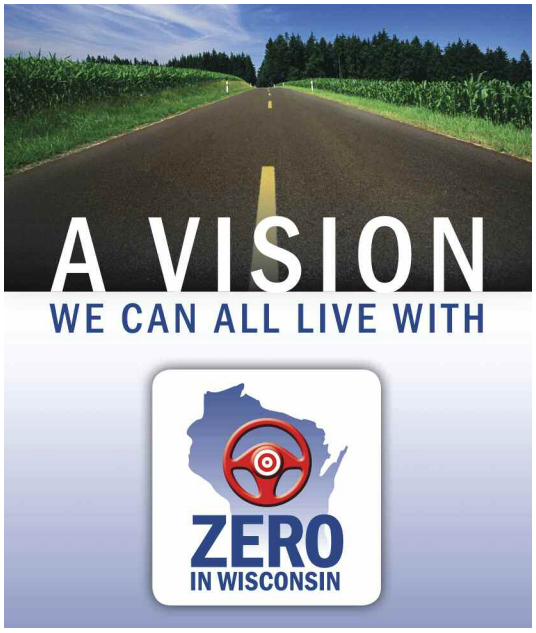
STATE of WISCONSIN
FEDERAL FISCAL YEAR 2010
HIGHWAY SAFETY PROGRAM ANNUAL REPORT



Jim Doyle
Governor of Wisconsin

Frank J. Busalacchi
Governor's Representative for Highway Safety

Major Daniel W. Lonsdorf
Highway Safety Coordinator

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December 28, 2010

On behalf of the Wisconsin Department of Transportation, Bureau of Transportation Safety (BOTS), I am pleased to present the State of Wisconsin's Annual Report of federal fiscal year 2010 Highway Safety program activities. Many of the traffic crash reductions on our roads can in part, be linked to the programs described within this Report.

The Report identifies behavioral strategies leveraged with both state and federal Highway Safety funds and the subsequent activities undertaken by our many safety partners in support of our safety objectives.

While human behavior can be unpredictable at times, causational trends in traffic crashes become evident by which the consistent application of countermeasures has proven to be effective in reducing the likelihood of similar tragedies.

National performance measures provide insight as to progress in achieving results established in the Annual Highway Safety Plan. Contained in this Report are details of significant reductions in both traffic fatalities and serious injuries during the 2009 calendar year, far exceeding the performance objectives for these measures. Traffic fatalities alone fell 27% below the expected goal to levels not seen in Wisconsin since World War II, Serious injuries fell 21% below the expected goal in 2009.

The Wisconsin Department of Transportation continually promotes traffic safety through enforcement, engineering and education. The delivery of the many programs described in this Report collectively work toward our vision of achieving Zero Deaths on all Wisconsin Roads.

Sincerely,

Major Daniel W. Lonsdorf, Director
Bureau of Transportation Safety

FORWARD

The Wisconsin Highway Safety Program is administered by the Bureau of Transportation Safety (BOTS), which is within the Wisconsin State Patrol. The Wisconsin State Patrol is a Division of the Wisconsin Department of Transportation (WisDOT). The Secretary of Transportation, Frank Busalacchi, is the Governor's Highway Safety Representative and Major Daniel Lonsdorf, Director of BOTS, is the State Highway Safety Coordinator.

Mission

The mission of the Bureau is the coordination of statewide behavioral highway safety program and making effective use of all highway safety funds and other resources. To provide leadership, partnership, innovation, and program support for Wisconsin's traffic safety activists, professionals, and organizations, and to decrease crashes, deaths, and injuries on all of Wisconsin's roadways.

Highway Safety Planning and Administration functions are performed by state- and federal-funded Bureau of Transportation Safety staff, with the assistance of other safety professionals within WisDOT and throughout the state. Planning and Administration functions overlap with Traffic Records functions, as well as with WisDOT planning; jointly they produce high-quality data-driven reports, fact sheets, and other publications including the Highway Safety Performance Plan as well as this document, which reports on the fiscal performance of the Bureau and it's adherence to the Highway Safety Performance Plan.

Funds

More than $19 Million of federal Highway Safety formula and incentive grants were programmed during federal fiscal year 2010. These include:

- Section 402 State and Community Highway Safety Grant Funds
- Section 405 Occupant Protection Incentive Funds
- Section 406 Safety Belt Incentive Funds
- Section 408 Data Program Funds
- Section 410 Alcohol Incentive Funds
- Section 1906 Traffic Stop Data Collection Funds
- Section 2010 Motorcycle Safety and Education Funds
- Section 2011 Child Passenger Safety Funds
- Section 403 Demonstration Grants

The WisDOT is the designated state agency for managing $350,000 USDOJ Office of Juvenile Justice Delinquency Prevention Program Enforcing Underage Drinking funds.

The Bureau of Transportation Safety also administers more than $2 million in State of Wisconsin funds for required administrative match, transportation safety planning and policy analysis, pedestrian and bicycle safety, the Safe Rides, Pretrial Intensive Supervision, and the State Motorcycle Rider Education programs.

Goal

Goals for this Federal Fiscal Year 2010 Annual Report are set and committed to in the 2010 Highway Safety Performance Plan. The goals of that document and results laid out in this document both use 2009 calendar year data.

FORWARD

The Governor's Highway Safety Association (GHSA) and the National Transportation Safety Administration (NHTSA) agreed to a minimum set of performance measures to be used in the development of Highway Safety Performance Plans (HSPP). The agreed upon performance measures, goals, and the results of the corresponding calendar year are summarized below in the matrix.

	2003	2004	2005	2006	2007	2008	03'-07' Average	2009 Goal	2009 Actual
C1. Number of traffic fatalities.	848	792	815	724	756	605	787	748	542
C2. Number of 'A' injuries in traffic crashes.	5602	5257	5129	4874	4982	4356	5168.8	4,910	3,854
C3. Fatalities/VMT									
Total	1.42	1.31	1.36	1.22	1.27	1.05	1.316	1.25	0.93
Rural	2.27	2.04	1.95	1.73	1.78	1.53	1.954	1.86	1.52
Urban	0.57	0.67	0.82	0.76	0.81	0.62	0.726	0.69	0.41
C4. Number of unrestrained passenger vehicle occupant fatalities, all seat positions.	355	350	358	296	298	222	331.4	314.83	208
C5. Number of fatalities in crashes involving a driver or MC operator with a BAC of .08 and above.	304	297	322	307	314	208	308.8	293.36	238
C6. Number of speeding-related fatalities.	265	295	294	283	279	198	283.2	269.04	183
C7. Number of motorcyclist fatalities.	103	80	93	93	109	89	95.6	90.82	82
C8. Number of unhelmeted motorcyclist fatalities.	77	61	72	69	79	68	71.6	68.02	51
C9. Number of drivers age 20 or younger involved in fatal crashes.	169	145	147	141	144	114	149.2	141.74	85
C10. Number of pedestrian fatalities.	54	54	44	55	58	53	53	50	35
B1. Observed seatbelt use for passenger vehicles, front	69.8%	72.4%	73.3%	75.4%	75.3%	74.2%	73.24%	76.9%	73.8%

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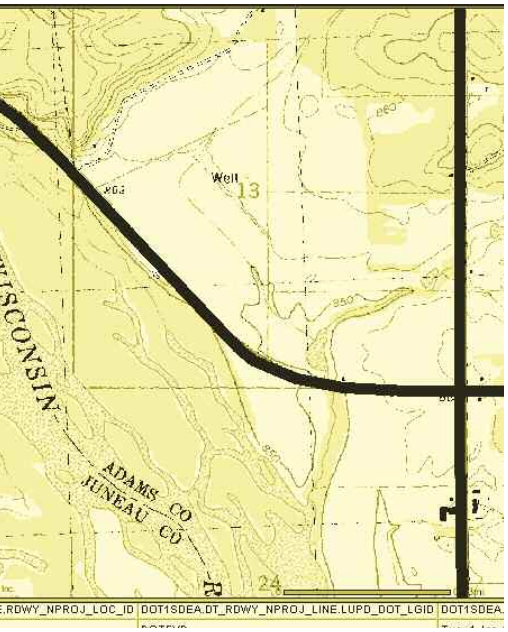
PLANNING AND ADMINISTRATION



PERFORMANCE GOALS AND MEASURES

Federal highway safety and related funds are distributed into science-based, targeted activities that are most likely to decrease the burden of crashes, deaths and injuries on Wisconsin roadways. The activities will be administered following state and federal rules and guidelines. The effectiveness of funded and non-funded activities in meeting national, state and priority program goals is evaluated and results are incorporated into planning future activities.

- Produced timely, accurate and complete plans and reports in 2010.
- Administer planned activities by end of FFY2010.
- Incorporated budget liquidation plan into HSPP planning process and spent down set-aside funds in a timely manner.
- Documented financial management and program management.

Budget Notes: Program Budgets reflect monies administered by BOTS; Total Match, including monies administered by other entities, is shown in the Fiscal Summary at the end of this report. All state expenditures throughout document are reported on a state fiscal year basis.

Program Management/Analysis

Activities:
Wage and fringe for Program Supervisor, Program Assistant and student LTE support the Governor's Representative for Highway Safety and the State Highway Safety Coordinator in the planning and administration of Wisconsin's Highway Safety Program. DP costs, M&S training and travel, printing and postage.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-10-01-PA	$195,000/$214,400	$224,366.32

Accomplishments:
The Bureau of Transportation Safety (BOTS) was able to fill the Program Officer position. The above expenditures were for a Program Supervisor, a Policy & Program Supervisor, a Program Assistant and two limited-term employees and all out-of-state travel expenses.

Administer the highway safety program described in the Highway Safety Performance Plan and Strategic Highway Safety Plan, coordinate safety planning, activities and resources with partners, develop and manage budget and financial monitoring system, develop and administer policies and procedures, and produce all required documents. Wage and Fringe for Director, Section Chief, 0.50 LTE, and for 2.0 FTE Analysts.

Funds	Budget Acct	Planned/Obligated	Expended
State	2010-19-01	$530,000/$530,000	$503,884.50

Accomplishments:
Wage and fringe were paid for the Director, the Section Chief, and two full-time Analysts. Training, travel, and all necessary expenses of staff and Bureau.

Planning and Administration - Budget Summary

Account	Fund	Program Activity	Planned	Obligated	Expended
2010-10-01-PA	402	Planning & Administration	$195,000	$214,400	$224,366
2010-19-01	State	Appropriation 562 Planning, Administration	$530,000	$530,000	$503,885
		Total Program	**$725,000**	**$744,400**	**$728,251**

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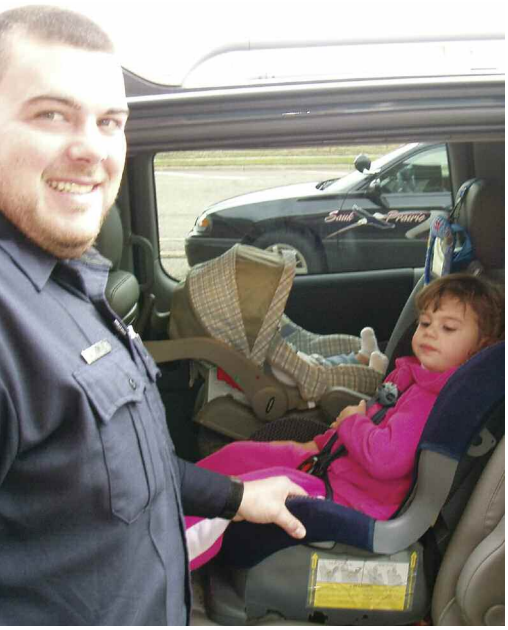
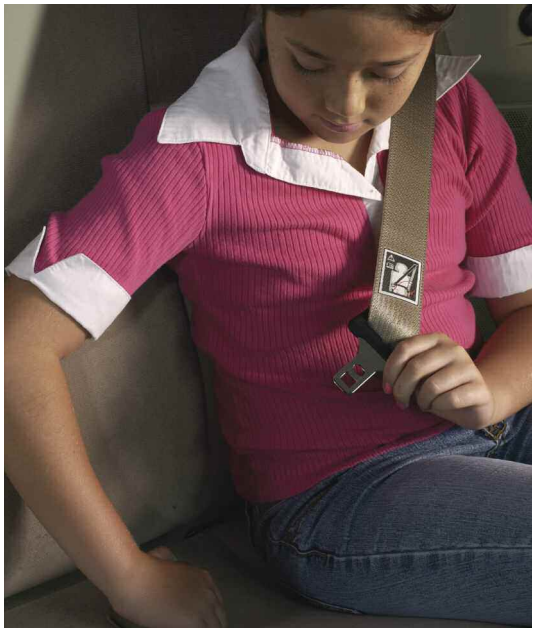
OCCUPANT PROTECTION

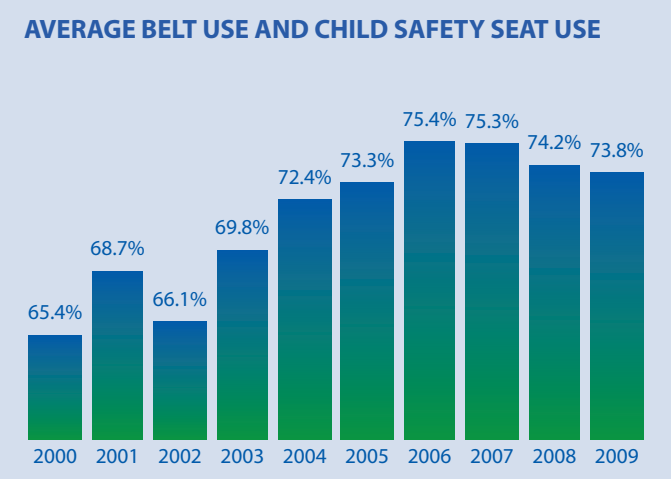




PERFORMANCE GOALS AND MEASURES

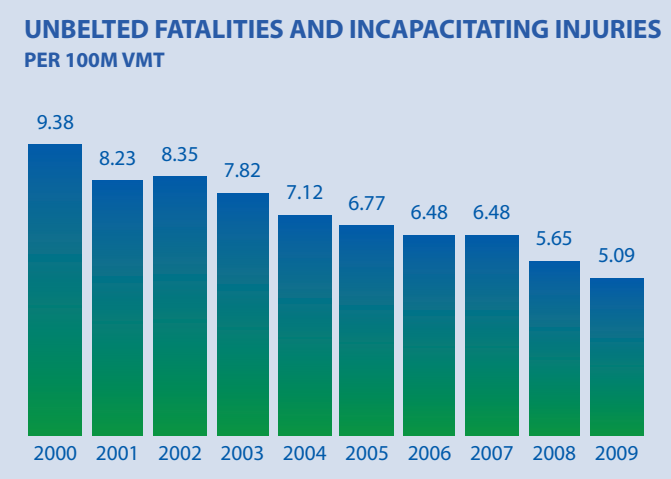
Average Belt Use and Child Safety Seat Use

2003-07 Baseline	73.2%
2009 Goal	76.9%
2009 Status	73.8%



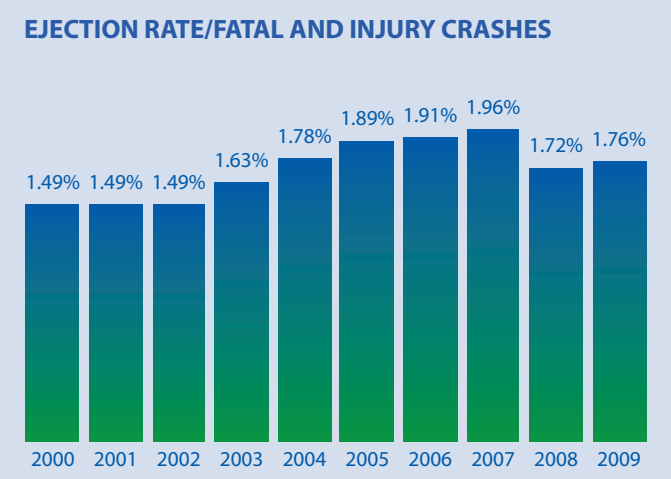
Unbelted Fatalities and Incapacitating Injuries

2003-07 Baseline	6.94/100M VMT
2009 Goal	6.59/100M VMT
2009 Status	5.09/100M VMT



Ejection Rate/Fatal and Injury Crashes

2003-07 Baseline	1.83%
2009 Goal	1.74%
2009 Status	1.76%



Child Safety Seat Installation

Our goal was to certify 120 students in the proper installation of child safety seats and increase the number of fitting stations by three in 2010. 107 new students were certified and one new fitting station was added.

