benefits of the conference and provide feedback on the overall conference, as well as individual sessions.

Directing Agency: DPS: OTS writes a grant with MnDOT which in turn writes a grant for conference planning services with the Center for Transportation Studies at the University of Minnesota.

Federal Funding: \$220,000 (402, CP) MAP 21
\$300,000 (402, CP) FAST ACT

Match: \$200,000**Local Benefit:** \$110,000 & \$150,000**Indirect Costs:** 33% of total**Equipment ≥ \$5000:** : Yes* (Complete Additional Section) No**Project Number:** 18-06-08**Project Title:** Regional Support

C.T.W.: Not Applicable

SHSP Emphasis: Traffic Safety Culture and Awareness, Unbelted, Impaired Roadway User, Speed, Inattentive driver, Older Drivers, Younger Drivers, Motorcyclists, Pedestrians

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: The eight MnDOT Districts will be provided funding to partially fund five TZD regional coordinators to support regional activities and provide assistance to traffic safety advocates, coalitions. And encourage and support the formation of new coalitions where a need exists. The regional coordinators will facilitate communication among local traffic safety stakeholders including but not limited to engineers, public health, emergency responders and local law enforcement to address issues at the local level.

Evaluation: The success for the project will be determined by the partnerships created and the participation of traffic safety stakeholders in meetings, workshops, community events and media.

Directing Agency: MnDOT's Districts with a grant from DPS: OTS

Federal Funding: \$ 300,000 (402, CP) FAST ACT

Match: \$ 0

Local Benefit: \$ 300,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-06-09

Project Title: Mobility for Minnesota's Aging Population (MMAP)

C.T.W.: Chapter 7; Section 1.2

SHSP Emphasis: Older Drivers

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: The MMAP is a partnership of a variety of organizations OTS will fund a part time staffer to schedule meetings, provide minutes and support services for the MMAP group. In addition, the chair of the committee will receive partial payment for his time and leadership in keeping the projects moving ahead. Finally, limited amount of

support in terms of printing or producing information will be provided.

Evaluation: Evaluation will be based upon how successful MMAP is in moving projects ahead and keeping interest up from within the group.

Directing Agency: DPS-OTS through a grant the Metropolitan Board on Aging

Federal Funding: \$ 50,000 (402, CP) FAST ACT

\$

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: 10%

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-06-10

Project Title: Media Creative Contract

C.T.W.: Chapter 4, Section 4

SHSP Emphasis: Culture/Awareness

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: Paid media provides the highest yield for reaching the specific high risk audience with our traffic safety messages. The only good way to ensure the messages will be seen by the target audience is by placing it in locations and on programs favored by that audience. The Office of Communications along with OTS and the professionals under contract to DPS will assess the best plan for paid advertising for the various campaigns within the available funding. This project covers creative services for paid media, related to seat belts, child seats, speeding, distracted driving and other identified problems. Media creative contracts related to impaired driving is covered under 18-03-24.

Evaluation: Evaluation will be based on reports of frequency and reach of messages and random telephone surveys on public recognition of messages and knowledge of activities.

Directing Agency: DPS: OTS writes a contract with a professional media buyer.

Federal Funding: \$200,000 (402, CP) FAST ACT

Match: None

Local Benefit: \$170,000**Indirect Costs:** None**Equipment ≥ \$5000:** : Yes* (Complete Additional Section) No**Project Number:** 18-06-11**Project Title:** Telephone Survey and Evaluation**C.T.W.:** Not Applicable**SHSP Emphasis:** Culture/Awareness**Enforcement Project:** Yes No | **MOE:** Yes \$----- No N/A

Description: A survey involving the tabulation of self-reported responses received from Minnesotans will be conducted via telephone. The primary purposes of the survey is to: 1) Analyze the responses and determine the types of attitudes and behaviors survey participants have regarding traffic safety issues 2) Measure levels of awareness related to various efforts implemented to promote safer driving in the state, and 3) Learn how various subpopulations compare/differ in their responses.

Evaluation: The survey will be conducted during the summertime over a 3-4 week period and will include contact numbers of both landlines and cellular telephones. The contracted entity conducting the survey is responsible for establishing the methodology, as well as data collection, collation and analyzation – all details and related outcomes are to be submitted to the OTS in the form of a final report. Examples of the information included and evaluated within this report are current attitudes and if/how they have changed over time as related to seat belt use; speed; and distracted, drugged and impaired driving. Also, media awareness (i.e. knowledge of enforcement campaigns) will be measured and future traffic safety strategy and resource need levels established based on targeted demographics.

Directing Agency: DPS-OTS through a contract with Corona Insights**Federal Funding:** \$ 200,000 – (402, CP) FAST ACT**Match:** \$ 0**Local Benefit:** \$ 0**Indirect Costs:** None**Equipment > \$5000:** : Yes* (Complete Additional Section) No

Project Number: 18-06-12

Project Title: Program Travel

C.T.W.: Not Applicable

SHSP Emphasis: Management Systems

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: All out-of-state travel undertaken by the OTS staff will be supported by this project. NHTSA requires out-of-state travel of staff to attend regional and national meetings and conferences including the Region 5 leadership meeting and the annual GHSA conference. In addition, the project provides for staff to attend the recommended NHTSA courses provided through TSI on instructor development, training specific to the staff person's work such as Impaired Driving, and the NHTSA general courses on project management and financial accounting

Evaluation: Minnesota representatives are present at all significant meetings and conferences. Training advantageous to the program is attended. If the appropriate box is checked on the authorization form, those traveling out-of-state to a conference are required to submit a report on the trip's benefits and new ideas encountered upon return.

Directing Agency: OTS/DPS

Federal Funding: \$ 50,000 (402, CP) FAST ACT
\$

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-06-13

Project Title: Project Directors to Conferences

C.T.W.: Not applicable

SHSP Emphasis: Management Systems

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: Up to eighteen individuals selected by the OTS for their work in ridding the roads of impaired drivers and participating in the OTS' mobilizations and crackdowns will travel to and participate in a national traffic safety conference not held in Minnesota. This project is conducted together with 18-03-23 which reimburses the costs for impaired driving meetings and conferences. Costs include registration fees and travel expenses subject to the limitations in the Commissioners' Plan.

Evaluation: The project will be evaluated based on the traveling officer's ratings and short reports on the conference.

Directing Agency: DPS: OTS through annual plan contracts with individuals representing various areas and organizations

Federal Funding: \$ 50,000 (402, CP) FAST ACT

Match: \$0

Local Benefit: \$50,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-06-14

Project Title: Enforcing Pedestrian Laws

C.T.W.: Chapter 8, Section 4.4

SHSP Emphasis: Pedestrians

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project will provide for increased enforcement of Pedestrian laws in the two largest Minnesota cities. Pedestrians and motorists are equally responsible for pedestrian safety. According to Minnesota Crash Facts, 2015, motorist behaviors contribute to about half of all pedestrian-vehicle crashes and pedestrian behaviors contribute to the other half. Pedestrian behaviors that primarily contribute to pedestrian-vehicle crashes include impairment, inattention, crossing mid-block, walking along the roadway and ignoring sign or signals. Because there is a high-percentage of pedestrians on college campuses, colleges and university police departments, as well as populous cities, OTS will add funds to existing enforcement grants in Minneapolis and St. Paul for enhanced enforcement of pedestrians and drivers not obeying pedestrian laws.

To compliment the enforcement campaign, DPS worked with MnDOT to develop new messaging for a Pedestrian education campaign to raise awareness of pedestrian laws and pedestrian-related crashes.

Evaluation: Compare pedestrian involved crash data before and after stepped up enforcement.

Directing Agency: Minneapolis Police Department and its partner agencies; Ramsey County Sheriff's Office and its partner agencies.

Federal Funding: \$150,000 (402, CP) FAST ACT

Match: \$20,000

Local Benefit: \$150,000

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-06-15

Project Title: Identifying Driver Drowsiness

C.T.W.: Chapter 4

SHSP Emphasis: Inattentive Driver

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This study will develop an assessment tool Critical Flicker Fusion (CFF) for assessing the degree of fatigue in an individual and the contribution to their driving risk. The tool will need to be designed and tested which will validate the measurements given by the device.

Costs include salary, lab supplies, simulator fees, participant costs and medical expenses.

Evaluation: The ability to assess fatigue in drivers does not yet exist. By funding the research and development of the CFF device, we may be able to determine if a person is too drowsy to operate a motor vehicle.