Program Management

Activities:
Coordinate, plan, and manage the state Occupant Protection Program. Wage and fringe, data processing, materials and supplies, training and travel, printing, and postage are included. Continue to provide leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in occupant protection education and training. Integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs. Encourage communities and grantees to view occupant protection as a sustained effort rather than an occasional enforcement mobilization. Act as a liaison between local communities, law enforcement agencies, planners, advocacy programs, and various divisions of the DOT. Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-20-01-OP	$80,000/$0	$0.00
State	2010-29-01	$15,000/$0	$0.00

Accomplishments:
BOTS did not have anyone in this position during FFY 10. The other program managers and supervisors shared the program duties. This position was filled after the end of the fiscal year.

Regulation and Policy

Activities:
Work with employers around the state to encourage safety belt use for their employees by making it a policy. Encourage law enforcement agencies that receive Federal Highway Safety program funds to develop and enforce an employee safety belt use policy. Encourage health providers to make questions about safety belt use a regular part of their health risk screening.

Accomplishments: Law enforcement agencies that have grants with BOTS are to have or be developing a seat belt policy. BOTS was not able to work with any employers or health providers.

Public Information and Education

Activities:
Review, update, and develop materials on child passenger safety, safety belt and other OP related items for the public and more targeted for diverse populations. Create state-specific occupant protection message using CIOT and messages targeted at the teen driver. Duplicate print and video materials for distribution to the public. Review and update web-based information and materials for accuracy and to reduce printing and duplication costs. Develop training materials for law enforcement on child passenger safety. Administer youth safety belt initiatives.

Plan and contract for Paid Media for "Click It or Ticket" Mobilization, and a sustained safety belt media campaign reflecting the safety belt message.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-20-02-OP	$200,000/$200,000	$98,893.23
405	2010-25-02-K2	$325,000/$75,000	$104,589.47
402PM	2010-20-07-PM	$250,000/$775,000	$771,341.72

Accomplishments:
Developed several new seat belt ads including for urban and Spanish language audiences, new print ads, banner ads for websites, new messages to be played in cinemas, duplicated tapes for radio and TV stations for seat belt messages, close captioned ads/PSA's, printed child passenger safety materials. Aired 674 paid TV spots and 1267 paid radio spots, had 469 PSA spots aired on TV and 447 PSA spots aired on radio during CIOT Mobilization. Had 17,710 spots aired on 253 screens in 20 movie theaters around the state with a viewing audience of approximately 506,000 during the CIOT Mobilization. Had 20 delivery trucks in Madison, Milwaukee, Fox Valley, Eau Claire and Wausau areas contained a seat belt message for 2-1/2 months starting with the CIOT Mobilization. Had seat belt messages play on the Packer radio network along with live announcer reads; at the stadium during Badger football, basketball and hockey games; on the TV broadcasts of the high school championship tournaments held in the fall, winter and spring; an ad in each of the high school championship tournament programs; at the stadium for the high school football, basketball and wrestling tournaments.

Child Passenger Safety (CPS)

Activities:
Statewide Child Passenger Safety Advisory Committee. Support and Administer CPS Training. Provide additional CPS training supplies.

Funds	Budget Acct	Planned/Obligated	Expended
2011	2010-24-03-K3	$155,000/$145,000	$124,353.61

Grants for child safety restraints and fitting stations.

Funds	Budget Acct	Planned/Obligated	Expended
2011	2010-24-06-K3	$125,000/$184,976	$179,085.52

Accomplishments:
Conducted 10 CPS Training classes with 107 participants and 107 new certified technicians; Three renewal training sessions were conducted with 16 participants and 16 technicians renewed; one CPS Instructor training session was held. Two new Senior Checkers and four more Certified Instructors were added to the CPS roster. The Statewide CPS Advisory Board Committee met four times between Oct.1, 2009 and Sept. 30, 2010. WINS managed 53 grants for the distribution of 2,889 child safety seats to low income families. WINS received and made 2,973 phone calls on child safety seat issues, maintained and managed a WCPSA website, had 36 loan requests for various costumes, and organized and planned the CPS track for the annual Governor's Conference on Highway Safety.

Outreach Program

Activities:
Seatbelt and Rollover Convincer support for maintenance and upkeep, travel and 0.5 LTE.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-20-02-OP	$40,000/$40,000	$23,807.67

CPS training for law enforcement agencies, judges, and community advocates.

Funds	Budget Acct	Planned/Obligated	Expended
405	2010-25-03-K2	$50,000/$0	$0.00

Accomplishments:
The seat belt Rollover Convincer was demonstrated at 43 events, including 7 schools, to approximately 20,220 people. The CPS training trailer was transported to 9 different training locations.

CPS training for law enforcement was not conducted as a class, but a workshop for law enforcement on the child passenger law was held at the Governor's Conference on Highway Safety.

Law Enforcement

Activities:
Plan for statewide participation, voluntary, and overtime-funded, enforcement for both the national high-visibility "Click It or Ticket" Mobilization, and the Alcohol Crackdown, as well as expanded unfunded mobilizations, and mandatory funded nighttime enforcement.

Overtime Enforcement, "Click It or Ticket" CIOT.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-20-05-OP	$320,000/$488,847	$418,807.85

Law Enforcement Equipment

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-20-06-OP	$200,000/$200,000	$165,541.91

The above was originally planned for 405 funds, but was converted to 402 with direction from NHTSA.

Enforcement and Equipment. Pilot test CPS law enforcement initiative.

Funds	Budget Acct	Planned/Obligated	Expended
405	2010-25-05-K2	$575,000/$424,000	$374,558.16

Accomplishments:
In Federal Fiscal Year (FFY) 2010, 34 targeted agencies received Click It Or Ticket (CIOT) grant funding. Rather than focus only on the National Mobilization as in past years, Agencies were required to do saturation patrols during each quarter of the FFY:

- First Quarter: Booze and Belts December 7 – 15, 2009
- Second Quarter: March 9 – 17, 2010 (St Patrick's Day)
- Third Quarter: CIOT National Mobilization May 24 – June 6, 2010
- Fourth Quarter: Alcohol Crackdown August 20 – September 6, 2010

In addition, agencies were required to schedule a minimum of 50% of the hours of enforcement at night during each of the four (4) mandatory deployments, with a minimum of 4-hour shifts. For the purpose of this grant, the nighttime enforcement hours were scheduled between 9:00 p.m. – 4:30 a.m. This grant activity produced the following numbers:

SEAT BELT ENFORCEMENT
- 1,941 Officers Deployed
- 7,389.6 Hours of OT enforcement
- 5,275 Seat Belt Citations issued
- 169 OWI Citations issued
- 1,524 Speeding Citations issued

- 4,496 Written Warnings issued
- 75 Child Restraint Citations issued

CIOT MOBILIZATION

- 351 Participating Agencies
- 16,157 Seat Belt Citations
- 248 Child Restraint Citations issued
- 1,048 OWI Citations issued
- 49,559 Total Hours of enforcement

50 law enforcement agencies received $4,000 grants to purchase law enforcement related equipment for their participation in the CIOT Mobilization.

Data and Program Evaluation

Activities:
Contract for CIOT Mobilization Pre/Post Observational Surveys, CIOT Knowledge, Attitude, and Behavior (KAB) Surveys to include telephone and DMV surveys and to evaluate the effectiveness of paid media.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-20-09-OP	$175,000/$176,151	$118,219.10

Accomplishments:
Contracted with UW-Milwaukee to do a phone KAB survey that was conducted as part of an evaluation of the effect of a media and enforcement effort involving safety belt use, using the campaign slogan "Click It or Ticket,"(that took place in May and June of 2010) and which yielded the following results:

- There is a high degree of awareness (94% in the pre survey and 97% in the post survey) that Wisconsin has a law requiring seat belt use by adults.
- 82% of pre-survey and 88% of post-survey respondents say they wear a seat belt all of the time. (This is a statistically significant pre-post increase in reported seat belt use in the total sample.)
- 72% of pre-survey and 74% of post-survey respondents say the last time they did not wear a seat belt was a year or more ago or that they always wear one.
- There was a significant pre–post increase from 55% to 73% in the total sample in having seen or heard a message in the past 30 days that encourages people to wear their seat belts. The largest increase in awareness of such messages was among those aged 18–34, whose awareness increased from 45% in the pre survey to 72% in the post survey.
- The most popular source in the post survey for having seen or heard a message encouraging seat belt use and/or about enhanced seat belt enforcement was TV, which was mentioned as a source by 82% of those who had encountered such a message. This was followed by billboard (61%) and radio (57%).
- There was a statistically significant pre–post increase from 8% to 15% in the Internet as a source of such information.
- The slogan which had been seen or heard by the most people in the past 30 days in both the pre and post surveys is "Click It or Ticket," which had been encountered by 71% of pre respondents

and 83% of post respondents. (This is a statistically significant change, and the largest increase in awareness of all the slogans.)

An Observational Seat Belt Survey was conducted by UW-Whitewater and was completed in July, 2010. The statewide usage rate increased to 79.2%.

Notable Highlights

The number of seat belt convictions on the driver's record has dramatically increased since passage of the primary enforcement law.

Occupant Protection – Budget Summary

Account	Fund	Program Activity	Planned	Obligated	Expended
2010-20-01-OP	402	Program Management - Federal	$80,000	$0	$0
2010-29-01	562	Program Management – State	$15,000	$0	$0
2010-20-02-OP	402	PI&E Outreach	$240,000	$240,000	$122,701
2010-20-05-OP	402	Enforcement	$320,000	$488,847	$418,808
2010-20-06-OP	402	Equipment	$200,000	$200,000	$165,542
2010-20-09-OP	402	Evaluation	$175,000	$176,151	$118,219
2010-20-07-PM	402PM	Paid Media	$750,000	$750,000	$771,342
2010-24-03-K3	2011	Training & Support – Technical	$155,000	$145,000	$124,354
2010-24-06-K3	2011	Equipment – CSR	$125,000	$178,976	$179,086
2010-25-02-K2	405	PI&E	$325,000	$75,000	$104,589
2010-25-03-K2	405	Training & Support-Technical	$50,000	$0	$0
2010-25-05-K2	405	Enforcement	$575,000	$424,000	$374,558
		Total 402	**$1,015,000**	**$1,104,998**	**$825,270**
		Total 402PM	**$750,000**	**$750,000**	**$771,342**
		Total 2011	**$280,000**	**$323,976**	**$303,440**
		Total 405	**$950,000**	**$499,000**	**$479,147**
		Total State	**$15,000**	**$0**	**$0**
		Program Total	**$3,010,000**	**$2,677,974**	**$2,379,199**

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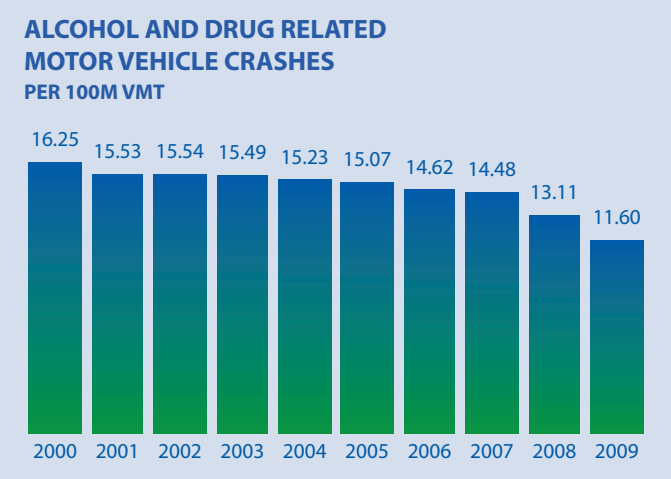
IMPAIRED DRIVING

PERFORMANCE GOALS AND MEASURES

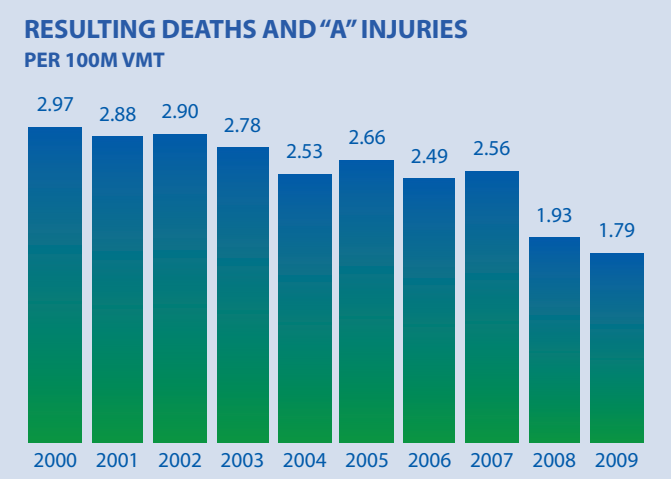
Alcohol and Drug Related Motor Vehicle Crashes

2003-07 Baseline	14.98/100M VMT
2009 Goal	14.26/100M VMT
2009 Status	11.60/100M VMT



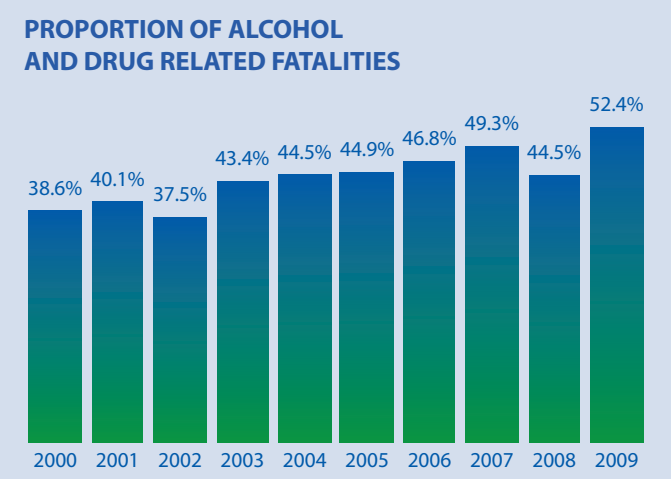
Resulting Deaths and "A" Injuries

2003-07 Baseline	2.60/100M VMT
2009 Goal	2.47/100M VMT
2009 Status	1.79/100M VMT



Proportion of Alcohol and Drug Related Fatalities

2003-07 Baseline	45.68%
2009 Goal	43.40%
2009 Status	52.40%



Program Management

Activities:
Alcohol and Youth Alcohol Program Managers coordinate, plan, and manage the state Impaired Driving programs with the assistance of a half-time employee.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-30-01-AL	$180,000/$180,000	$155,795.39

Accomplishments:
Coordinated federal application and acquisition of 410 alcohol funding. Develop, manage, and monitor alcohol grants using 402 and 410 funding as outlined in the 2010 Highway Safety Performance Plan. Solicited ideas and assisted in coordinating grants and alcohol programs in conjunction with other program managers and state partners. Aside from our normal collaboration efforts with outside partners, the Bureau gathers information to solicit input from interested partners and stakeholders such as at the Traffic Safety Commissions, meetings, conferences, and many other informal opportunities. We did lose our Impaired Driving program manager in July of 2010.