Directing Agency: DPS/OTS: The HumanFIRST Laboratory at the University of Minnesota

Federal Funding: \$ 250,000 (402, CP) FAST ACT

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: 53% of total costs

Equipment \geq \$5000: : Yes* (Complete Additional Section) No

Community Programs**MAP 21****Project Numbers 18-06-#**

#	Title	Code	Federal	Match	Local Benefit
	Community Programs				
01	Coord.	CP	\$120,000		
02	Evaluation Coordinator	CP			
03	Media Relations	CP	\$120,000		\$102,000
04	Safe Roads	CP	\$200,000	\$150,000	\$200,000
05	NETS	CP			
07	TZD Conference	CP	\$220,000	\$100,000	\$110,000
08	Regional Support	CP			
09	MMAP	CP			
10	Creative Contract	CP			
11	Telephone Surveys & Evaluation	CP			
12	Program Travel	CP			
13	Proj. Directors to Conferences	CP			
14	Enforcing Pedestrian Laws	CP			
15	Identifying Driver Drowsiness	CP			
	<i>Subtotal CP</i>	402	\$660,000	\$250,000	\$412,000
06	Paid Media	PM	\$570,000	\$0	\$485,000
	<i>Subtotal PM</i>	402	\$570,000	\$0	\$485,000
	Total CP and PM		\$1,230,000	\$250,000	\$897,000

Community Programs					
FAST ACT					
Project Numbers 18-06-#					
#	Title	Code	Federal	Match	Local Benefit
01	Community Programs Coord.	CP	\$240,000	\$0	\$0
02	Evaluation Coordinator	CP	\$120,000	\$0	\$0
03	Media Relations	CP	\$400,000	\$0	\$340,000
04	Safe Roads	CP	\$1,000,000	\$300,000	\$1,000,000
05	NETS	CP	\$125,000	\$50,000	\$0
07	TZD Conference	CP	\$300,000	\$100,000	\$150,000
08	Regional Support	CP	\$300,000	\$0	\$300,000
09	MMAP	CP	\$50,000	\$0	\$0
10	Creative Contract	CP	\$200,000	\$0	\$170,000
11	Telephone Surveys & Evaluation	CP	\$200,000	\$0	\$0
12	Program Travel	CP	\$50,000	\$0	\$0
13	Project Directors to Conferences	CP	\$50,000	\$5,000	\$50,000
14	Enforcing Pedestrian Laws	CP	\$150,000	\$20,000	\$150,000
15	Identifying Driver Drowsiness	CP	\$250,000	\$0	\$0
	<i>Subtotal CP</i>	<i>402</i>	<i>\$3,435,000</i>	<i>\$475,000</i>	<i>\$2,160,000</i>
06	Paid Media	PM	\$1,500,000	\$0	\$1,275,000
	<i>Subtotal PM</i>	<i>402</i>	<i>\$1,500,000</i>	<i>\$0</i>	<i>\$1,275,000</i>
Total Community Programs			\$4,935,000	\$475,000	\$3,435,000

18-07 Motorcycle Safety

The number of motorcycle rider and passenger fatalities decreased from 61 in 2015 to 54 (preliminary data) in 2016. Crash fatalities per 10,000 registered motorcycles also decreased from 2.6 per 10,000 registered motorcycles in 2015 to 2.3 in 2016. The number of registered motorcycles decreased from 238,243 in 2015 to 227,746 in 2016; while the number of licensed operators continued to increase to an all-time high of 416,987.

Minnesota has an active motorcycling community that provides dedicated funds for motorcycle training, public information campaigns, and endorsement testing. The program has been in operation for over thirty years and is continually improving. Projects 18-07-03 through 18-07-08 are funded with state funds obtained through an additional license fee charged to each person with a motorcycle endorsement.

The Minnesota Motorcycle Safety Program (MMSP) is administered by the Minnesota Department of Public Safety (DPS). Minnesota State Statute 171.335 established a motorcycle safety program and designates the Commissioner of Public Safety administer the program. This statute further appropriates a designated motorcycle safety fund to the Commissioner of Public Safety to carry out a motorcycle safety program which includes training and motorcycle safety promotion and public information.

In 2016, the MMSP trained 5,829 motorcyclists; 4,648 of whom took an entry level riding course. The Motorcycle Safety Foundation's (MSF) Basic Rider Course (BRC) is used by the MMSP for entry level rider training and is approved by the DPS Division of Driver and Vehicle Services (DVS); which regulates all drivers training in the state. The MSF's BRC utilizes a formal program of instruction in crash avoidance and other safety oriented operational skills for both in class and on cycle training.

In Federal Fiscal Year 2018 (FFY 18), the BRC will be conducted at established training sites in Minnesota counties that contain 64% of the state's registered motorcycles. The following table is a complete list of Minnesota counties; including the number of motorcycles that were registered in each county in 2016. Registered motorcycles have been split into two columns; one column for counties that will have at least one training course in FFY18 and one column listing the number of registered motorcycles in counties where training will not be held in FFY 18.

Complete List of Minnesota Counties	2016 Motorcycle Registration Data by Minnesota County	
	Training Will Be Conducted in FFY 18	Training Will Not Be Conducted in FFY 18
Aitken		860
Anoka	15,676	
Becker	1,664	
Beltrami	1,541	
Benton		1,835
Big Stone		330
Blue Earth	3,033	

Brown		1,829
Carlton		1,623
Carver		3,858
Cass		1,268
Chippewa		817
Chisago		3,603
Clay	2,469	
Clearwater		409
Cook		300
Cottonwood		700
Crow Wing	3,424	
Dakota	15,687	
Dodge		1,183
Douglas	2,206	
Faribault		898
Fillmore		1,191
Freeborn	2,173	
Goodhue	2,715	
Grant		323
Hennepin	34,371	
Houston		1,050
Hubbard		881
Isanti		2,158
Itasca	2,203	
Jackson		597
Kanabec		837
Kandiyohi	2,225	
Kittson		218
Koochiching		525
Lac Qui Parle		377
Lake		615
Lake of the Woods		145
LeSueur		1,970
Lincoln		397
Lyon	1,224	
McLeod	2,340	
Mahnomen		120
Marshall		484
Martin		1,183
Meeker		1,546
Mille Lacs		1,518
Morrison		1,738
Mower		2,183
Murray		586
Nicollet		1,689
Nobles		1,099
Norman		285
Olmsted	5,228	
Ottertail		3,060
Pennington	658	
Pine	1,459	
Pipestone	599	

Polk	1,461	
Pope		723
Ramsey	13,958	
Red Lake		259
Redwood		938
Renville		939
Rice		3,090
Rock		536
Roseau		662
Saint Louis	8,871	
Scott		6,375
Sherburne		5,033
Sibley		829
Stearns	7,199	
Steele		2,163
Stevens		400
Swift		586
Todd		1,220
Traverse		194
Wabasha		1,312
Wadena		700
Waseca		947
Washington	10,520	
Watonwan		639
Wilkin		452
Winona	2,427	
Wright		6,677
Yellow Medicine		685
	143,872	81,647
	Training in FFY 18	No Training in FFY 18

Motorist Awareness Program

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

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

Outdoor advertising utilizing billboards, digital billboards, and truck side infinity wraps will target the counties where the majority of our state's multi-vehicle crashes involving a motorcycle occur (see first table below) and also target those counties that contain the majority of fatal and serious injury crashes sustained in multi-vehicle crashes involving a motorcycle (see second table below). Counties targeted by this paid effort are highlighted in grey on both tables and account for a majority of the multi-vehicle crashes involving a motorcycle and a majority of those where fatal and serious injuries

were sustained. Outdoor ad buys of \$69,500 in Section 405f funding will be made in the following metropolitan areas that include these counties:

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

The digital media paid effort of \$24,500 will run in all Minnesota counties and include online ads and banners that will be posted on websites targeting the adult driving public with “Start Seeing Motorcyclists” messaging. Venues included in the digital media buy are:

- Desktop and mobile
- Digital video airs online (15/30 second spots)
- YouTube pre-roll
- Facebook
- Paid posts/ads on Facebook featuring a custom “Start Seeing Motorcyclists” message along with image of digital ad or video spot.

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

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

- DPS social media platforms including Facebook, Twitter, Instagram, and YouTube.
- Minnesota Department of Transportation changeable message signs will display motorcyclist awareness messaging on select Mondays throughout the riding season.
- Video and radio spot files will be provided for further distribution to the Motorcycle Safety Advisory Task Force, RiderCoaches, Minnesota State Colleges and Universities, and other motorcyclist groups and organizations.
- Video files will be provided to DVS for in-station use.
- Support for Minnesota motorcycle groups and organizations participating in the annual May Washout Event with “Start Seeing Motorcyclists” banners and collateral materials. (Motorcycle organization members wash windshields and promote motorcycle awareness during weekends in May.)
- Provide “Start Seeing Motorcyclists” Bumper Stickers available for order on the MMSP website at no cost to customers. These are promoted in an annual mailing to all Minnesota motorcycle dealers and shops as well as on the MMSP website and social media platforms.
- All media talking points will include “look twice for motorcyclists,” “start seeing motorcyclists,” and “share the road” messaging.