Served on the Governor's Council on Highway Safety Impaired Driving Subcommittee as support staff, and the State Council on Alcohol and Other Drug Abuse as a member. Attended the annual Prosecutor's Conference on Impaired Driving and the Impaired Driving Conference - both conducted by UW Madison Law School.

Prevention

Promote Responsible Alcohol Service

Activities:
Establish a relationship with the hospitality industry. Develop relationships with organizations and businesses to discuss the impact on employers who employ staff with drinking problems especially as it relates to driving, missed work time, and health and societal costs.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-30-02-AL	$75,000/$0	$0

Accomplishments:
No activity was completed in this area.

Promote Transportation Alternatives

Activities:
Provide alternative transportation programs in the communities during special events that serve alcohol, so that people may safely return home after drinking. Collaborate with the Tavern League of Wisconsin and other municipalities to administer the state funded Safe Ride Program throughout the state of Wisconsin. Pub Pilots - Designated driver program. Provide publicity for designated driver programs around the state. Utilize the "Zero in Wisconsin" campaign on all marketing and advertising materials. Provide access to up-to-date educational materials and current data to the public.

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-04-K8	$200,000/$93,750	$61,231.67
531	2010-39-04-State	$150,000/$400,000	$261,724.55

Accomplishments:
A total of twelve community grants were provided to pay for the cost of rides home from special events where alcohol was served throughout the summer.

"Pub Pilots" grant continued in the Wisconsin Rapids area to provide rides home from participating bars. The program provided 1,155 rides for the 12 months of operation with 740 trips.

BOTS continues to collaborate with the Wisconsin Tavern League using state funds for the Safe Ride program. Safe Ride gave 32,501 rides from July 1, 2009 to June 30, 2010 with an average cost of $5.00 per ride. A statewide Safe Ride program continues with over 48 participating leagues.

Community-Based Programs

Activities:
Pay training costs for state and local advocates and professionals to attend impaired driving and youth high-risk driving training.

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-03-K8	$25,000/$0	$0

Accomplishments:
This is reported in the youth section.

Drugged, Drowsy and Distracted Driving

Activities:
Raise awareness on the scope and dangers of impaired driving including prescription drug and illicit drug use when driving. Partner with the medical community and others to determine how the public can be more responsible and decide to choose to drive safely while under these situations.

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-02-K8	$25,000/$0	$0

Accomplishments:
No activity was completed in this section.

Activities:
Provide equipment to reduce lab time for drug testing.

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-06-K8	$100,000/$86,608	$44,692.99

Accomplishments:
The Wisconsin State Lab of Hygiene (WSLH) leased a Liquid Chromatograph Dual Tandem Mass Spectrophotometer (LC/MS/MS) used for detecting and quantifying drugs in impaired driving cases as part of a multiyear agreement. During the grant period the WSLH Toxicology Section completed validation, prepared and approved written method, and began routine testing of blood samples for THC (cannabinoids) testing of impaired driver samples. The result is a forensically acceptable testing procedure that will improve sample throughput and ultimately reduce the very large backlog of blood samples waiting for THC testing. The WSLH became one of the few laboratories in the country capable of analyzing whole blood samples from suspected impaired drivers utilizing this technology. The next step – WSLH analyst Ryan Pieters has completed his training and will train other analyst; and establish other methods "benzodiazepines" development. This process should simplify sample preparation allowing for more complete testing in a shorter period of time.

Criminal Justice System

Enforcement

Activities:
Plan statewide participation, encourage voluntary participation and provide overtime funding for the HVE Labor Day alcohol enforcement crackdown. Encourage agencies to make OWI a priority by writing citations, sponsoring media events, and working overtime in geographical areas where impaired is highest. Overtime and equipment funding for high-visibility sustained "Alcohol Saturation Patrols." Provide guidance to agencies on how to properly execute saturation patrols.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-30-05-AL	$730,000/$233,000	$205,154.11
410	2010-31-05-K8	$1,070,000/$1,456,699	$1,355,957.65

Accomplishments:
In Federal Fiscal Year 2010, 58 targeted agencies received OWI grant funding. Agencies were required to participate in both the CIOT Mobilization and the Drunk Driving Over the Limit Under Arrest alcohol crackdown. In addition to participation in those two events, agencies were required to do monthly deployments upon grant approval, and at least one High Visibility Enforcement (HVE) deployment per quarter including media. This grant activity produced the following numbers:

CRACKDOWN INFORMATION

- 4,585 officers deployed
- 20,678 hours of overtime enforcement
- 1,550 OWI citations issued
- 3,013 seatbelt citations issued
- 3,121 speeding citations issued
- 11,411 written warnings issued

Unfunded agencies also participated in the Drunk Driving. Over the Limit. Under Arrest. crackdown that included 186 agencies reporting with 10,381 hours of enforcement with 12,466 traffic stops and 14.172 citations and written warnings. From those stops there were 490 OWI arrests and 2.037 speeding tickets issued. Unfunded agencies are eligible for drawings for traffic equipment grants but do not receive enforcement overtime funding. Part of our 410 plan, increased funding for impaired driving equipment to non-funded agencies.

Wisconsin also conducted its own pre-holiday initiative, Booze and Belts, from December 7th -15th 2009. A total of 138 unfunded agencies participated resulting in 2,624 hours of enforcement with 3,043 traffic stops and 3,272 citations and written warnings. From those stops, there were 91 OWI and 404 speeding tickets issued. For all initiatives, each reporting agency completed a press release, and/or media or community activity to publicize the upcoming event.

Activities:
Continue to coordinate and partner with the Department of Justice on the Standardized Field Sobriety Testing (SFST) certification for the 520-hour training curriculum and SFST 8 Hour Drug Block Training. Support SFST training including instructor wages, printing, postage and workshops. Compensate instructors and committees on travel, meals, and lodging. Pay costs related to recertification for SFST personnel as deemed necessary by DOJ/BOTS.

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-03-K8	$30,000/$30,000	$44,508.74

Accomplishments:
SFST Program – Memorandum of Understanding between DOT/BOTS and the Department of Justice has contributed to a very successful SFST Program in the State of Wisconsin. Wisconsin Police Academies and Technical Colleges continue to work well with both state agencies. Establish policies and procedures are in place and working well. DRE/SFST State Coordinator hired and working with Regional DRE Coordinators and DRE instructors. BOTS working with Wisconsin Tech Colleges provided a SFST Instructor Update to all SFST instructors. SFST/DRE instructor school and DRE recruit class was scheduled for the 2010 fiscal year. We are working with the DRE/SFST state coordinators to assure re-certification of present DRE's.

Activities:
DRE (Drug Recognition Expert) including instructor wages, printing, postage, lodging and meals for students and instructors. Provide DRE Program Oversight Committee support. Contractor position. Additional DRE class in 2010.

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-03-K8	$75,000/$75,000	$105,290.18

Accomplishments:
The UW Law School continues to work with the Traffic Safety Resource Prosecutor to conduct the Legal Updates and all are very well attended by SFST and DRE instructors. BOTS continued to provide funding to state and local advocates and professionals to attend local and national leadership trainings.

Activities:
Provide equipment for agencies conducting enhanced year round enforcement including the Mobilization and Crackdown. Expand collaborative enforcement efforts between law enforcement agencies.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-30-06-AL	$125,000/$238,000	$166,131.09
410	2010-31-06-K8	$100,000/$227,000	$154,176.96

Accomplishments:
Provided $4,000 grants to 48 law enforcement agencies that participated as unfunded in the Crackdown to purchase law enforcement equipment related to traffic safety. BOTS provided a new PBT to 196 law enforcement agencies that had outdated or old PBT's. One hundred agencies received dry gas cylinders and regulators to help in calibrating more devices.

Publicize High Visibility Enforcement

Activities:
Plan and contract for Paid Media for the national Labor Day Alcohol Crackdown.

Funds	Budget Acct	Planned/Obligated	Expended
402PM	2010-30-07-PM	$250,000/$0	$0
410PM	2010-31-07-PM	$250,000/$250,000	$247,658.57

Accomplishments:
A total of 545 paid TV spots were aired during the Drunk Driving Over the Limit Under Arrest Crackdown, an additional 386 spots aired by the stations as PSA's. A total of 1,452 paid radio spots were aired, an additional 697 spots were aired by the stations as PSA's. 1 news conference was held to kick-off the Crackdown, with 19 additional TV stories, and 7 additional radio interviews aired and 153 stories printed in newspapers around the state. Drinking and driving messages on banners were displayed on websites. A .30 second drinking and driving radio message was aired plus a live announcer read during each of the Badger football, basketball and hockey games on the statewide Badger radio network. A Zero in WI alcohol message was played in the stadium for each of the home football, basketball and hockey games. During the week long July 4th enforcement effort 648 TV spots and 2000 radio spots were aired. Alcohol messages were played at Madison Mallards and Wisconsin Timber Rattlers baseball stadiums that were viewed and heard by over 489,000 spectators. The fatal vision goggles were demonstrated between innings, banners were placed at the entrance/exits of the stadium and website banners were viewed on each website. 20 delivery trucks in Madison, Milwaukee, Fox Valley, Eau Claire and Wausau areas contained an alcohol message for 2-1/2 months.

Prosecution

Activities:
UW Law School Resource Center on Impaired Driving partnership. Research a court monitoring program to determine how cases are dismissed or pled down to lesser offenses, how many result in convictions, what sanctions are imposed and compare results of numerous judges and courts, BAC levels in sentencing, and other related research as required. Provide assistance for youth alcohol programs through training and outreach. Provide legal services and support to partners, judges and others in the community as it relates to legal issues. Communicate law changes and regulations with statewide partners. Provide professional expertise to other partners, stakeholders or the public on legal advice, or research.

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-03-K8	$180,000/$166,933	$145,328.06

Accomplishments:
Over 250 participants attended the 16th annual Traffic and Impaired Driving Conference, with national speakers. The Circuit Court Judge Traffic Law program training was conducted in conjunction with the Office of Judicial Education. Topics covered included drunk and drugged driving, speeding in Wisconsin, SFST issues discussed, and accident reconstruction. Worked with the Alcohol Policy Analyst to conduct training/workshops for statewide coalitions in conjunction with DHS and conducted legal updates for the TRSP Program as requested for professional associations, law enforcement agencies, and academies.

Continuing to work on various alcohol related research issues for community coalitions, statewide impaired driving advocacy groups (UW-Health AWARE & Dane County Coalition to Reduce Alcohol Abuse), provide presentations to legislator workshops, working on OWI Conviction rates and sentencing ranges; co-chair SCAODA statewide sub-committees (Intoxicated Driver Program) working with DHFS and work with Madison Police Department on the OWI Culture Change Film Project.

The staff at the University of Wisconsin Law School developed and disseminated the quarterly Traffic Beat newsletter focusing on relevant traffic safety topics and provided technical assistance to requests through a web site, email or a toll free phone number.

Traffic Safety Resource Prosecutor

Activities:
Salary and fringes for state expert as a Traffic Safety Resource Prosecutor. Provide specialized training to prosecutors, judges, and others in the community. Expert resources in legal questions and serve as a resource for others.

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-03-K8	$175,000/$171,510	$135,818.56

Accomplishments:
The Wisconsin TSRP position works out of the Department of Justice office - aligned with the national TSRP model. Funding for salary, fringes and other program costs provided.

TSRP program conducted 11th Annual Wisconsin Prosecutor's OWI Conference – January 28-29, 2010 for 13.5 CLE. The Vehicular Homicide Conference was held March 2010 with 120+ prosecutors and law enforcement officers attending. This conference was held in conjunction with the Department of Justice for prosecutors and law enforcement throughout the state. The prosecutors gained a better understanding of the technical aspects of an investigation, while officers became familiar with the legal aspects of a vehicular crash case. A training session was also conducted for OWI Trial Advocacy for prosecutors and law enforcement officials with the Department of Justice.

TSRP attorney attended national trainings, provided legal updates at law enforcement in-services, worked with Dane County Prosecution Collaboration Group, and responded to over 250 technical assistance request from prosecutors, law enforcement officers and other miscellaneous entities.

Adjudication

Activities:
OWI/Drug Courts. Start up costs for an OWI/drug court and implementing the program. Utilize best practices and lessons learned from the LaCrosse OWI drug court.

Contract for a dedicated vehicular crimes prosecutor to prosecute vast majority of fatal and serious injury vehicular crimes in Dane County serving as a primary point of contact for law enforcement agencies charged with the investigation of these crashes. Develop consistent protocols and lead training of LE and prosecutors

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-03-K8	$200,000/$141,500	$41,380.00

Accomplishments:
Six counties in Wisconsin submitted applications for 2010 OWI/Drug Court Training. BOTS will provide travel funding as requested to assist county teams in attending the training. Dane County Sheriff Office hired a special County Prosecutor to work with state TRSP prosecutor to provide technical assistance and training to law enforcement officers/team investigating fatal crashes in the Dane County area. This is similar to the Indiana F.A.C.T. team.

Communication Program

Activities:
Develop statewide public information and education campaign to reduce OWI problem

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-02-K8	$100,000/$125,000	$69,433.91
402	2010-30-02-AL	$100,000/$175,000	$3,399.46

Accomplishments:
Dubs of videos and tapes were made for TV and radio stations for the paid media ads and a print ad for the Crackdown was placed. Staples Marketing continued the "Zero In WI" campaign materials.

Educational materials were updated. New Zero in WI alcohol TV and radio ads were developed that were played during the DDOLUA Crackdown. The Madison Mallards baseball team demonstrated the fatal vision goggles between innings at 18 home games, they had a Zero in WI .30 second video played on the video board plus two in-game mentions about not drinking and driving and wearing seat belts at 32 home games. The attendance for the home games exceeded 205,000, the tops in the league. A message about making the right choices when driving was placed in a high school magazine which was distributed to over 75,000 high school junior and seniors. Drinking and driving announcements were aired two weeks prior to DDOLUA with the WI Broadcasters Association. A total of 378 TV and 2,775 radio announcements, with a dollar value of $126,990 compared to $18,250 paid, were aired by member stations. Revised the Intoxicated Driver Program materials with the Department of Health Services and UW Continuing Education Division for the IDP program.

Revised the Intoxicated Driver Program materials with the Department of Health Services and UW Continuing Education Division for the IDP program.

Alcohol and Other Drug Misuse: Screening, Assessment, Treatment, and Rehabilitation

Activities:
Continue to provide training statewide for trauma centers in the implementation of Screening and Brief Intervention (SBIR) practices and ongoing management of the program.

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-03-K8	$100,000/$0	$0.00

ISP (Intensive Supervision Programs): This is a pretrial court intervention program designed to monitor, supervise and connect the repeat OWI offender with assessment and treatment.

Funds	Budget Acct	Planned/Obligated	Expended
568	2010-39-04	$715,600/$709,173	$671,888.60

Formation of a coalition to act as a governing board that will work to standardize ISP programs, set goals, determine fair distribution of state funding, and possible future expansion of ISP counties.

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-09-K8	$2,000/$0	$0.00

Accomplishments:
Twelve programs in 14 counties continued with state provided funding for the ISP programs. Progress was made in the development of a statewide risk assessment tool for all agencies. Formal policies and procedures were implemented to bring more uniformity, and increased efficiencies within the ISP program. No work was completed on either the trauma centers or the coalition/governing board.