Multi-Vehicle Motorcycle Crashes by County (2015)
Ranked by All Crashes (Fatal and Serious Injury Crashes Used as Tie Breaker)

County	Fatal Crashes	Serious Injury Crashes	Other Injury Crashes	PDO Crashes	All Crashes
Hennepin	3	18	132	46	199
Ramsey	2	12	46	15	75
Anoka	1	8	41	3	53
Dakota	1	7	26	8	42
Washington	1	2	18	6	27
Stearns	2	2	13	4	21
St. Louis	0	4	14	3	21
Wright	1	2	10	3	16
Olmsted	0	2	11	3	16
Blue Earth	1	0	7	6	14
Scott	0	3	7	1	11
Rice	0	0	8	1	9
Sherburne	1	4	1	2	8
Winona	0	2	6	0	8
Isanti	3	0	4	0	7
Chisago	0	1	3	3	7
Otter Tail	1	0	4	1	6
Carver	0	1	4	1	6
Crow Wing	0	0	4	2	6
Kandiyohi	0	0	6	0	6
Goodhue	1	0	4	0	5
Becker	0	1	3	1	5
Clay	0	0	5	0	5
Mille Lacs	0	0	5	0	5
McLeod	0	1	3	0	4
Nicollet	0	0	2	2	4
Pope	0	0	4	0	4
Wabasha	1	0	2	0	3
Lake	0	1	1	1	3
Douglas	0	0	2	1	3
Jackson	2	0	0	0	2
Aitkin	1	0	0	1	2
Faribault	1	0	1	0	2
Itasca	1	0	0	1	2
Lyon	1	0	0	1	2
Redwood	0	2	0	0	2
Fillmore	0	1	1	0	2
Kanabec	0	1	1	0	2
Sibley	0	1	1	0	2
Beltrami	0	0	2	0	2
Benton	0	0	2	0	2
Cass	0	0	1	1	2
Cottonwood	0	0	2	0	2
Freeborn	0	0	1	1	2
Morrison	0	0	2	0	2

Nobles	0	0	2	0	2
Pine	0	0	2	0	2
Polk	0	0	2	0	2
Renville	0	1	0	0	1
Brown	0	0	1	0	1
Cook	0	0	1	0	1
Hubbard	0	0	0	1	1
Le Sueur	0	0	1	0	1
Mower	0	0	1	0	1
Pennington	0	0	1	0	1
Rock	0	0	0	1	1
Todd	0	0	1	0	1
Wadena	0	0	1	0	1
Waseca	0	0	0	1	1
Big Stone	0	0	0	0	0
Carlton	0	0	0	0	0
Chippewa	0	0	0	0	0
Clearwater	0	0	0	0	0
Dodge	0	0	0	0	0
Grant	0	0	0	0	0
Houston	0	0	0	0	0
Kittson	0	0	0	0	0
Koochiching	0	0	0	0	0
Lac Qui Parle	0	0	0	0	0
Lake of Woods	0	0	0	0	0
Lincoln	0	0	0	0	0
Mahnomen	0	0	0	0	0
Marshall	0	0	0	0	0
Martin	0	0	0	0	0
Meeker	0	0	0	0	0
Murray	0	0	0	0	0
Norman	0	0	0	0	0
Pipestone	0	0	0	0	0
Red Lake	0	0	0	0	0
Roseau	0	0	0	0	0
Steele	0	0	0	0	0
Stevens	0	0	0	0	0
Swift	0	0	0	0	0
Traverse	0	0	0	0	0
Watonwan	0	0	0	0	0
Wilkin	0	0	0	0	0
Yellow Medicine	0	0	0	0	0
MN Total	25	77	423	121	646

The 21 counties in the media buy targeting Minnesota's metropolitan areas (shown by the greyed lines above) accounted for 537 of the 646 multi-vehicle crashes involving a motorcycle in 2015.

Resulting Fatalities and Serious Injuries from Multi-Vehicle Crashes Involving at Least
One Motorcycle, 2015

Ranked by All Fatalities and Serious Injuries

County	Fatalities	Serious Injuries	All Fatalities and Serious Injuries
Hennepin	3	19	22
Ramsey	2	14	16
Anoka	1	9	10
Dakota	1	7	8
Isanti	4	1	5
Sherburne	1	4	5
Becker	0	4	4
Jackson	3	1	4
St. Louis	0	4	4
Stearns	2	2	4
Washington	1	3	4
Scott	0	3	3
Wright	1	2	3
Aitkin	1	1	2
Blue Earth	2	0	2
Fillmore	0	2	2
Goodhue	1	1	2
Kanabec	0	2	2
Lyon	1	1	2
Olmsted	0	2	2
Otter Tail	1	1	2
Redwood	0	2	2
Renville	0	2	2
Winona	0	2	2
Carver	0	1	1
Chisago	0	1	1
Faribault	1	0	1
Itasca	1	0	1
Lake	0	1	1
McLeod	0	1	1
Sibley	0	1	1
Wabasha	1	0	1
Beltrami	0	0	0
Benton	0	0	0
Big Stone	0	0	0
Brown	0	0	0
Carlton	0	0	0
Cass	0	0	0
Chippewa	0	0	0
Clay	0	0	0
Clearwater	0	0	0
Cook	0	0	0
Cottonwood	0	0	0
Crow Wing	0	0	0
Dodge	0	0	0

Douglas	0	0	0
Freeborn	0	0	0
Grant	0	0	0
Houston	0	0	0
Hubbard	0	0	0
Kandiyohi	0	0	0
Kittson	0	0	0
Koochiching	0	0	0
Lac Qui Parle	0	0	0
Lake of Woods	0	0	0
Le Sueur	0	0	0
Lincoln	0	0	0
Mahnomen	0	0	0
Marshall	0	0	0
Martin	0	0	0
Meeker	0	0	0
Mille Lacs	0	0	0
Morrison	0	0	0
Mower	0	0	0
Murray	0	0	0
Nicollet	0	0	0
Nobles	0	0	0
Norman	0	0	0
Pennington	0	0	0
Pine	0	0	0
Pipestone	0	0	0
Polk	0	0	0
Pope	0	0	0
Red Lake	0	0	0
Rice	0	0	0
Rock	0	0	0
Roseau	0	0	0
Steele	0	0	0
Stevens	0	0	0
Swift	0	0	0
Todd	0	0	0
Traverse	0	0	0
Wadena	0	0	0
Waseca	0	0	0
Watonwan	0	0	0
Wilkin	0	0	0
Yellow Medicine	0	0	0
2015 Total	28	94	122

The 21 counties in the media buy targeting Minnesota's metropolitan areas (shown by the greyed lines above) accounted for 93 of the 122 fatalities and serious injuries sustained in multi-vehicle crashes involving a motorcycle in 2015.

2017 Projects Not Conducted

None

Project Number:	18-07-01
Project Title:	Motorcycle Coordination
C.T.W.:	Not applicable
SHSP Emphasis:	Management Systems
Enforcement Project:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No MOE: <input type="checkbox"/> Yes \$----- <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
Description:	This project provides for a full-time Office of Traffic Safety (OTS) staff person to manage and coordinate the state funded projects of the Minnesota Motorcycle Safety Program (MMSP). The project covers appropriate employee salary, fringe benefits, and indirect costs. The primary goal of this position is to decrease the number of deaths and severe injuries suffered by motorcyclists.
Evaluation:	The evaluation will be administrative, consisting of employee performance reviews and the successful coordination and implementation of the OTS' motorcycle safety initiatives and the MMSP.
Directing Agency:	DPS: OTS
Federal Funding:	\$120,000 (402, MC) FAST ACT \$
Match:	\$1,064,619 in dedicated state motorcycle safety funds
Local Benefit:	\$0
Indirect Costs:	7.55% of salaries and fringe benefits
Equipment ≥ \$5000:	: <input type="checkbox"/> Yes* (Complete Additional Section) <input checked="" type="checkbox"/> No

Project Number:	18-07-02
Project Title:	Motorcycle Safety Support
C.T.W.:	Chapter 5; Section 4
SHSP Emphasis:	Motorcyclists
Enforcement Project:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No MOE: <input type="checkbox"/> Yes \$----- <input checked="" type="checkbox"/> No <input type="checkbox"/> N/A
Description:	This project will fund an outdoor media campaign focused on motorist awareness in Minnesota's highest counties for multi-vehicle crashes involving a motorcycle and also in those counties accounting for the most fatal and serious injuries in these same crashes. A state

wide, digital media motorist awareness campaign will also be conducted. The campaigns will be supported by earned media activities.