Program Evaluation and Data

Activities:
Evaluate paid media through DMV and phone surveys

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-30-09-AL	$30,000/$30,000	$30,000.00

Develop tools to assess a community's Knowledge, Attitudes, and Behaviors (KAB) relative to impaired driving, evaluate resources currently being used to affect change, and prescribe an informed "treatment" to change KABs of community.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-31-09-K8	$75,000/$0	$0.00

Accomplishments:
UW Milwaukee completed the 2010 DMV phone survey including measuring pre and post mobilization awareness. An increase of respondents that remember seeing or hearing a message on drinking and driving changed from 77% in the pre-survey to 85% in the post-survey. Those who said that there had been

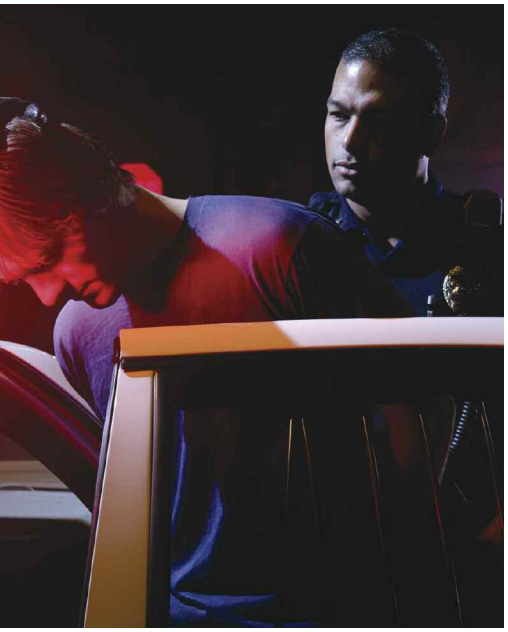
more messages on drinking and driving in the past 30 days increased from 24% to 39%. There was an increase in those that encountered the "Drunk Driving Over the Limit Under Arrest" message from 55% to 66%. The "Zero in WI" message had an increase in awareness from 19% to 37% in the 35-44 age groups. The most popular source for having encountered a message was TV. There was a 6% increase in those seeing a police traffic stop. Respondents who had seen or heard about alcohol-impaired driving enforcement in the past 30 days increased from 47% to 61%.

Impaired Driving – Budget Summary

Account	Fund	Program Activity	Planned	Obligated	Expended
2010-30-01-AL	402	Program Management/Delivery	$180,000	$180,000	$155,795
2010-30-02-AL	402	PI&E – 402 funded	$175,000	$175,000	$3,399
2010-30-05-AL	402	Enforcement	$730,000	$233,000	$205,154
2010-30-06-AL	402	Equipment	$125,000	$238,000	$166,131
2010-30-07-PM	402PM	Paid Media	$250,000	$250,000	$0
2010-30-09-AL	402	Evaluate – Paid Media	$30,000	$30,000	$30,000
2010-31-02-K8	410	PI&E	$125,000	$125,000	$69,434
2010-31-03-K8	410	Training & Support Technical	$785,000	$584,943	$472,326
2010-31-04-K8	410	Training & Support Community	$200,000	$93,750	$61,232
2010-31-05-K8	410	Enforcement	$1,070,000	$1,456,699	$1,355,958
2010-31-06-K8	410	Equipment	$200,000	$313,608	$198,870
2010-31-07-PM	410PM	Paid Media	$250,000	$250,000	$247,659
2010-31-09-K8	410	Evaluation	$77,000	$0	$0
2010-39-04-W8	State	Pre-trial Intervention Community Project	$715,600	$709,173	$671,889
2010-39-04-W1	State	Tavern League Safe Ride Program	$150,000	$400,000	$261,725
		Total 402	**$1,240,000**	**$856,000**	**$560,479**
		Total 402PM	**$250,000**	**$250,000**	**$0**
		Total 410	**$2,457,000**	**$2,574,000**	**$2,157,820**
		Total 410PM	**$250,000**	**$250,000**	**247,659**
		Total State	**$865,600**	**$1,109,173**	**$928,530**
		Total Program	**$5,062,600**	**$5,039,173**	**$3,894,488**

STATE of WISCONSIN
HIGHWAY SAFETY PROGRAM
ANNUAL REPORT 2010

YOUTH ALCOHOL & ENFORCING UNDERAGE DRINKING LAWS (EUDL)



PARENTS WHO HOST LOSE THE MOST™

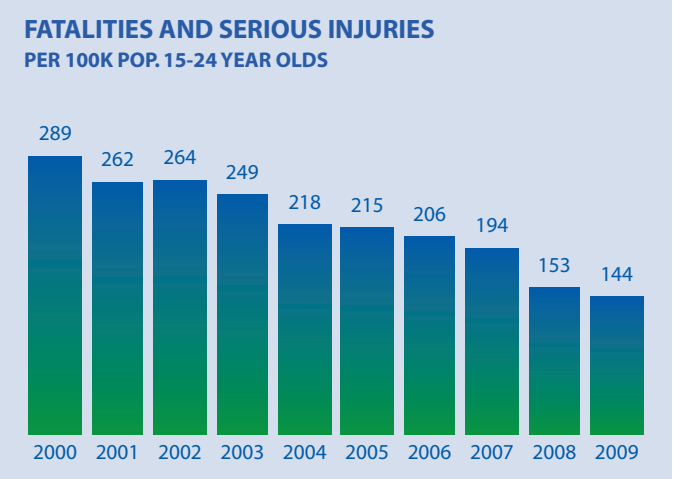
Don't be a party to teenage drinking.

It's against the law.

PERFORMANCE GOALS AND MEASURES

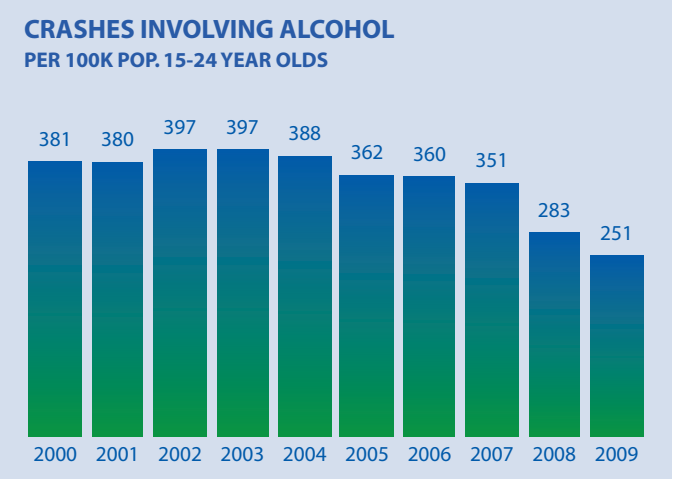
Combined Fatality and 'A' injuries (all ages combined)

2003-07 Baseline	216.32/100K pop.
2009 Goal	205.51/100K pop.
2009 Status	143.74/100K pop.



Crashes involving alcohol (all ages combined)

2003-07 Baseline	371.31/100K pop.
2009 Goal	352.74/100K pop.
2009 Status	250.75/100K pop.



Compliance checks

Work to establish compliance check baselines. 7,821 citations were issued in 2010. Forty-seven law enforcement agencies participated in the 2010 CARD Program. Citations issued in 2010 increased by 57% because enforcement agencies and local coalitions are working together and because of the successful implementation of "Parents Who Host Lose The Most" multi-agency statewide program.

Program Management

Activities:
Coordinate, plan, and manage the state Youth Alcohol and Enforcing Underage Drinking Laws program.

Funds included in Impaired Driving Program Plan Section.

Accomplishments:
The State Program Managers for the youth and adult alcohol programs continued to work together. They attended meetings and participated in training sessions with the Department of Public Instruction (DPI), Department of Health Services (DHS), and other state agencies. Community program involvement continues to expand statewide.

Public Information and Education

Activities:
Social Norms Marketing: Support effective programs/activities at the post-secondary level that are aimed at reducing impaired driving. Continue support for the University of Wisconsin System's partnerships with their two- and four-year campuses and with Wisconsin private and technical colleges to provide a network for distributing a toolbox of strategies, materials and program ideas addressing high-risk youth behaviors. Provide access to up-to-date educational and/or motivational materials and current data to the general public, youth, and community prevention organizations/collaborations that will assist them to develop successful prevention programs. Develop and provide materials and supplies to the Wisconsin – "Parent's That Host Lose The Most" program. Maintain supplies of window clings, stickers, and posters for community distribution at DOT Materials Safety Distribution Center.

Funds	Budget Acct	Planned/Obligated	Expended
EUDL	2010-37-02-JX	$160,000/$80,000	$17,654.03

Accomplishments:
2010 Multimedia shows continued to Wisconsin High Schools. Presentations were to over 55,000 students in up to 100 high schools and middle schools throughout the State of Wisconsin. BOTS continues to work with the public and community organizations to provide various PI&E materials ("Parents That Host Lose The Most" materials purchased for local coalitions). Also, provided conference support and updated safety information to be shared with statewide/local prevention partners.

Activities:
Develop and provide educational training materials to local communities, Regional Program Managers, various divisions of the DOT, local law enforcement, DHS, DCF, DPI, as well as educational tools for programs.

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-02-K8	$50,000/$0	$0.00

Accomplishments:
No specific activity for youth was completed during this fiscal year using 410 funds.

Activities:
Partner with DPI to make a video for teens and people in their early twenties about high-risk behavior (no seatbelts, impaired driving, etc).

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-30-02-AL	$75,000/$75,000	$5,201.00

Accomplishments:
Sponsored the Youth Workshops at the 2010 Wisconsin State Prevention Conference. Worked with the KEYS (Keeping Everyone You Know Safe) program to purchase materials to distribute at Madison Mallard's games.

Training, Support, and Outreach

Activities:
Provide support to the Regional Prevention Training Centers of the Alliance for Wisconsin Youth, working to provide training to local law enforcement, prosecutors, teachers, parents, and young people on youth alcohol issues.

Funds	Budget Acct	Planned/Obligated	Expended
EUDL	2010-37-03-JX	$10,000/$81,248	$60,353.36

Accomplishments:
Partnered with DHS to provide half of the funding for an Alcohol Policy Analyst at the UW Law School to work with community coalitions and impaired driving advocates aimed at teens.

Activities:
Community Programs – Coordinate efforts with DHS, DCF, DPI, Wisconsin colleges, and the Wisconsin Prevention Network to work with local communities to promote evidence based and best practices program enhancements.

Funds	Budget Acct	Planned/Obligated	Expended
EUDL	2010-37-04-JX	$10,000/$60,000	$57,030.00

Accomplishments:
BOTS continued to work with the University of Wisconsin System Administration to combat underage drinking on their campuses using social norms marketing techniques to address student perceptions of drinking behaviors and to dispel the unhealthy myths that many students held about drinking on their campus. Mini grants were awarded to campuses. Funding designed to support a marketing initiative to address the

alcohol/drug abuse concerns on the campus and the community. Programs were based around campus's chosen marketing awareness campaigns as defined by their "Health Communication for Prevention: University of Wisconsin System Training". Eight UW Institutions participated, each doing innovative programs and more than 400+ students and faculty attending and/or participating in each program. UW Campus Projects – "Marketing Campaign: Challenging Students to be Engaged through Interactive Online Resources"; "Continuation of Social Norm and Off Campus DUI Initiatives"; "Focus on increasing awareness and reducing high risk alcohol and other drug use among students residing in Residence Life"; "Classroom – Introduction to Human Development" for all new incoming students; "Establish the Red Watch Band brand" on campus (National Program) – students receive CPR training & alcohol safety information – program run by students; Student design posters; "implementing "Smart + Healthy Program; and presentation of "Addicted" workshop series. UW-System brings all campus AODA Coordinator together every 2 years for a college-wide Symposium. The symposium is well attended by campus representatives from the UW System's 26 campuses and Wisconsin private colleges; the symposium focuses on the trends in education around the topic of the abuse of alcohol. Participants explored best practices, shared specific activities, and hear nationally recognized speakers.

Activities:
Alternatives to drugs and alcohol: Statewide conference sponsorship, speaker support, developing and printing conference specific materials.

Funds	Budget Acct	Planned/Obligated	Expended
EUDL	2010-37-03-JX	$12,000/$0	$0.00

Accomplishments:
No activity to report for this section.

Activities:
Pay costs for training related to Drug Impairment Training for Educational Professionals (DITEP) and partners training as deemed necessary to BOTS/DPI. Support the National Highway Traffic Safety Administration/BOTS training and related conference attendance for BOTS personnel and partners.

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-03-K8	$10,000/$10,000	$10,366.25

Accomplishments:
The DITEP Program is very successful; BOTS continues to partner with Department of Public Instruction (DPI) to provide training at the Wisconsin CESA level and related educational conferences.

Law Enforcement

Activities:
Enforcement (CARD, Compliance Checks) CARD/Compliance Check Program has proven very successful. Studies clearly demonstrate a relationship between age, risk factors and crash involvement. Wisconsin has implemented compliance check programs statewide as a part of its youth enforcement OJJDP Program strategy. Many of these grants include alcohol enforcement-related equipment. These programs will be active partners during the statewide participation, encourage voluntary participation for the high-visibility Labor Day alcohol enforcement crackdown and during the high-visibility sustained "Alcohol Saturation Patrols." Grantees will get the message out to their students and parents, attend press events, handout brochures, and hang posters, etc.

Funds	Budget Acct	Planned/Obligated	Expended
EUDL	2010-37-05-JX	$330,000/$610,134	$259,660.47
410	2010-31-05-K8	$110,000/$40,237	$25,360.79

Accomplishments:
Grant funding provided to 50 enforcement agencies (police department/sheriff offices)/community programs. Wisconsin enforcement agencies issued over 7,821 underage drinking citations and 5,768 underage warnings in 2010. The statewide program continues to grow with the establishment of the "Parents Who Host Lose The Most: Don't Be A Party to Teen Drinking" Program implementation. Over 85 community coalitions, in cooperation with their local law enforcement agencies, participated in the 2010 campaign. Each of these community coalitions received free promotional materials as well as reimbursement (via the CARD Program) for officer overtime. "Alcohol Policy In Wisconsin: Municipal Action to Promote A Positive Alcohol Environment" training provided in Madison and Steven Point to local elected & appointed officials; local law enforcement and coalition members. Combined BOTS/UW Law School/DHFS venture. Participants were:

City of La Crosse Police Dept
Winnebago County Sheriff
Marquette County Sheriff Dept
Manitowoc Police Dept
Rice Lake Police Dept
Dunn County Sheriff Dept
Jefferson County Sheriff Dept
Prairie du Chien Police Dept
Milwaukee County Sheriff Dept
Menomonie Police Dept
Hobart Lawrence Police Dept
Eau Claire Police Dept
Baraboo Police Dept
Fond du Lac Police Dept
Juneau County Sheriff Dept
Hartford Police Dept
Barron Police Dept
Buffalo County Sheriff Dept
Wood County Sheriff Dept
Dane County Sheriff Dept
Marshfield Police Dept
Antigo Police Dept
Wausau Police Dept
Village of Webster Police Dept
Columbia County Sheriff Dept
Racine County Sheriff Dept
Rock County Sheriff Dept
West Allis Police Dept
Green Bay Police Dept
Crawford County Sheriff Dept
Sparta Police Dept
Oregon Police Dept
Columbus Police Dept
Green County Sheriff Dept
Grant County Sheriff Dept
Barron County Sheriff Dept
Shawano Police Dept
Eau Claire County Sheriff Dept
Two Rivers Police Dept
Rusk County Sheriff Dept
St. Croix County Coalition
Shawano County Sheriff Dept
Tomah Police Dept
Kenosha County Sheriff Dept
Mt. Pleasant Police Dept
Oshkosh Police Dept
Waushara County Sheriff Dept
North Fond du Lac Police Dept
Dodge County Sheriff Dept
Ladysmith Police Dept
Lincoln County Sheriff Dept

Evaluation Programs

Activities:
Surveys, Assessments, Research

Funds	Budget Acct	Planned/Obligated	Expended
410	2010-31-09-K8	$50,000/$0	$0.00

Study Graduated Drivers License data to determine trends and resource distribution.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-30-09-AL	$50,000/$0	$0.00

Accomplishments:
No funds expended and no activity in this area for fiscal year 2010. BOTS will continue to work to review programs and evaluation processes.

Youth Alcohol & Enforcing Underage Drinking Laws (EUDL) – Budget Summary

Account	Fund	Program Activity	Planned	Obligated	Expended
2010-30-02-AL	402	PI&E	$75,000	$75,000	$5,201
2010-30-09-AL	402	Evaluation	$50,000	$0	$0
2010-31-02-K8	410	PI&E	$50,000	$0	$0
2010-31-03-K8	410	Training and Support Technical	$10,000	$10,000	$10,366
2010-31-05-K8	410	Enforcement	$110,000	$40,237	$25,361
2010-31-09-K8	410	Evaluation	$50,000	$0	$0
2010-37-02-JX	EUDL	PI&E	$160,000	$80,000	$17,654
2010-37-03-JX	EUDL	Training and Support Technical	$22,000	$81,248	$60,353
2010-37-04-JX	EUDL	Training and Support Community	$10,000	$60,000	$57,030
2010-37-05-JX	EUDL	Enforcing Underage Drinking	$330,000	$610,134	$259,660
		Total 402	**$125,000**	**$75,000**	**$5,201**
		Total 410	**$220,000**	**$50,237**	**$35,727**
		Total USDOJ-EUDL	**$522,000**	**$831,382**	**$394,697**
		Total Program	**$867,000**	**$956,619**	**$435,625**

STATE of WISCONSIN
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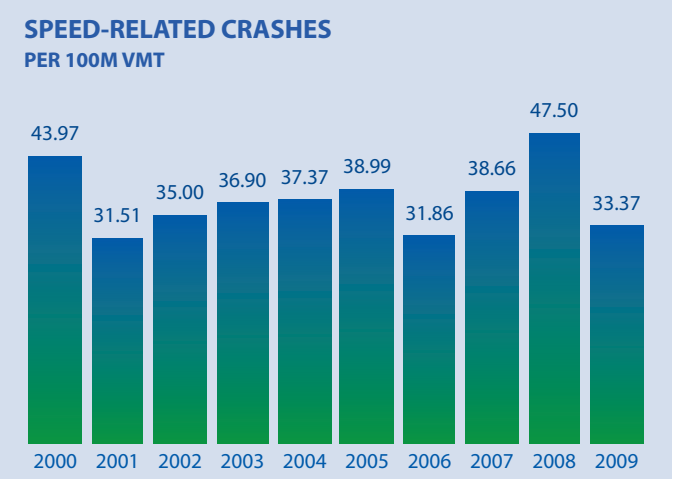
SPEED MANAGEMENT

PERFORMANCE GOALS AND MEASURES

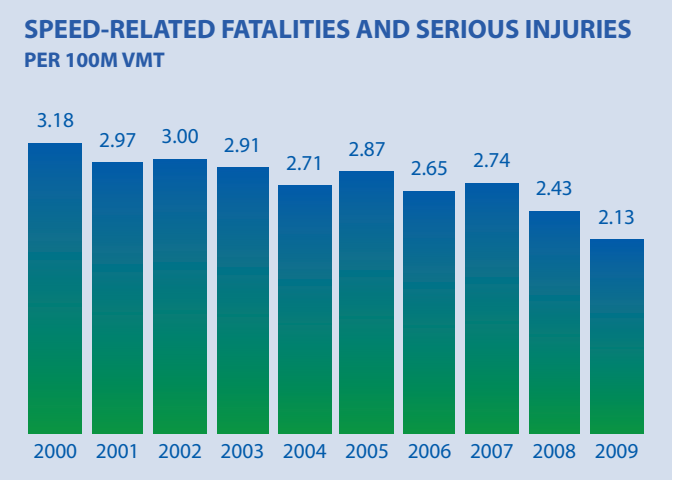
Speed Related Crashes

2003-07 Baseline	36.76/100M VMT
2009 Goal	34.92/100M VMT
2009 Status	33.37/100M VMT



Combined Fatalities and Serious 'A' injuries

2003-07 Baseline	2.78/100M VMT
2009 Goal	2.64/100M VMT
2009 Status	2.13/100M VMT



Driver Possible Contributing Circumstances (PCC)

Perception of risk of being ticketed for a speed violation will increase and speed will drop from the second most common driver PCC in 2000 to only 10% of driver PCC by 2010.

2000 Baseline	16.2% of driver PCCs
2009 Status	15.9% of driver PCCs

Program Management

Activities:
Coordinate, plan, and manage the state Speed Management Safety Program.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-40-01-PT	$75,000/$75,000	$58,568.93
State	2010-49-01	$11,000/$0	$0.00

Accomplishments:
The State Program Manager of Law Enforcement Programs managed all Speed, Alcohol, and Click It Or Ticket law enforcement grants from grant implementation through grant closure.

Public Information, Education and Outreach

Activities:
Work with partners (law enforcement professional organizations, Wisconsin Highway Safety Coordinators Association and others) to develop handouts, posters, presentations, conferences, and other media campaigns and assure that information is up to date and meets needs. Develop aggressive driving PI&E and/or outreach materials. Promote speed-management as a public policy priority by creating a network of partners to carry the speed management message through use of communications with the Regional Program Managers and Law Enforcement Liaisons. Collaborate with organizations to improve working relationships among law enforcement, prosecutors, judges and the criminal justice system to enhance the effectiveness of programs. Provide incentives and visible recognition for outstanding fieldwork in the areas of reducing impaired driving, speeding, safety belt law, etc.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-40-02-PT	$375,000/$325,000	$138,483.19

Accomplishments:
BOTS continued to develop Zero in WI branding to be used in all of highway safety materials and campaigns. Five Law Enforcement Liaison's (LEL's) provided outreach law enforcement agencies to participate as unfunded agencies in the December "Booze & Belts", CIOT & Drunk Driving Over the Limit Under Arrest (DDOLUA) initiatives. Many of these agencies are smaller and might not otherwise be involved in statewide programs. A required press/media contact by each agency also resulted in broad coverage of each program at the local level. The LEL's participated in highway safety exhibits at safety fairs, conferences and conventions and other community events as needed. They also provided input to agencies during their enforcement efforts, acted as a resource to those agencies on broad traffic safety issues, and provided feedback to BOTS staff.

Training and Capacity Building

Activities:
Develop a training and evaluation plan, and support training for advanced traffic enforcement skills development. Provide speed-management program information and training opportunities for traffic court judges and prosecutors that outline the negative effects of speeding on the quality of life in their communities.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-40-03-PT	$50,000/$0	$0.00

Accomplishments:
No activity took place on this task.

Law Enforcement

Activities:
Plan statewide participation, encourage voluntary participation and provide overtime funding for the speed and aggressive driving enforcement campaign. Plan to pilot a "Data Driven Approaches to Crime and Traffic Safety" (DDACTS) Program Grant in one or more urban areas. Plan and implement a multi-agency corridor project providing overtime funding increasing excessive speed and aggressive driving enforcement.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-40-05-PT	$1,850,000/$1,595,340	$1,436,314.89

Accomplishments:
In Federal Fiscal Year 2010, forty-two targeted agencies received speed enforcement grant funding. Agencies were required to participate in both the National CIOT Mobilization, and the National DDOLUA Alcohol Crackdown. In addition to participation in those two events, agencies were required to do monthly deployments upon grant approval, and at least one HVE deployment per quarter (including media). This grant activity produced the following results:

- 3,820 Officers Deployed
- 14,660 Hours of OT enforcement
- 10,572 Speeding Citations issued
- 4, 079 Seatbelt Citations issued
- 56 OWI Citations issued
- 7,101 Written Warnings issued

The Bureau of Transportation Safety funded two pilot grants in Wisconsin DDACTS; which overlays traffic crash data with reported crime data to identify "hot spots". This concept has been tried by a number of agencies across the country with considerable success. The goal is to reduce crash and crime incidents by using high visibility traffic enforcement in these areas. Early reports from Sheboygan and Ashland Police Departments are positive.

Non-overtime Equipment Grants and Recognition for LE.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-40-06-PT	$150,000/$50,109	$50,108.90

Accomplishments:
The third annual Law Enforcement Recognition Luncheon was delayed till FFY11. Recognition to agencies for participating in programs, twenty laser units were purchased for the LE Recognition.

Paid Media

Activities:
Paid media using speed message to targeted audiences. Following NHTSA Guidelines, plan for statewide, intense broadcast media to increase perception of stepped up enforcement and likelihood of being cited.

Funds	Budget Acct	Planned/Obligated	Expended
402PM	2010-40-07-PM	$250,000/$282,000	$281,440.25

Accomplishments:
Had 615 paid and 468 PSAs aired on TV, also had 384 paid and 237 PSAs aired on radio. Sponsor for "Thursday Night Lights" high school football program in the Milwaukee viewing area of WCGV TV. This was a live TV broadcast of 9 football games during the high school season, seat belt and texting spots were aired; ZIW logo was displayed by the "on-air" scoreboard, on instant replays, and the "drive of the game"; an interview was done with a BOTS or DSP Trooper during each broadcast; a display booth was available before the game; and the "Rollover Convincer" was exhibited at two of the games. Seat belt and alcohol messages were aired on the Packer radio network.

Evaluation Programs

Activities:
Evaluate the number of crashes, fatalities, and injuries and compare to prior data. Identify counties that have low conviction rates for speeding tickets. Conduct surveys to determine program effectiveness and public knowledge and attitudes about the speed management program. Track the use of the safety materials provided, eliminate materials that are not used. Evaluate the effectiveness of the funding provided. Attempt to determine if speed related crashes were reduced in areas where agencies were funded. Evaluate the number of crashes, fatalities, and injuries and compare to prior data. Evaluate the effectiveness of the funding provided. Attempt to determine if speed related crashes were reduced in areas where agencies were funded.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-40-09-PT	$80,000/$0	$0.00

Accomplishments:
BOTS staff was unable to complete this activity.

Speed Management – Budget Summary

Account	Fund	Program Activity	Planned	Obligated	Expended
2010-40-01-PT	402	Program Management	$75,000	$75,000	$58,569
2010-40-02-PT	402	PI&E	$375,000	$325,000	$138,483
2010-40-03-PT	402	Training & Support - Technical	$50,000	$0	$0
2010-40-05-PT	402	Enforcement	$1,850,000	$1,595,340	$1,436,315
2010-40-06-PT	402	Equipment	$150,000	$50,109	$50,109
2010-40-07-PM	402PM	Paid Media	$250,000	$282,000	$281,440
2010-40-09-PT	402	Evaluation	$80,000	$0	$0
2010-49-01	State	Program Management - State	$11,000	$0	$0
		Total 402	**$2,580,000**	**$2,045,449**	**$1,683,476**
		Total 402PM	**$250,000**	**$282,000**	**$281,440**
		Total State	**$11,000**	**$0**	**$0**
		Total Program	**$2,841,000**	**$2,327,449**	**$1,964,916**

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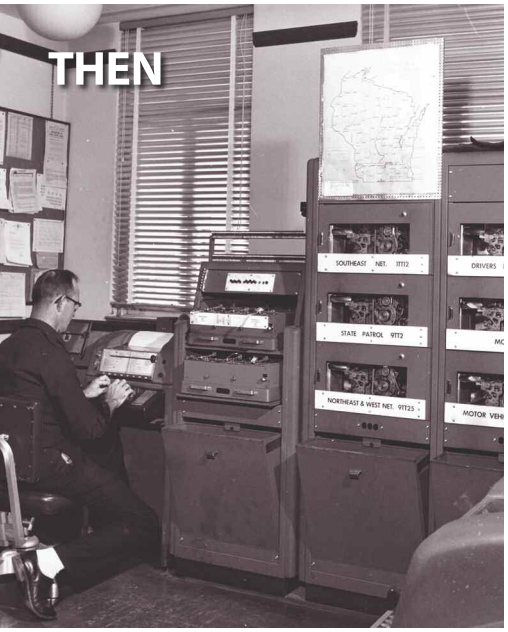
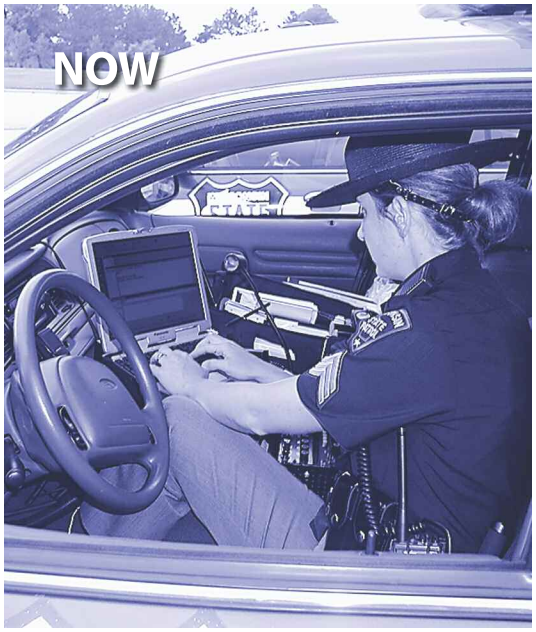
TRAFFIC RECORDS IMPROVEMENT





PERFORMANCE GOALS AND MEASURES

Continue to improve and expand the statewide-integrated data collection and transmission system that improves the timeliness, consistency, completeness, accuracy, accessibility and linkage of transportation safety information and thus allows for comprehensive analysis of all traffic crashes for use in policy and program development and analysis.

The 2006-2009 Traffic Records Strategic Plan (TRSP) will be coordinated with Wisconsin's Strategic Highway Safety Plan (SHSP) and the Highway Safety Performance Plan (HSPP) to create and market a statewide integrated data collection network, analytical tools, and expertise available to highway safety stakeholders. The Traffic Records Coordinating Committee (TRCC) will be updating the 2006-2009 Strategic Plan this federal fiscal year.

Accomplishments:
BOTS went through a Traffic Records Assessment this federal fiscal year; results were included in the updated TRCC Strategic Plan.

Program Management/Analysis

Activities:
Coordinate, plan and manage the traffic records program. Moved state funded analyst positions to "Planning and Administration" section. Purchase NHTSA approved grant management software. Hold TRCC Meetings and Strategic Plan Development. Full-time Evaluation Analyst position.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-50-01-TR	$117,000/$92,000	$92,042.81
408	2010-58-03-K9	$4,000	$1,476.25
408	2010-58-09-K9	$25,000	$21,064.41

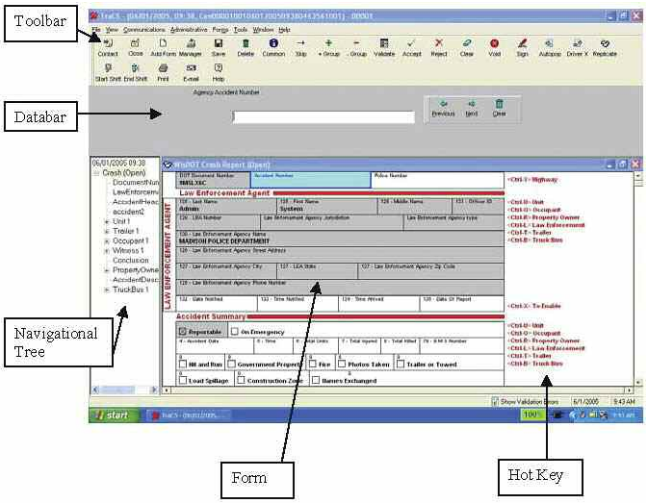
Accomplishments:
Held three TRCC meetings and had a Traffic Records Assessment. Developed 2010, 408 grant application and rewrote/updated Traffic Records Strategic Plan. Four TRCC representatives attended the Traffic Records Forum in New Orleans. Continue to increase the number of relationships with partners and stakeholders. Federal 402 money funded the Program Evaluation Analyst.