Evaluation: The evaluation will be administrative, consisting of the successful execution of a motorist awareness campaign by the DPS' Office of Communications (OOC).

Directing Agency: DPS: OTS

Federal Funding: \$6,000 (405F, M9MA) MAP 21
\$183,000 (405f, M9MA) FAST ACT

Match: \$0

Local Benefit: \$5,100 MAP 21 & \$155,550 FAST ACT

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-07-03

Project Title: Rider Training

C.T.W.: Chapter 5; Section 3

SHSP Emphasis: Lane Departure, Motorcyclists

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project funds a half time rider training project manager and provides for classroom and training range facilities and 160 RiderCoaches for basic, experienced, skills re-test, moped, advanced and expert courses at thirty sites through an interagency contract with Minnesota State Colleges and Universities (MNSCU).

Evaluation: An administrative evaluation will be conducted comparing planned and completed activities.

Directing Agency: DPS: OTS through an interagency contract with MNSCU.

Federal Funding: \$0
\$

Match: \$570,119 in state funding

Local Benefit: \$0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-07-04

Project Title: Public Information and Media Relations

C.T.W.: Chapter 5; Section 4

SHSP Emphasis: Impaired Roadway Users, Motorcyclists

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project funds a full time information officer and provides for a motorcycle safety campaign, public information and education activities, and media relations through the DPS' OOC and funds advertising through the OTS media contract.

Evaluation: An administrative evaluation will be conducted comparing planned and completed activities.

Directing Agency: DPS: OTS through the DPS' OOC.

Federal Funding: \$0

\$

Match: \$280,000 in state funding

Local Benefit: \$0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-07-05

Project Title: Motorcycle Testing and Licensing

C.T.W.: Chapter 5; Section 3

SHSP Emphasis: Management Systems, Motorcyclists

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project conducts evening hours for motorcycle skills testing at select exam stations throughout Minnesota and provides for the training, testing, and auditing of RiderCoaches operating as third

party testers for the MMSP. This project is conducted by the DPS' DVS.

Evaluation: An administrative evaluation will be conducted comparing planned and completed activities.

Directing Agency: DPS: OTS through the DPS' DVS.

Federal Funding: \$0
\$

Match: \$35,000 in state funding

Local Benefit: \$0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-07-06

Project Title: Equipment and Supplies

C.T.W.: Chapter 5; Section 3

SHSP Emphasis: Lane Departures, Motorcyclists

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: This project provides training supplies, equipment, curriculum materials, and necessary insurances.

Evaluation: An administrative evaluation will be conducted comparing planned and completed activities.

Directing Agency: DPS: OTS

Federal Funding: \$0
\$

Match: \$14,500 in state funding

Local Benefit: \$0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number:	18-07-07
Project Title:	Transport Services
C.T.W.:	Chapter 5; Section 3
SHSP Emphasis:	Management Systems
Enforcement Project:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No MOE: <input type="checkbox"/> Yes \$----- <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
Description:	This project provides for the scheduling and transportation of training motorcycles to, from and between MNSCU training sites during Minnesota's rider training season through the use of contracted private and state haulers.
Evaluation:	An administrative evaluation will be conducted comparing planned and completed activities.
Directing Agency:	DPS: OTS
Federal Funding:	\$0 \$
Match:	\$30,000 in state funding
Local Benefit:	\$0
Indirect Costs:	None
Equipment ≥ \$5000:	: <input type="checkbox"/> Yes* (Complete Additional Section) <input checked="" type="checkbox"/> No

Project Number:	18-07-08
Project Title:	Mechanical Services
C.T.W.:	Chapter 5; Section 3
SHSP Emphasis:	Lane Departure, Motorcyclists
Enforcement Project:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No MOE: <input type="checkbox"/> Yes \$----- <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
Description:	This project provides for the maintenance and repair of 342 training fleet motorcycles and 29 transportation trailers through a professional services contract with Starr Cycle.
Evaluation:	An administrative evaluation will be conducted focusing on training fleet readiness at the beginning of the training season and the timeliness and quality of necessary repairs during and after the season.
Directing Agency:	DPS: OTS

Federal Funding: \$0

\$

Match: \$135,000 in state funding

Local Benefit: \$0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Motorcycle Safety					
MAP 21					
Project Numbers 18-07-#					
#	Title	Code	Federal	Match	Local Benefit
01	Motorcycle Coordination	MC			
	<i>Subtotal MC</i>	402	\$0	\$0	\$0
02	Motorcycle Support	405f	\$6,000	\$0	\$5,100
	<i>Subtotal M9MA</i>	M9MA	\$6,000	\$0	\$5,100
03	Rider Training	State		\$570,000	
04	MC Info. & Media Rela.	State		\$280,000	
05	MC Testing & Licensing	State		\$35,000	
06	MC Equipment & Supplies	State		\$14,500	
07	MC Transport Services	State		\$30,000	
08	MC Mechanical Services	State		\$135,000	
	<i>Subtotal State Match</i>	State	\$0	\$1,064,619	\$0
	<i>Match for 402</i>				
	<i>Match for 405f</i>				
	Total Motorcycle		\$6,000	\$1,064,619	\$5,100

Motorcycle Safety					
FAST ACT					
Project Numbers 18-07-#					
#	Title	Code	Federal	Match	Local Benefit
01	Motorcycle Coordination	MC	\$120,000	\$0	\$0
	<i>Subtotal MC</i>	<i>402</i>	<i>\$120,000</i>	<i>\$0</i>	<i>\$0</i>
02	Motorcycle Support	405f	\$183,000	\$40,000	\$155,550
	<i>Subtotal</i>	<i>M9MA</i>	<i>\$183,000</i>	<i>\$40,000</i>	<i>\$155,550</i>
03	Rider Training	State			
	MC Public Info & Media				
04	Relations	State			
05	MC Testing & Licensing	State			
06	MC Equipment & Supplies	State			
07	MC Transport Services	State			
08	MC Mechanical Services	State			
	<i>Subtotal State Match</i>	<i>State</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>
	<i>Match for 402</i>				
	<i>Match for 405f</i>				
	Total Motorcycle		\$303,000	\$40,000	\$155,550

18-09 Roadway Safety

Minnesota has not yet passed sufficiently stringent laws related to repeat DWI offenders; therefore, a percentage of federal funds are being transferred from construction to safety activities. Half of those Section 164 funds are dedicated to engineering safety improvements to roadways. However, beginning with MAP-21, this funding is no longer being transferred to public safety first. The 164HE roadway safety projects are being funded with the remaining carry forward funding from 2012; MnDOT presently has all but approximately \$110,000 under agreement to projects that are expected (but not guaranteed) to be completed in federal 2017. Because of the possibilities of supplemental agreements and change orders; they need to hold that amount for contingencies.

In addition, the TZD effort is supported by OTS NHTSA funding to the Center for Transportation at the University of Minnesota to schedule and track committee meetings, provide notes, and update TZD documents.

2017 Projects Not Conducted

None

Project Number:	18-09-01
Project Title:	Toward Zero Deaths Support
C.T.W.:	Not Applicable
SHSP Emphasis:	Data Management
Enforcement Project:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No MOE: <input type="checkbox"/> Yes \$----- <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
Description:	This project will identify and document state matching funds for the 405c data improvement projects
Evaluation:	The object of the project is to maintain on-going committees that will work toward efforts designed to reach the goal of reducing traffic deaths to zero. The Leadership Committee consists of leaders from OTS, MSP, MnDOT, Department of Health, and the Center for Transportation Studies (CTS) at the University of Minnesota and meets monthly. The Program Committee consists of representatives from the various traffic safety stakeholders – traffic safety advocates, consultants, non-profit organizations, and other committees in addition to the above governmental organizations and meets after the quarterly Traffic Safety Breakfasts. A third, Commissioner-level Executive Advisory Committee was formed in 2013 and meets annually. In addition, a working group, communications, legislative and co-chair meetings are supported. Funds will be used to provide staff support for the committees and the overall TZD effort, printing costs, light refreshments for quarterly Traffic Safety Breakfasts, and costs to update the TZD website.

Directing Agency: DPS/OTS through grant with Center for Transportation Studies at the University of Minnesota

Federal Funding: \$ 50,000 (402, RS) MAP 21
\$300,000 (402, RS) FAST ACT

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: 33% of total

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-09-02

Project Title: Intersection Safety Countermeasure Deployment

C.T.W.: Not applicable

SHSP Emphasis: Intersections

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: MnDOT has identified intersections with a high number of serious crashes that can be made safer through the deployment of intersection safety countermeasures. This project will deploy rural intersection conflict warning systems, reduced conflict U-turn intersections, turn lanes, and roundabouts to improve safety at these intersections.

Evaluation: An administrative evaluation will be conducted comparing planned and completed projects.

Directing Agency: MnDOT through a grant from DPS/OTS

Federal Funding: \$ 3,800,000 (164, 164HE)

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Project Number: 18-09-03

Project Title: Roadway Safety Evaluation and Planning

C.T.W.: Not applicable

SHSP Emphasis: Management Systems

Enforcement Project: Yes No | **MOE:** Yes \$----- No N/A

Description: MnDOT will be evaluating roadway safety countermeasures, plans and planning processes. This project will also fund any new planning processes undertaken as a result of these roadway safety evaluations.

Evaluation: An administrative evaluation will be conducted comparing planned and completed projects.

Directing Agency: MnDOT through a grant from DPS/OTS

Federal Funding: \$ 200,000 (164, 164HE)

Match: \$ 0

Local Benefit: \$ 0

Indirect Costs: None

Equipment ≥ \$5000: : Yes* (Complete Additional Section) No

Roadway Safety

MAP 21

Project Numbers 18-09-#

#	Title	Code	Federal	Match	Local Benefit
01	TZD Support	RS	\$50,000	\$0	\$0
	<i>Subtotal</i>	<i>RS</i>	<i>\$50,000</i>	<i>\$0</i>	<i>\$0</i>
02	Intersections	164HE	\$3,800,000.00		
03	Evaluation & Planning	164HE	\$200,000.00		
	<i>Subtotal</i>		<i>\$4,000,000</i>	<i>\$0</i>	<i>\$0</i>
Roadway Safety Total			\$4,050,000	\$0	\$0

Roadway Safety

FAST ACT

Project Numbers 18-09-#

#	Title	Code	Federal	Match	Local Benefit
01	TZD Support	RS	\$200,000	\$0	\$0
	<i>Subtotal</i>	<i>RS</i>	<i>\$200,000</i>	<i>\$0</i>	<i>\$0</i>
Roadway Safety Total			\$200,000.00	\$0	\$0

Attachment 1

Minnesota Population Projections by Age and Gender, Showing Percent Change from 2016 Population Estimates, 2016-2025

Minnesota State Demographic Center, December 2016

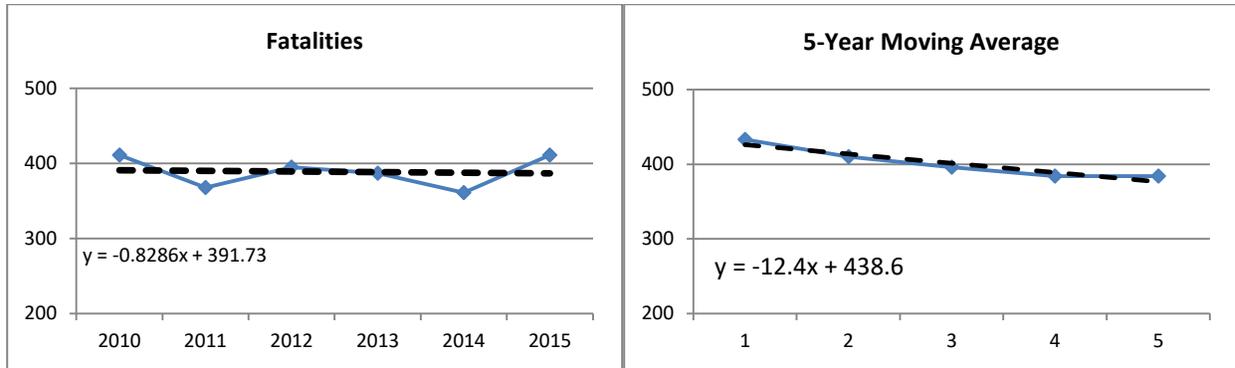
Year	2016			2020			2025		
AGE	Total	Males	Females	Total	Male	Female	Total	Male	Female
Total	5,541,669	2,755,872	2,785,797	5,687,161	2,829,948	2,857,213	5,844,466	2,908,579	2,935,887
				3%	3%	3%	5%	6%	5%
0-4	352,495	180,242	172,253	356,745	181,951	174,794	356,161	181,969	174,192
				1%	1%	1%	1%	1%	1%
5-9	359,865	183,736	176,129	357,786	183,160	174,626	363,495	185,345	178,150
				-1%	0%	-1%	1%	1%	1%
10-14	363,183	185,374	177,809	367,170	187,226	179,944	363,559	186,086	177,473
				1%	1%	1%	0%	0%	0%
15-19	360,305	184,294	176,011	367,844	187,793	180,051	373,770	190,527	183,243
				2%	2%	2%	4%	3%	4%
20-24	361,875	183,361	178,514	356,727	182,346	174,381	365,866	186,551	179,315
				-1%	-1%	-2%	1%	2%	0%
25-29	364,735	186,430	178,305	375,379	189,604	185,775	368,975	188,324	180,651
				3%	2%	4%	1%	1%	1%
30-34	385,192	194,150	191,042	377,407	192,566	184,841	388,606	196,002	192,604
				-2%	-1%	-3%	1%	1%	1%
35-64	2,154,302	1,079,079	1,075,223	2,162,837	1,082,830	1,080,007	2,132,773	1,070,542	1,062,231
				0%	0%	0%	-1%	-1%	-1%
65-69	283,819	138,393	145,426	317,061	155,071	161,990	353,008	172,068	180,940
				12%	12%	11%	24%	24%	24%
70-74	192,221	91,197	101,024	245,087	117,456	127,631	291,431	140,394	151,037
				28%	29%	26%	52%	54%	50%
75-79	139,405	63,586	75,819	165,489	76,362	89,127	216,039	100,985	115,054
				19%	20%	18%	55%	59%	52%
80+	224,272	86,030	138,242	237,629	93,583	144,046	270,783	109,786	160,997
				6%	9%	4%	21%	28%	16%

Attachment 2

C-1 Fatalities

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Traffic Fatalities	411	368	395	387	361	411	387*	386*	385*
5-Year Averages	458	433	410	396	384	384	364*	352*	339*
PM Target							400	385	375

*Projected

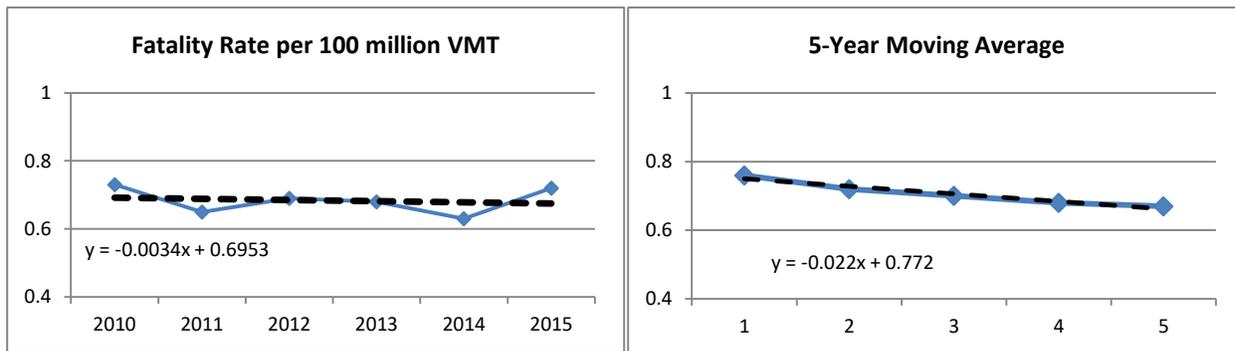


Minnesota has made remarkable gains in traffic safety over the past ten years. As to be expected, the yearly gains are becoming smaller. The performance measure targets are set between the projections based on yearly numbers and those based on 5-year averages and in conjunction with DOT for 2018.