Automation/ BadgerTraCS (Traffic and Criminal Software) Implementation

Activities:
Administer BadgerTraCS program; coordinate with federal, state and local partners to implement TraCS and Citation Tracking, including training, and communicate progress to all partners and stakeholders. Program changes to WisDOT files and to TraCS to include Motor Carrier Safety Assistance Program and Model Minimum Uniform Crash Criteria (MMUCC) reporting standards.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-50-03	$150,000/$76,592	$41,228.99

Accomplishments:
Funded TraCS regional training for law enforcement officers/agencies, TraCS user group meetings, and the Forms Advisory Committee. Had one representative attend the Traffic Records Forum, a representative to the TRB, and a representative to the TraCS National Steering Committee meeting. Continued enhancements on the upload/download interface of the community maps project, updated, corrected problem areas, developing new spot mapping and are continuing development and enhancements to key component systems.



Grants to local and state agencies for Roll-out of Badger TraCS Suite and acquisition and installation of equipment.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-50-06-TR	$200,000/$14,855	$14,854.08
408	2010-58-06-K9	$200,000/$148,705	$147,371.05
1906	2010-56-06-K10	$200,000/$249,526	$247,015.25

Accomplishments:
We developed a strategic approach to rolling out TraCS grants throughout the state. BOTS funded 13 different law enforcement agencies throughout the state.

Support TraCS users statewide on the continuation and improvement of eCitation Services, supporting the secure online routing of electronic citations and crashes to appropriate justice information systems.

Funds	Budget Acct	Planned/Obligated	Expended
408	2010-58-03-K9	$140,000/$140,000	$116,555

Accomplishments:
Continued to support the continuation and improvement of eCitation Services and TIME updates through the Office of Justice Assistance and the Division of Motor Vehicles.

Injury Surveillance Data Linking

Activities:
Support the EMS and Trauma Registry data systems to increase their standard use throughout the state. Integrate the EMS Licensing system, Ambulance Run data system and the Trauma Registry, integrate these systems into one software package or build bridges that will allow data to be entered once and used in the other two systems.

Funds	Budget Acct	Planned/Obligated	Expended
408	2010-58-03-K9	$125,000/$70,000	$30,000.00

Accomplishments:
Reduced the number of agencies not reporting WARDS data from 49 down to 7 agencies, successfully linked WARDS to E-Licensing automatically updating proper documentation and validation assuring only licensed and credentialed EMT's are being added to the roosters.

CODES/Data Linkage

Activities:
Support DHS linkage of 2008 data.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-50-03-TR	$25,000/$0	$0.00
408	2010-58-03-K9	$10,000/$45,200	$37,360.43

Accomplishments:
Completed the basic CODES file linkage between Wisconsin traffic crash records and both Wisconsin Hospital Inpatient records and Wisconsin Hospital Emergency Department visit for 2009. Contact with hospital data custodians in Minnesota and Iowa to improve completeness and timeliness.

Support 2008 CODES analyses, reports, and updates to Internet site.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-50-03-TR	$25,000/$0	$0.00

Improve CODES query reports, data distribution, and interstate coordination.

Funds	Budget Acct	Planned/Obligated	Expended
408	2010-58-03-K9	$93,000/$74,107	$68,077.56

Accomplishments:
Year 2008 public use data was linked – ER, hospital discharge, and crash data related to vehicles, injury severity, injury related costs, and geographic location was linked. Standard and ad hoc reports were generated. Major goal of matching records for victims in crashes occurring in 2008 has been completed.

Incident Location Tool Development

Activities:
Evaluate existing and proposed changes to state roadway base maps and, working with TraCS Project, the Division of Transportation Investment Management and Geographic Information Officer (GIO) recommend alternative strategies for a state-sanctioned map tool that will interface with the TraCS software and can be used for on-site geo-coding of incident location.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-50-03-TR	$24,000/$0	$0.00
408	2010-58-03-K9	$30,000/$24,000	$3,000.00

Accomplishments:
The University of Wisconsin Cartographers office reviewed potential maps that could be used with the Incident Location Tool, worked with the TSC and the ILT Committee on the results. Purchase of the ILT program was removed, funding from another source was used to purchase the ILT.

Safety Data Information System

Activities:
UW TOPS Lab - Improve access to Wisconsin safety data through the development/improvement of secure web-based tools for online analysis and data retrieval. Enhance the use of Wisconsin safety data through: improved mechanisms to search for and summarize safety data, integration with other data sets and GIS / mapping tools, and support for standard data sharing formats.

Funds	Budget Acct	Planned/Obligated	Expended
408	2010-58-03-K9	$150,000/$0	$0.00

Accomplishments:
This activity was not funded through BOTS this year.

Highway Safety Coordinators Crash Data

Activities:
Support the Wisconsin Highway Safety Coordinators statewide effort to improve the tracking and availability of motor vehicle crash data, starting with fatal crashes and adding incapacitating and all crashes in the future.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-50-03-TR	$50,000/$64,532	$54,485.83

Accomplishments:
Enhanced data upload/download interface, began development of a new spot map, added toggle button for county boundaries, improved the help page, will continue development of the key system components.

Surveys, Analyses, Publications

Activities:
Review and respond to survey data collected from law enforcement agencies in the state regarding collection of racial profiling information on traffic stops. The Wisconsin State Patrol specifically collects racial profiling data on consent searches and has the ability to analyze nearly every stop made through electronic connections with the Wisconsin Department of Justice. Begin formal process of the collection and analysis, on a statewide basis, of racial profiling information through TraCS for all law enforcement agencies. Work with law enforcement agencies to roll-out Badger TraCS Suite and acquisition and installation of equipment.

Funds	Budget Acct	Planned/Obligated	Expended
1906	2010-56-03-K10	$600,000/$145,025	$107,659.20

Accomplishments:
Provided data from the Local Law Enforcement Data Assessment (LLEDA) Survey to the Office of Justice Assistance and related meetings. Conducted additional research and analysis related to the LLEDA to broaden the use of TRaCS by local law enforcement agencies. Expanded and developed infrastructure capabilities for collection, analysis, and use of local law enforcement data.

Traffic Records Improvement – Budget Summary

Account	Fund	Program Activity	Planned	Obligated	Expended
2010-50-01-TR	402	Program and Planning	$117,000	$92,000	$92,043
2010-50-03-TR	402	TraCS/Data Implementation – Training, Support	$274,000	$141,124	$95,715
2010-50-06-TR	402	TraCS Hardware-Equipment	$200,000	$14,855	$14,855
2010-58-03-K9	408	TraCS Training, Support, and Development	$548,000	$357,307	$256,469
2010-58-06-K9	408	TraCS Hardware-Equipment	$200,000	$148,705	$147,371
2010-58-09-K9	408	Evaluation	$0	$25,000	$21,064
2010-56-03-K10	1906	Racial Profiling – Assurance State	$600,000	$145,025	$107,659
2010-56-06-K10	1906	TraCS Hardware-Equipment	$200,000	$249,526	$247,015
		Total 402	**$591,000**	**$247,979**	**$202,613**
		Total 408	**$748,000**	**$531,012**	**$424,904**
		Total 1906	**$800,000**	**$394,551**	**$354,674**
		Total Program	**$2,139,000**	**$1,173,542**	**$982,191**

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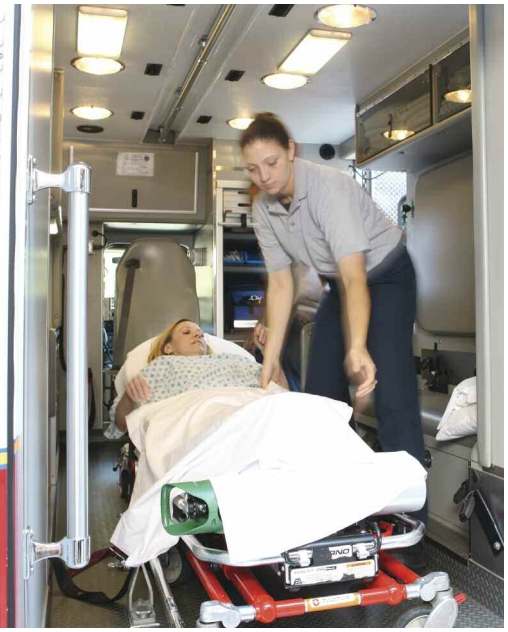
EMS IMPROVEMENT



PERFORMANCE GOALS AND MEASURES

Injury to Death Ratios	
2006-08 Statewide 3 year average Baseline	72.5 to 1
2009 Goal	76.1 to 1
2009 Status	76.7 to 1

Safety Belt Use Rate in rural media markets and use rate in personal injury and fatal crashes will increase.	
2003-07 Statewide 5 year average Baseline	73.2%
2009 Goal	76.9%
2009 Status	73.8%

Assist the Wisconsin Department of Health in increasing the number of EMTs recruited and retained in rural areas.

Publicity and Outreach (Emergency Response)

Activities:
With the Department of Health Services and WATS, develop an EMS PI&E Plan with a focus on recruitment and retention; educate the general population and emergency responders about the state Trauma System. Review and duplicate highway safety materials for distribution locally by EMS/trauma care personnel.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-60-02-EM	$65,000/$0	$0.00

Encourage volunteer participation, increase community involvement, and work with community organizations and non-profit programs interested in transportation safety injury prevention and trauma system development. Try to interest young people in public safety careers.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-60-04-EM	$65,000/$20,000	$19,996.05

Accomplishments:
BOTS funded Oregon Fire & EMS District READY Initiatives. The READY Camp is a week-long training experience for middle and high school students, that provides knowledge and skill development in emergency response and leadership.

Rural Emergency Response Programs, Equipment & Training

Activities:
Fund initial equipment and training for rural first responder groups in targeted high-risk areas.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-60-03-EM	$40,000/$57,274	$48,017.07

Accomplishments:
BOTS provided 14 grants to rural First Responder organizations for initial First Responder training and start-up medical supplies for those completing training.

EMS Improvement – Budget Summary

Account	Fund	Program Activity	Programmed	Obligated	Expended
2010-60-02-EM	402	PI&E	$65,000	$0	$0
2010-60-03-EM	402	Training & Support - Technical	$40,000	$57,274	$48,017
2010-60-04-EM	402	Training & Support - Community	$65,000	$20,000	$19,996
		Total Program	**$170,000**	**$77,274**	**$68,013**

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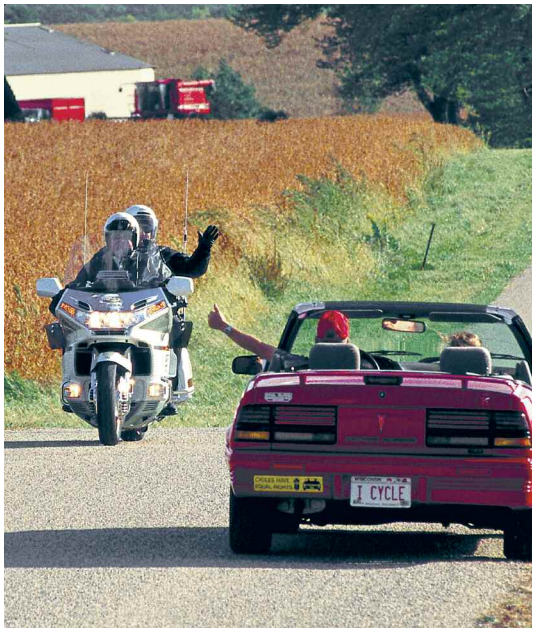
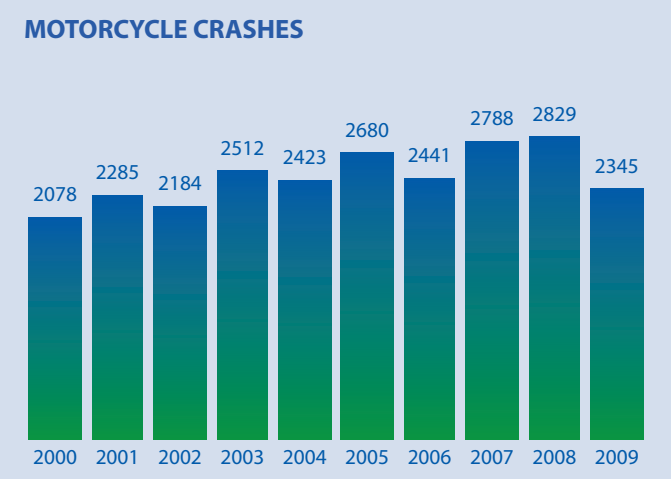
MOTORCYCLE SAFETY

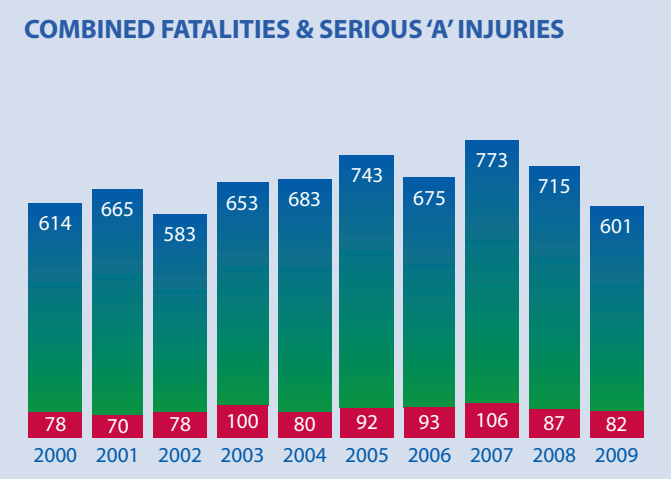


PERFORMANCE GOALS AND MEASURES

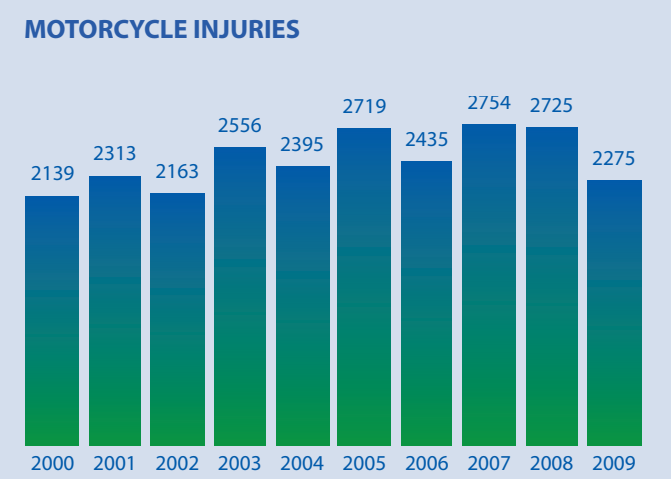
Motorcycle Crashes	
2003-07 Baseline	2,569
2009 Goal	2,440
2009 Status	2,345



Combined Fatalities & Serious 'A' Injuries	
2003-07 Baseline	800
2009 Goal	760
2009 Status	683



Motorcycle Injuries	
2003-07 Baseline	2,572
2009 Goal	2,443
2009 Status	2,275



Program Management: State & Federal

Activities:
Coordinate, plan, and manage the state Motorcycle Rider Safety program.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-70-01-MC	$65,000/$65,000	$30,907.67
562	2010-79-01	$110,000/$110,000	$106,582.00

Accomplishments:
The (WMSP) Wisconsin Motorcycle Safety Program Administrative Assistant had continued to support the program through April of 2010 by providing clerical support, preparation of reports, documentation of the many activities, and the gathering of statistical data regarding crashes and fatalities. This individual has retired from the program and has not as yet been replaced.

Personal Protective Equipment, Conspicuity, and Motorist Awareness

Activities:
Conduct protective rider gear promotional activities particularly during the month of May which is Motorcycle Awareness and Safety Month.

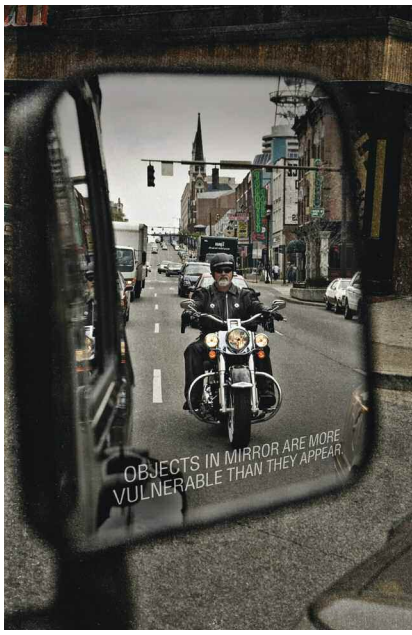
Funds	Budget Account	Planned/Obligated	Expended
562	2010-79-02	$15,000/$15,000	$0

Accomplishments:
This activity was not completed in light of the limited number of "state" dollars available as a result of having to pay the entire cost of motorcycle rider education insurance. In years prior to 2010 the WMSP was only directly responsible for approximately 20% of the overall insurance cost.
Motorcycle Safety Awareness PI&E budget/expenditure amounts are included with other PI&E items in Alcohol and Other Drugs section.

Motorcycle Rider Education and Training

Professional development of RiderCoaches, Lead RiderCoaches, Quality Assurance Specialists, and RiderCoach Trainers through a statewide conference and/or regional Professional Development Workshops and Motorcycle Safety Foundation workshops to update various coaches in new rider education curriculums. Address current curriculum issues. Will work to address current curriculum issues, program quality issues, and establish continuity among the rider training providers as prescribed in the 2007 WI Motorcycle Safety Program Technical Assessment, the MSF, NHTSA, and Trans 129, in FFY 10-11. Provide Scholarships for RiderCoach Trainers and selected Lead RiderCoaches to attend (SMSA) State Motorcycle Safety Administrators conference and/or MSF annual national conferences and workshops during FFY 10-11.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-70-03-MC	$66,000/$86,000	$38,357.60



Accomplishments:
The WMSP and the Motorcycle Safety Foundation conducted three RiderCoach Trainer and RiderCoach (new curriculum) certification courses during FFY 09-10. Thirty-six RCTs and RCs were certified to conduct the Introduction to Scooters/Scooter Basic RiderCourse, the Advanced RiderCourse, and the Street RiderCourse. In addition, a collaborative effort began between rider education staff at Waukesha County Technical College, WMSP rider education staff, and MSF staff to develop a new experienced or seasoned rider course titled the Ultimate Bike-Bonding RiderCourse. A series of highly successful pilot courses were offered to the general motorcycling public as well as RiderCoaches from all over Wisconsin. It is planned that this curriculum will be taken to a national level sometime during the 2011 training season. Two RiderCoach Preparation courses were also conducted during the 2010 training season. Two new RiderCoach Trainers were also trained by the MSF in 2010 providing the state with an RCT in now in each of the four geographical regions. These four RiderCoach Trainers assist the WMSP Manager (also an RCT) with the administration of the WMSP on a regional basis. Three of the (now) five WMSP RiderCoach Trainers attended and participated actively via the WMSP's "THE REF"… the Transportable High-End Rider Education Facility, in the 2010 NHTSA Region 5 workshop, the SMSA Conference, and the MSF RiderCoach Trainer workshops, all held in Columbus, Ohio in August of 2010.

Wisconsin Motorcycle Rider Education Program: Administer state-funded classroom and hands-on training program through the (WTCS) Wisconsin Technical College System and other approved vendors that meets MSF requirements for novice and experienced riders.

Funds	Budget Account	Planned/Obligated	Expended
562	2010-79-04	$404,000/$404,000	$339,051.00

Accomplishments:
The calendar year 2009 training season witnessed a decline in Basic RiderCourse (BRC) and Experienced RiderCourse (ERC) enrollments as the economy continued to slow. Calendar year 2010 training season reflected a similar and continued reduction in enrollments, with many sites continuing to cancel scheduled courses from August/September on. While interest in the Basic RiderCourses remains high, it is believed that many who desire to enroll cannot afford the cost of the Basic RiderCourse. Some individual sites, as well as the WMSP, are considering and assessing ways to possibly subsidize the cost of the BRC for those individual who do not have the financial means to participate.

Section 2010 Training and Outreach Incentive Grants are to be used for motorcyclist safety training and motorcyclist awareness programs.

Funds	Budget Account	Planned/Obligated	Expended
2010	2010-72-06-K6	$265,000/$284,360	$176,383.50

Accomplishments:
The WMSP purchased a total of fifty suitable novice level training motorcycles at the onset of the 2010 training season. Forty-seven of these units were distributed to the various funded training sites throughout Wisconsin, while the remaining three are employed by THE REF, the WMSP's mobile training facility for use in the ninety minute Introduction to Motorcycling Experience. These funds were also employed to provide support materials and equipment for the WMSP's mobile training facility.

Motorcycle Operation Under the Influence of Alcohol or Other Drugs

Activities:
Produce a motorcycle version of the ZERO In Wisconsin DVD to replace aging alcohol and drug related training-aid/audio-visual materials and dovetail with the ZERO In Wisconsin initiative. Revise, update, duplicate, and distribute alcohol and drug related informational and educational materials. Expand the 5=ZERO initiative and impaired motorcycle campaign that dovetails with Wisconsin's ZERO In Wisconsin initiative. The 5=ZERO program addresses five specific motorcycle related tasks that need to be accomplished by a rider to minimize the risk of a motorcycle related crash. Expand "May is Motorcyclist Safety & Awareness" Month media campaign to encompass the most active segment of the riding season promoting motorists' awareness of motorcycles as well as motorcyclist conspicuity.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-70-02-MC	$275,000/$302,100	$302,045.61

Accomplishments:
To further the alcohol and riding segment of the ZERO in Wisconsin initiative, the Blue Knights Motorcycle Club, through a grant awarded in early 2009, continues to promote and affect attitudinal change in motorcyclists to bring about alcohol-free riding in Wisconsin. In their efforts to satisfy the grant's goals and objectives, the 5=ZERO initiative, now joined by the Green, Yellow, Red program, continues to be aggressively promoted through a wide variety of face-to-face activities throughout the state. In addition, two motorcycle specific public service announcements were produced and aired throughout the 2010 riding season: "Built for Speed" and "The Passenger" aka "The Grim Reaper". Work has also begun on updating the Basic RiderCourse (BRC) Alcohol Unit.

Produce a motorcycle specific social marketing campaign, such as the Green-Yellow-Red Project that is designed to reduce impaired motorcycle riding and the resulting crashes that perpetuate injuries and fatalities.

Funds	Budget Account	Planned/Obligated	Expended
410	2010-31-02	$250,000/$0	$0

Accomplishments:
This activity was not completed since the "THE REF", the Mobile Training Facility project, came to fruition and the Blue Knights Motorcycle Club 5=ZERO initiative was expanded to include the previously active Green, Yellow, Red program.

Law Enforcement

Activities:
Communicate the role played by law enforcement personnel in motorcycle safety by acting as a source of information to communities and L.E. agencies. Develop their knowledge of motorcycle crash situations, investigating crashes, and maintaining a reporting system that documents crash activity and supports problem identification.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-70-03-MC	$20,000/$15,006	$15,000.00

Accomplishments:
Both state and local law enforcement officers were provided with 40 hours of advanced training that was specifically focused on motorcycle crash reconstruction and investigation. This course was conducted by the Mechanical Forensics Engineering Services, LLC through the Wisconsin State Patrol Academy. Appropriate equipment was also purchased and employed to assist law enforcement participants with the technical aspects of motorcycle operation.

Participate in (HVE) High Visibility Enforcement and deterrence activities where there is the highest occurrence of motorcycle fatalities.

Local, county, and state L.E. participates in statewide motorcycle events promoting the ZERO In Wisconsin and 5=ZERO Initiatives.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-70-05-MC	$70,000/$73,632	$67,449.80

Accomplishments:
Law enforcement officers representing local, county, and state departments played an integral role in the various 5=ZERO and Green, Yellow, Red initiative activities that took place at local establishments that serve food and alcohol, as well as state-wide motorcycle rallies, motorcycle completion events, and motorcycle charity fund raising activities. Law enforcement officers provided motorcycle skills demonstrations, as well as high visibility deterrence and enforcement.

Training & Support - Community - Federal

Activities:
Establish a Mobile Classroom and Training Vehicle to promote all aspects of motorcycle safety, awareness, and training. Integrate motorist awareness and motorcycle safety messages in all forms of Wisconsin Department of Transportation and DMV traffic safety campaigns. Promote proper Class M Endorsement for owners of all on-road motorcycles.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-70-04-MC	$175,000/$200,000	$197,147.32

Accomplishments:
In August of 2010 "THE REF" (Transportable High-End Rider Education Facility) mobile training facility made its maiden voyage to a combined group of three national motorcycle specific safety conferences taking place in Columbus, Ohio. Since that time, THE REF has participated in at least another fifteen motorcycle specific events within Wisconsin. The response to THE REF has been overwhelming, by both the motorcycling and general motoring community. Its overwhelming success may be attributed to its highly colorful graphics, its high-tech audio-visual equipment, its two Honda SMARTrainers-motorcycle simulators and Introduction to Motorcycling Experience training motorcycles, both of which offer a low-threat environment for the novice motorcyclist, and its group of enthusiastic and knowledgeable rider education and law enforcement staff.

Evaluation & Quality Assurance

Activities:
Evaluate Wisconsin's motorcycle rider education program by analyzing reportable crashes and citations of rider education graduates versus untrained riders to determine which group is more involved in crashes or receives more citations. Continue to perform an in-depth assessment of fatal motorcycle crashes. Per the November 2007 NHTSA Assessment of the WMSP, continue to develop a cadre of Quality Assurance Specialists to augment the efforts of the WMSP RiderCoach Trainers in the monitoring and assessing of WMSP training sites and staff.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-70-09-MC	$10,000/$10,000	$5,132.14

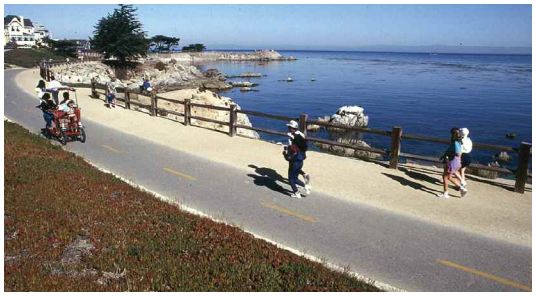
Accomplishments:
As a part of WMSP an in-depth analysis of motorcyclist fatalities continues to be conducted for calendar year 2010. Results of this in-depth analysis will continue to provide us with rider profiles as well as a number of scenario profiles by which specific countermeasures may be established. As part of the rider profile, data pursuant to involvement in formal rider education as well as length of time with a Class M Endorsement is being applied. In addition, driver records for citations and prior crashes are being brought into the analysis to provide depth to the rider profile. In early 2010, the WMSP conducted two Quality Assurance Specialist Professional Development Workshops for RiderCoaches. Twenty senior or lead RiderCoaches and RiderCoach Trainers participated and were MSF certified as Quality Assurance Specialists.

Motorcycle Safety – Budget Summary

Account	Fund	Program Activity	Planned	Obligated	Expended
2010-70-01-MC	402	Program Management - Federal	$65,000	$65,000	$30,907
2010-70-02-MC	402	PI&E Alcohol & Awareness	$275,000	$302,100	$302,046
2010-70-03-MC	402	Training & Support - Technical - Federal	$86,000	$101,006	$53,358
2010-70-04-MC	402	Training & Support - Community - Federal	$175,000	$200,000	$197,147
2010-70-05-MC	402	Law Enforcement	$70,000	$73,632	$67,450
2010-70-09-MC	402	Evaluation & Quality Assurance	$10,000	$10,000	$5,132
2010-79-01	562	Program Management - State	$110,000	$110,000	$106,582
2010-79-02	562	Protective Gear Promotion PI&E	$15,000	$15,000	$0
2010-79-04	562	Training & Support - Community	$404,000	$404,000	$339,051
2010-31-02-K8	410	Training & Support - Technical - Federal	$250,000	$0	$0
2010-72-06-K6	2010	Equipment	$265,000	$284,360	$176,384
		Total 402	**$681,000**	**$751,738**	**$656,040**
		Total 410	**$250,000**	**$0**	**$0**
		Total 2010	**$265,000**	**$284,360**	**$176,384**
		Total State	**$529,000**	**$529,000**	**$445,633**
		Total Program	**$1,725,000**	**$1,565,098**	**$1,278,057**

STATE of WISCONSIN
HIGHWAY SAFETY PROGRAM
ANNUAL REPORT 2010

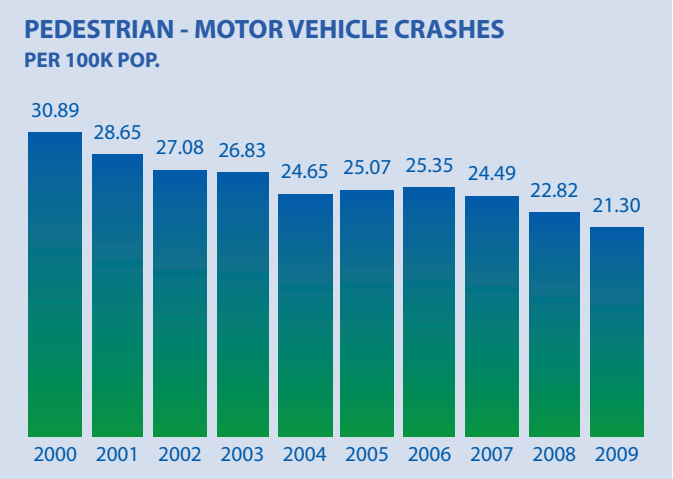
PEDESTRIAN & BICYCLE SAFETY



PERFORMANCE GOALS & MEASURES - PEDESTRIAN PROGRAM

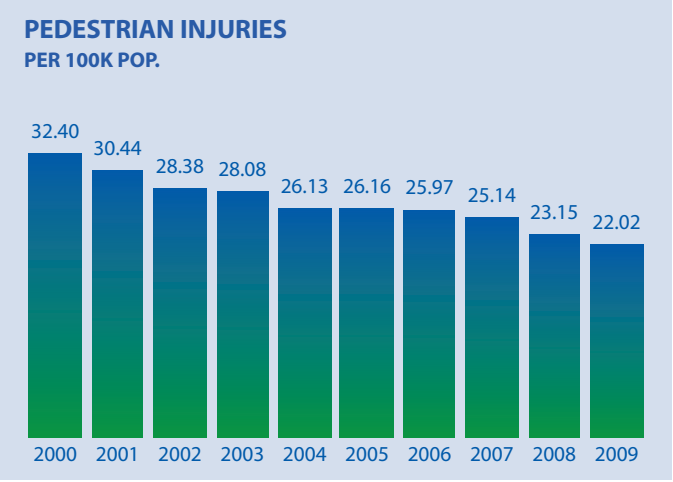
Pedestrian-motor vehicle crashes

2003-07 Baseline	25.27/100K pop.
2009 Goal	24.01/100K pop.
2009 Status	21.30/100K pop.