C-3 Fatality Rate

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fatality Rate	0.73	0.65	0.69	0.68	0.63	0.72	0.67*	0.67*	0.67*
5-Year Averages	0.80	0.76	0.72	0.70	0.68	0.67	0.64*	0.62*	0.60*
PM Target							0.67	0.65	0.62

*Projected

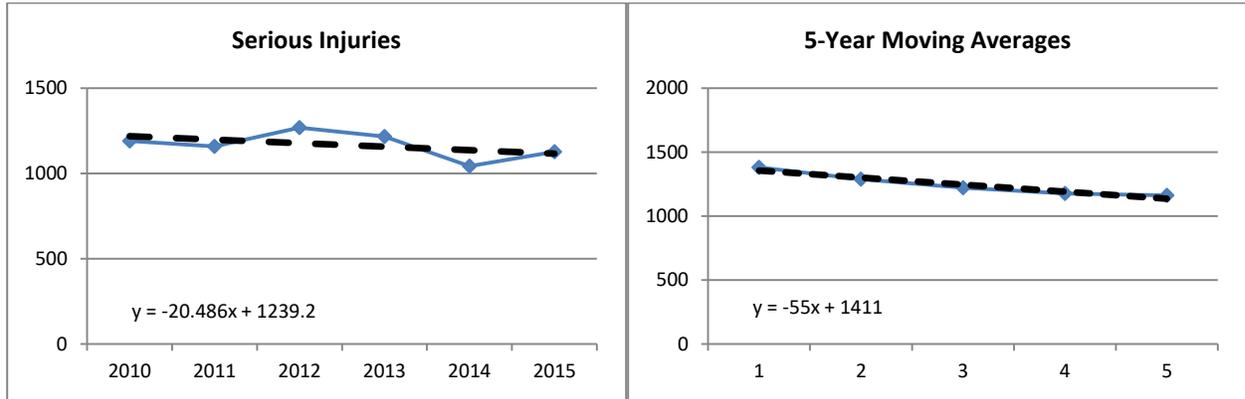


Minnesota has seen fairly consistent gains in VMT as fatalities continue to decrease, however 2015 saw the first increase in the fatality rate since 2010. . The performance measure targets are set between the projections based on yearly numbers and those based on 5-year averages and in conjunction with DOT for 2018.

C-2 Serious Injuries

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Traffic Injuries	1,191	1,159	1,268	1,216	1,044	1,127	1,116*	1,096*	1,075*
5-Year Averages		1,382	1,288	1,221	1,176	1,163	1,081*	1,076*	971*
PM Target							2,000	1,950	1,935

*Projected

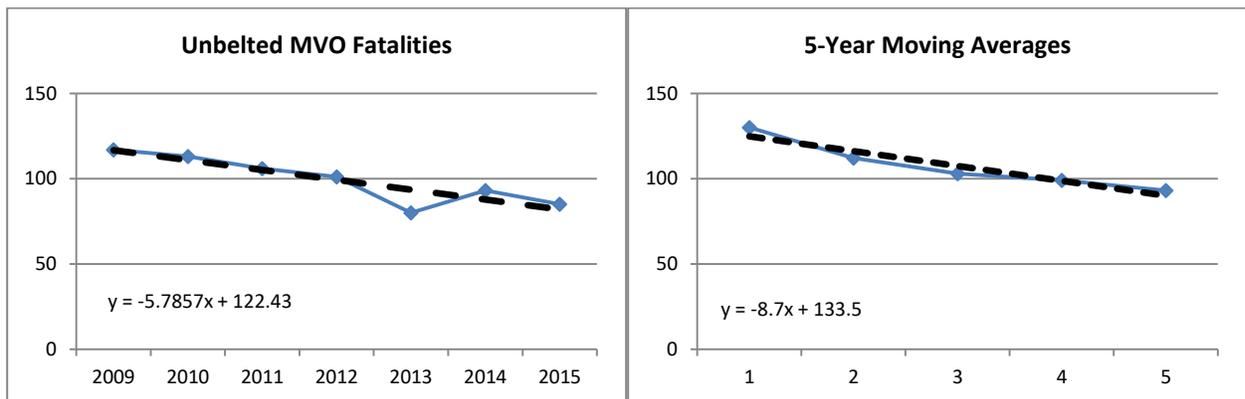


Although serious injuries have not enjoyed as dramatic a decline in recent years in Minnesota the trend is still a downward one. The performance measure targets reflect a change in Serious Injury definition implemented in MNCrash in 2016 and in conjunction with DOT for 2018.

C-4 Unrestrained Occupant Fatalities

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Traffic Fatalities	113	106	101	80	93	85	88*	82*	76*
5-Year Averages	145	130	112	103	99	93	81*	73*	64*
PM Target							88	82	76

*Projected

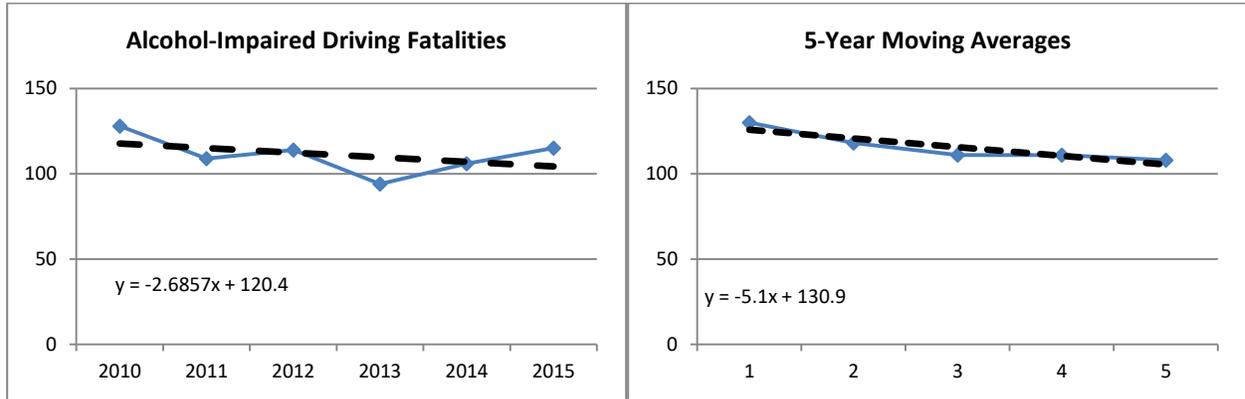


As with many trends in Minnesota, the number of unrestrained occupant fatalities has seen a leveling off after many years of great progress. It is unrealistic to expect high continual gains. The performance measure targets are set at the projections based on yearly numbers.

C-5 Alcohol Impaired Driving Fatalities

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Traffic Fatalities	128	109	114	95	108	115	104*	102*	99*
5-Year Averages	138	130	118	111	111	108	100*	95*	90*
PM Target							104	102	99

*Projected

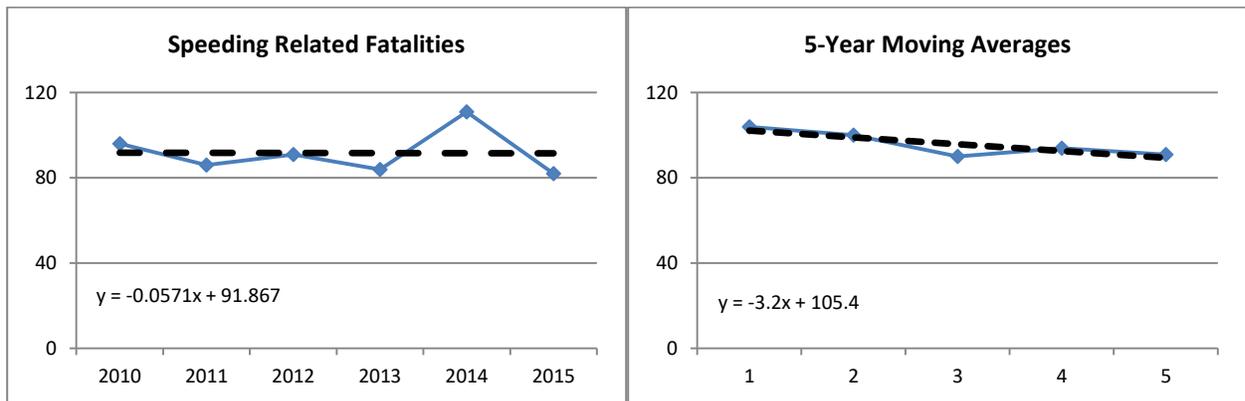


The number of alcohol impaired driving fatalities continues the downward trend. The performance measure targets are aligned with the projection of the yearly numbers, which has a more gradual slope and is more likely to project actual future fatalities.

C-6 Speeding Related Fatalities

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Traffic Fatalities	96	86	91	84	111	82	92*	91*	91*
5-Year Averages	113	104	100	90	94	91	86*	83*	80*
PM Target							89	87	86

*Projected

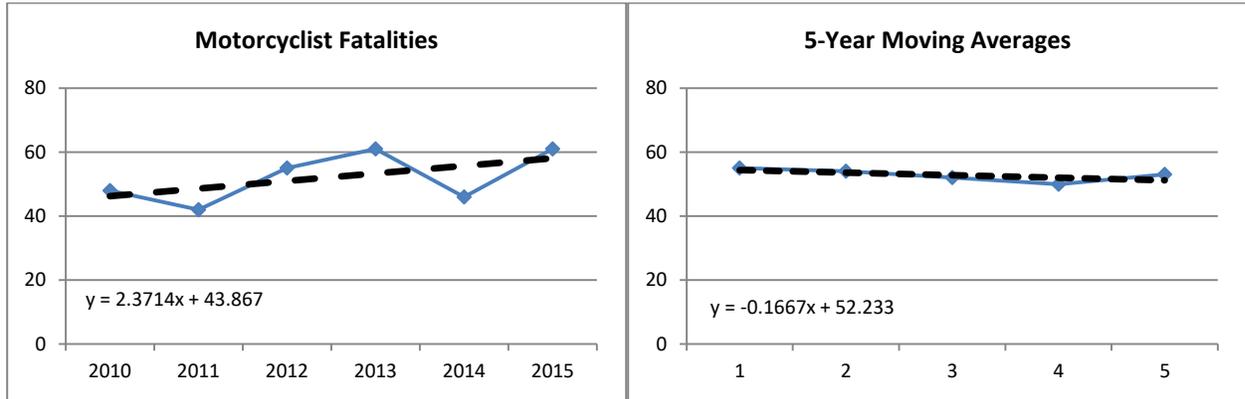


Minnesota has made remarkable gains in traffic safety over the past ten years. As to be expected, the yearly gains are becoming smaller. The performance measure targets are set at the average of the projections based on yearly numbers and those based on 5-year averages.

C-7 Motorcyclist Fatalities

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Traffic Fatalities	48	42	55	61	46	61	58*	60*	63*
5-Year Averages	60	55	54	52	50	53	51*	51*	51*
PM Target							60	60	60

*Projected

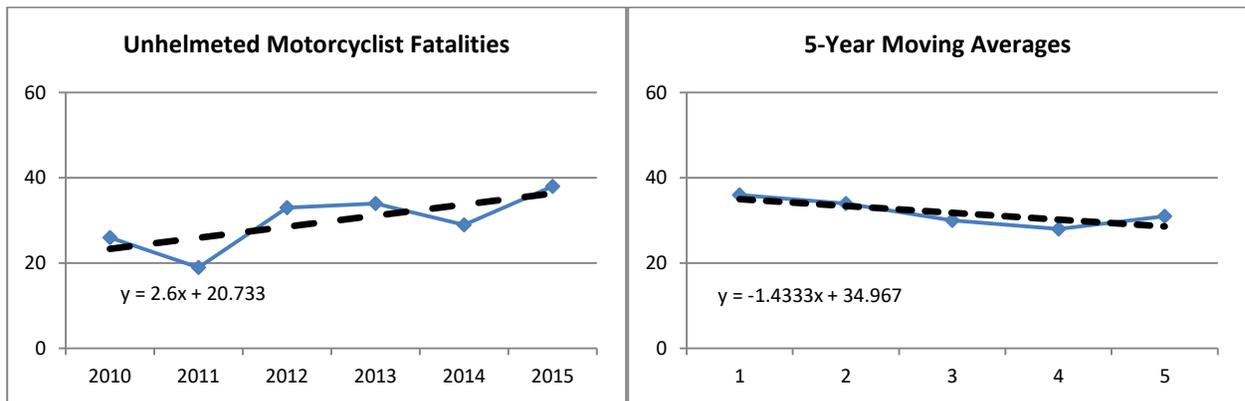


The performance measure targets are set using the projections of the yearly fatalities because the slope has begun to rise rather than fall. The Target is set to stop the increase.

C-8 Unhelmeted Motorcyclist Fatalities

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Traffic Fatalities	26	19	33	34	29	38	36*	39*	42*
5-Year Averages	43	36	34	30	28	31	26*	25*	24*
PM Target							40	40	40

*Projected

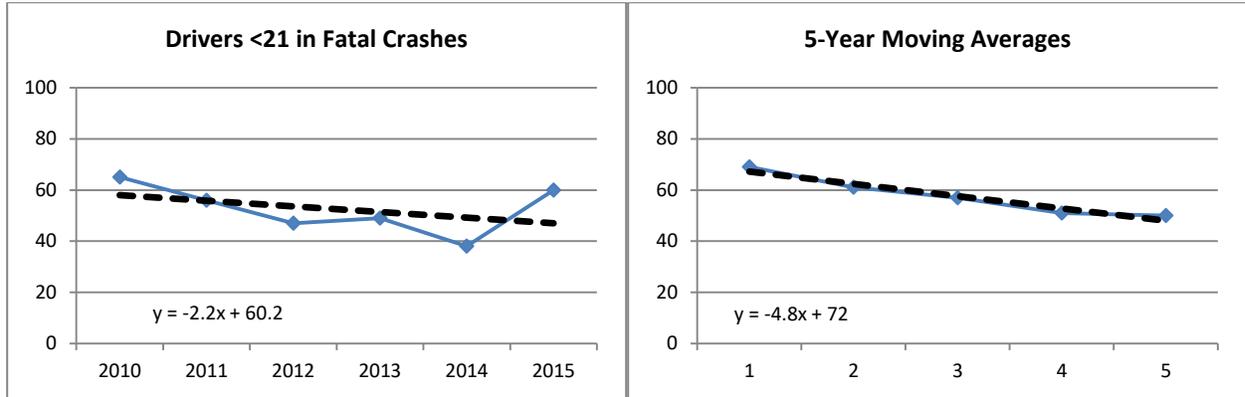


The performance measure targets are aligned with the projection of the yearly number of unhelmeted motorcyclist fatalities and reflect a maintenance target. The performance measure targets are set using the projections of the yearly fatalities because the slope has begun to rise rather than fall. The Target is set to stop the increase.

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

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Drivers <21	65	56	47	49	38	60	47*	45*	43*
5-Year Averages	80	69	61	57	51	50	43*	38*	34*
PM Target							49*	47*	45*

*Projected

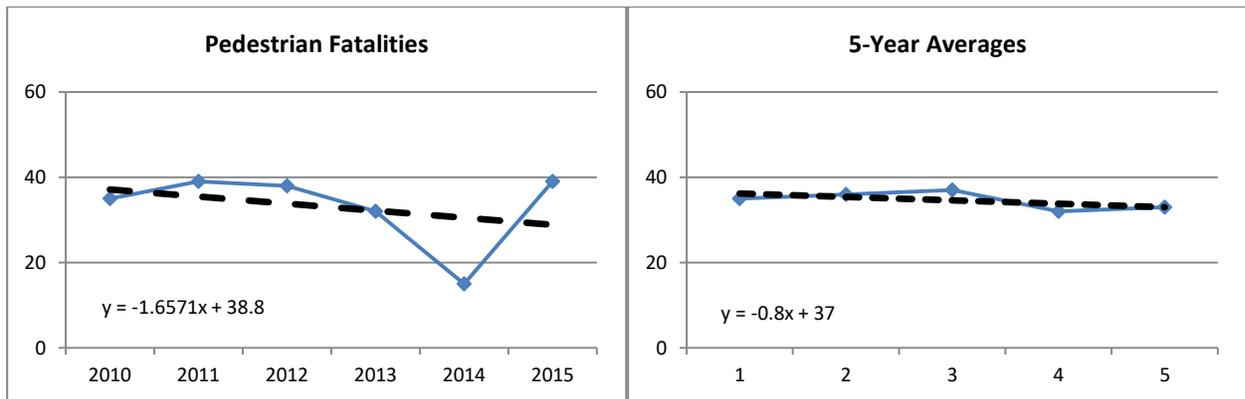


The performance measure targets are 4% above the projection projections based on yearly numbers in line with a projected 4% increase in Minnesota in that age group.

C-10 Pedestrian Fatalities

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Traffic Fatalities	35	39	38	32	15	39	29*	27*	26*
5-Year Averages	35	35	36	37	32	33	32*	31*	31*
PM Target							35	34	33

*Projected

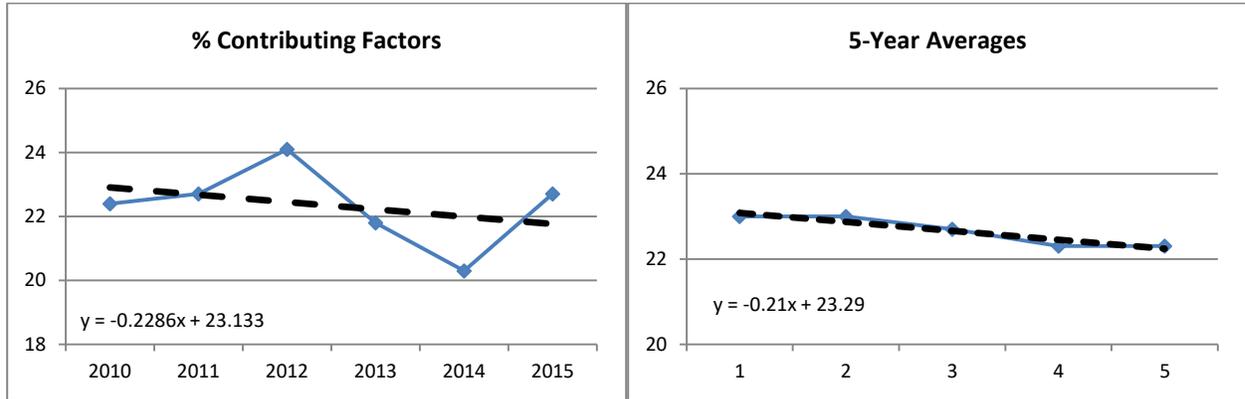


The performance measure targets are set above both the projections based on yearly numbers and those based on 5-year averages because of an unusually low number in 2014 and increased societal emphasis on walking.

% of Contributing Factors in multi vehicle crashes where Driver Inattention/Distraction was listed

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Percentage	22.4	22.7	24.1	21.8	20.3	22.7	21.8*	21.5*	21.3*
5-Year Averages		23.0	23.0	22.7	22.3	22.3	22.0*	21.8*	21.6*
PM Target							22.9	22.8	22.7

*Projected

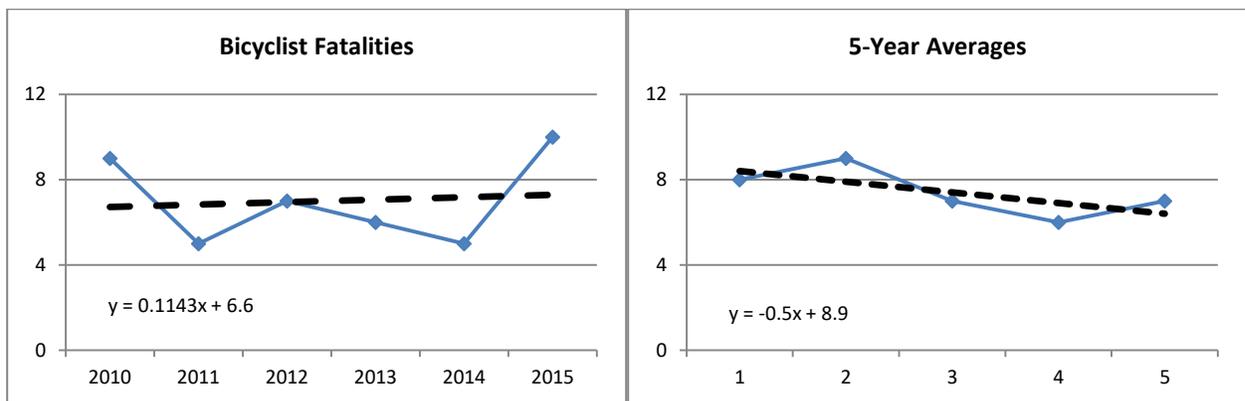


This measure looks at contributing factors in multi-vehicle crashes. It is the percentage of all contributing factors listed that were “Driver Inattention/Distraction”. The performance measure targets are set above the projections due to increased visibility of this area and the change in reporting that began in 2016.

C-11 Bicyclist Fatalities

Forecast Year		1	2	3	4	5	6	7	8
Actual Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Traffic Fatalities	9	5	7	6	5	10	7*	7*	8*
5-Year Averages	9	8	9	7	6	7	6*	6*	5*
PM Target							8	8	8

*Projected



The performance measure targets are set above both the projections based on yearly numbers and those based on 5-year averages because of increased societal emphasis on cycling.

Attachment 3

2013 – 2015 Fatal & Serious Injury Data (Partial Example)

County	All	Speed-Related	Distracted-Related	Alcohol-Related	Unrestrained Motor Vehicle Occupant
Aitkin	26	9	2	4	6
Anoka	226	34	34	46	37
Becker	38	7	6	13	12
Beltrami	46	7	10	21	12
Benton	44	7	12	12	6
Big Stone	6	0	1	0	3
Blue Earth	54	8	10	17	12
Brown	29	18	7	7	10
Carlton	52	12	6	9	8
Carver	57	11	13	14	9
Cass	49	15	6	21	16
Chippewa	33	7	3	7	11
Chisago	56	4	16	10	13
Clay	51	14	8	13	12
Clearwater	10	4	3	4	2
Cook	4	1	1	2	2
Cottonwood	19	1	5	7	5
Crow Wing	75	12	19	19	15
Dakota	268	45	52	46	30
Dodge	14	5	2	4	6
Douglas	38	6	4	8	10
Faribault	23	7	5	6	11
Fillmore	25	0	4	10	4
Freeborn	28	4	2	12	6
Goodhue	74	15	12	16	16
Grant	9	1	2	3	1
Hennepin	742	121	134	141	68
Houston	17	6	3	2	3
Hubbard	29	6	5	9	7
Isanti	50	11	10	13	11
Itasca	62	10	15	14	11
Jackson	25	6	3	3	8
Kanabec	16	1	5	2	3
Kandiyohi	56	12	14	14	16
Kittson	9	2	4	4	3

**APPENDIX A TO PART 1300 –
CERTIFICATIONS AND ASSURANCES
FOR HIGHWAY SAFETY GRANTS
(23 U.S.C. CHAPTER 4; SEC. 1906, PUB. L. 109-59,
AS AMENDED BY SEC. 4011, PUB. L. 114-94)**

[Each fiscal year, the Governor’s Representative for Highway Safety must sign these Certifications and Assurances affirming that the State complies with all requirements, including applicable Federal statutes and regulations, that are in effect during the grant period. Requirements that also apply to subrecipients are noted under the applicable caption.]

State: Minnesota Fiscal Year: 2018

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor’s Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL PROGRAMS

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

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsr.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSR.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination (“Federal Nondiscrimination Authorities”). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), **and Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, sub-recipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,

public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR at 74087 to 74100).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted.
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require any of its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Insert in all contracts and funding agreements with other State or private entities the following clause:

“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

- b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in Appendix B of 49 CFR part 21 and herein;
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs a through e, in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - o The dangers of drug abuse in the workplace.
 - o The grantee's policy of maintaining a drug-free workplace.
 - o Any available drug counseling, rehabilitation, and employee assistance programs.
 - o The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - o Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - o Abide by the terms of the statement.
 - o Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction.
- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –

- o Taking appropriate personnel action against such an employee, up to and including termination.
 - o Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

POLITICAL ACTIVITY (HATCH ACT)
(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508), which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING
(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who

fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING
(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION
(applies to subrecipients as well as States)

Instructions for Primary Certification (States)

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarment*, *suspension*, *ineligible*, *lower tier*, *participant*, *person*, *primary tier*, *principal*, and *voluntarily excluded*, as used in this clause, have the

meaning set out in the Definitions and coverage sections of 2 CFR Part 180. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

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

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction, debarment, suspension, ineligible, lower tier, participant, person, primary tier, principal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 2 CFR Part 180. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification

Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency with which this transaction originated may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

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

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

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

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase only steel, iron and manufactured products produced in the United States with Federal funds, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase

foreign produced items, the State must submit a waiver request that provides an adequate basis and justification to and approved by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE
(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcycleists.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably

equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

3. The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
4. At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
6. The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
7. The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seatbelts by occupants of motor vehicles;
 - Submission of information regarding mobilization participation in accordance with 23 CFR part 1300.11(d)(6)(ii);
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
 - An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;
 - Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
 - Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

8. The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))
9. The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

The State: **[CHECK ONLY ONE]**

Certifies that automated traffic enforcement systems are not used on any public road in the State;

OR

Is unable to certify that automated traffic enforcement systems are not used on any public road in the State, and therefore will conduct a survey meeting the requirements of 23 CFR 1300.13(d)(3) AND will submit the survey results to the NHTSA Regional office no later than March 1 of the fiscal year of the grant.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.

Donna Berger
Signature Governor's Representative for Highway Safety

6/20/2017
Date

Donna Berger

Printed name of Governor's Representative for Highway Safety