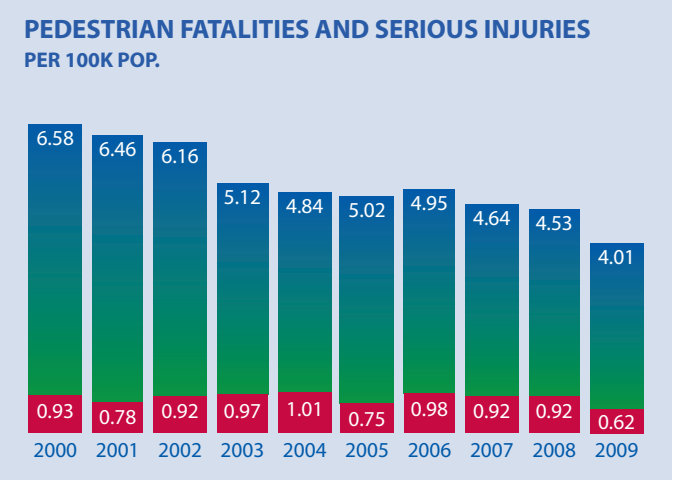
Pedestrian injuries

2003-07 Baseline	26.29/100K pop.
2009 Goal	24.98/100K pop.
2009 Status	22.02/100K pop.



Combined fatalities and serious 'A' injuries

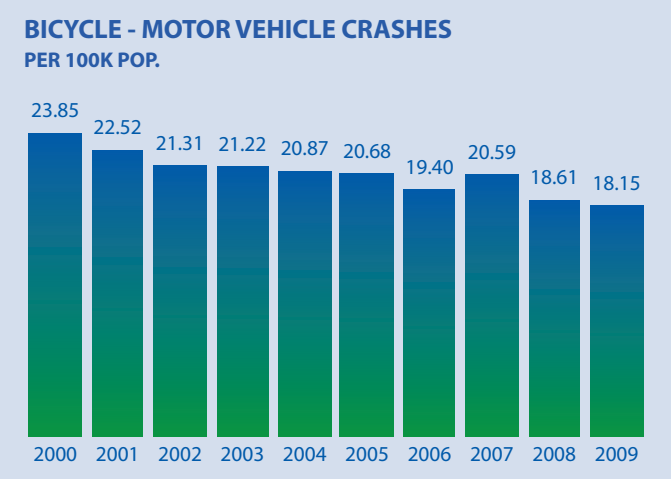
2003-07 Baseline	5.84/100K pop.
2009 Goal	5.55/100K pop.
2009 Status	4.62/100K pop.



PERFORMANCE GOALS & MEASURES - BICYCLE PROGRAM

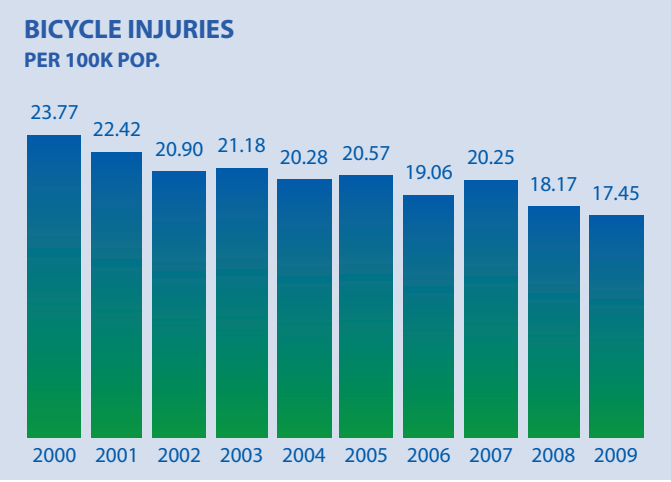
Bicycle-motor vehicle crashes

2003-07 Baseline	20.55/100K pop.
2009 Goal	19.52/100K pop.
2009 Status	18.15/100K pop.



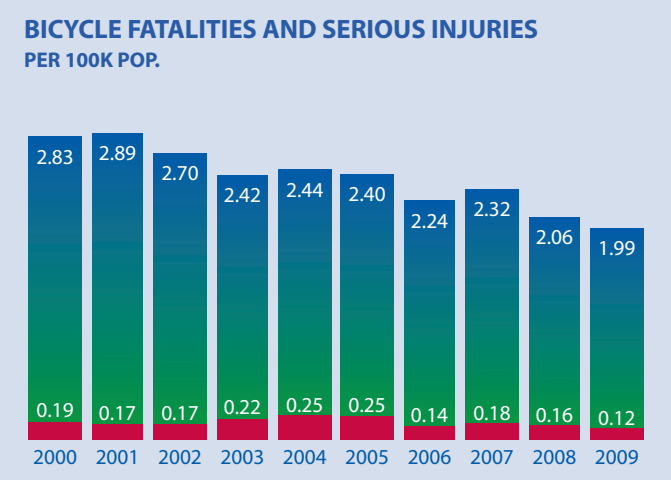
Bicycle injuries

2003-07 Baseline	20.27/100K pop.
2009 Goal	19.25/100K pop.
2009 Status	17.45/100K pop.



Bicycle Combined fatalities and serious 'A' injuries

2003-07 Baseline	2.57/100K pop.
2009 Goal	2.44/100K pop.
2009 Status	2.11/100K pop.



Program Management

Activities:
Coordinate, plan, and manage the state Pedestrian & Bicycle Safety Programs.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-80-01-PS	$5,000/$0	$0.00
562	State	$75,000/$75,000	$76,525.43

Accomplishments:
Planned and managed the State Pedestrian/Bicycle Safety Program. Worked with a number of agencies and programs to increase the number of people trained and educated on pedestrian and bicycle safety and rules of the road. Aside from activities noted below the program manager served as Chair of the Wisconsin Safety Patrol Inc., sat on the Governor's Bicycle Coordinating Council, and worked with a number of different agencies and non-profit programs to educate and improve safety. Worked with the Safe Routes to School program providing safety information and met with other programs interested in pedestrian and bicycle safety. Oversaw all Pedestrian and Bicycle grants, including law enforcement grants, training programs, bicycle rodeo, and walking workshop funding.

Public Information and Education

Activities:
Work with partners to keep program information up-to-date. Create Spanish versions of training information and add brochures/information to website. Continue to work with the variety of Drivers Education Programs to ensure beginning drivers receive the correct pedestrian/bicycle training. Continue to work with DMV, AAA, AARP, law enforcement, and other programs that educate veteran motorists on pedestrian and bicycle laws, including Ped/bike updates in the Wisconsin Motorist Handbook. Continue to develop new material that educates all of the audiences involved in pedestrian/bicycle safety. Update and target school bus safety information.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-80-02-PS	$80,000/$80,000	$32,684.23
State	2010-89-02	$44,500/$44,500	$10,195.82

Accomplishments:
BOTS updated and copied brochures on educational/safety information. Regional Program Managers talked with Driver Education Instructors and provided pedestrian and bike DVDs that will be used during driver education classes. Provided a two 2-day Pedestrian Safety Action Plan Training courses to engineers, planners and advocates in Milwaukee, assisting community planners and engineers in creating/improving pedestrian safety. Training included a wide variety of organizations and programs throughout the community to help lay out the safety action plan as they move forward. Was not able to add information related to school bus safety.

Training and Outreach Program

Activities:
Work with Safe Routes To School (SRTS) to train middle school teachers to include Bicycle and Pedestrian safety training program sessions in their classes. Create a brochure to help market Wisconsin Pedestrian & Bicycle Law Enforcement Training Course and print manuals and other information needed for training. Assist local communities in the organization and implementation of Walking Workshops. Train community members to organize and run walking workshops in their communities. Provide two pedestrian safety training workshops, working with engineers, law enforcement, health, planners, and advocacy programs defining and improving pedestrian safety issues. Wisconsin Council for the Blind – training their instructors on how to educate the blind on roundabouts and other road systems they may be unfamiliar with navigating.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-80-03-PS	$55,000/$22,059	$15,028.56

BOTS will schedule Teaching Safe Bicycling workshops for teachers including after school program facilitators, youth organizations, non-profits, law enforcement, and other programs that will instruct bicycling training courses/rodeos. Work with local communities and organizations to hold bicycle training courses and rodeos. Try to target new trails being opened in the state that cross roadways. Pedestrian Safety targeted neighborhood model projects based on Walking Workshops, facilities mapping, Street Share Program and NHTSA pilot projects.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-80-04-PS	$40,000/$21,040	$10,999.02

Accomplishments:
We succeeded in holding four Teaching Safe Bicycling courses in different communities around the state. Approximately seventy people attended the courses, including Physical Education teachers, EMT/EMS, Park Rangers, Safe Kids, youth organizations, after school programs, law enforcement personnel, and public health nurses on teaching bicycle safety. BOTS funded two walking workshop grants to assist the safety of pedestrians in two separate communities. Funding was provided to two communities that have set-up bike rodeos to train children on the safe/correct way to ride a bike. Funded Wisconsin Council for the Blind – training their instructors on how to educate the blind on roundabouts and other road systems they are unfamiliar with navigating.

Law Enforcement

Activities:
Collaborate with law enforcement agencies to increase quality pedestrian and bicycle safety enforcement and education.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-80-05-PS	$70,000/$70,685	$68,436.94

Accomplishments:
Worked with and monitored thirteen bicycle enforcement and thirteen pedestrian enforcement grants for communities with a high number of bicycle or pedestrian injuries and fatalities over the past three years (2006-2008). The projects were set-up with the goals and objectives of reducing/eliminating crashes, injuries, and fatalities. The grants ran from $2,000 to $6,000 per grant. A few law enforcement agencies turned down grant funding due to lack of staff available to work overtime.

Activities:
Train law enforcement personnel so they can instruct the Wisconsin Pedestrian & Bicycle Law Enforcement Training Course.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-80-03-PS	$10,000/$0	$0

Accomplishments:
Provided handbooks and information for one training course in Green Bay, the cost of the instruction of the course was covered by a grant through another state agency.

Evaluation Programs

Activities:
Evaluate the number of crashes, fatalities, and injuries and compare to prior data. Track the use of the safety materials provided, eliminate materials that are not being used. Evaluate the effectiveness of the funding provided.

Funds	Budget Account	Planned/Obligated	Expended
402	2010-80-09-PS	$10,000/$0	$0

Accomplishments:
Tracked the use of some of the safety materials eliminating the items that are out of date or not being used at this time.

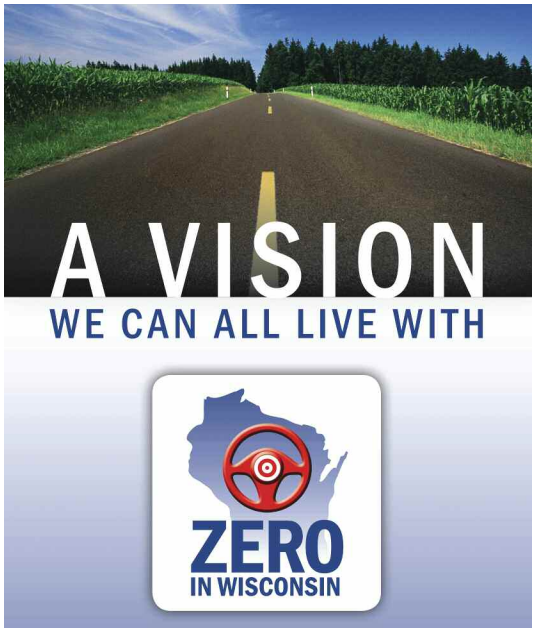
Notable Activities:
BOTS has a representative on the Governors Bicycle Coordinating Council, the Wisconsin Safety Patrol Inc., Wisconsin Safety Patrol Congress, the Traffic Records Coordinating Committee, and the Wisconsin Partnership for Activity and Nutrition. Each of the programs plays a role or provides information/data that is related to increasing/improving pedestrian and bicycle safety issues. BOTS worked with the Milwaukee, providing a Pedestrian Safety Action Plan training courses to engineers, planners and advocates. BOTS continues to work and build relationships with a number of partners including: Bicycle Federation of Wisconsin, Safe Routes to School, AAA, AARP, UW-Madison, School Safety Patrol programs, non-profit organizations, local law enforcement agencies, and the general public. BOTS continues to provide assistance on pedestrian/bicycle training and educational information wherever needed.

Pedestrian and Bicycle Safety – Budget Summary

Account	Fund	Program Activity	Planned	Obligated	Expended
2010-80-01-PS	402	Program Management - Federal	$5,000	$5,000	$0
2010-80-02-PS	402	PI&E - Federal	$80,000	$80,000	$32,684
2010-80-03-PS	402	Training and Support Technical	$65,000	$22,059	$15,029
2010-80-04-PS	402	Training and Support Community	$40,000	$21,040	$10,999
2010-80-05-PS	402	Enforcement	$70,000	$70,685	$68,437
2010-80-09-PS	402	Evaluation	$5,000	$0	$0
2010-89-01	State	Program Management - State	$75,000	$75,000	$76,525
2010-89-02	State	PI&E - State	$44,500	$44,500	$10,196
		Total 402	**$265,000**	**$198,784**	**$127,149**
		Total State	**$119,500**	**$119,500**	**$86,721**
		Total Program	**$384,500**	**$318,284**	**$213,870**

STATE of WISCONSIN
HIGHWAY SAFETY PROGRAM
ANNUAL REPORT 2010

COMMUNITY TRAFFIC SAFETY



PERFORMANCE GOALS AND MEASURES

Attendance at County/City Traffic Safety Commission Meetings	Grant Monitoring by BOTS staff	Overall Goal
92% of meetings scheduled in 72 Counties and City of Milwaukee.	100% of law enforcement and other contracts entered into with local units of government.	Increase local participation in state-administered and locally developed highway safety activities.

Program Management

Activities:
BOTS Field Program Outreach (4.0 FTE): coordinate, plan, and manage the state Community Traffic Safety Program. Wage and fringe, vehicles and mileage, data processing costs, materials & supplies, training and travel, printing and postage. Continue to provide leadership, training, information, and technical assistance to agencies, organizations, and non-profit programs involved in community traffic safety. Work closely with all law enforcement agencies involved in the community safety grant program. Act as a liaison between local communities, law enforcement agencies, engineers, planners, and various divisions of the DOT. Collaborate with these groups, sharing information on various grant opportunities. Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-90-01-CP	$340,000/$340,000	$304,033.16

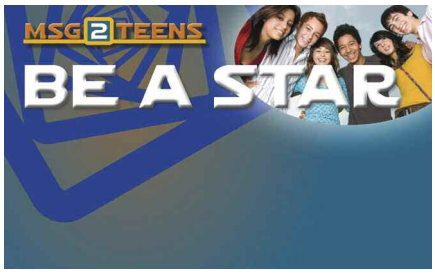
Accomplishments:
Regional Program Managers attended more than 92% of county Traffic Safety Commission meetings and participated in wide variety of local community-based traffic safety initiatives. Monitored funded law enforcement activities and equipment contracts with local units of government. Coordinated special emphasis traffic law enforcement details in the US 41 corridor from Washington County to Marinette County).

Outreach Program

Activities:
Targeted single- or multiple-issue local programs in targeted communities.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-90-04-CP	$300,000/$150,000	$19,363.52

Accomplishments:
Partnered with Fox 47 and American Family Insurance in a contest for teens to develop traffic safety PSA's targeting teens.



Public Information and Education

Activities:
Community PI & E (development, reproduction, mailing).

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-90-02-CP	$160,000/$218,500	$218,451.73

Accomplishments:
Ad agency developed no texting while driving messages for radio and TV in English, Spanish and for the urban demographic, continued to expand the Zero in WI message, developed traffic safety messages for delivery vehicles, cinemas, websites sporting events and print. Duplicated videos, CDs, MP3s, and print materials.

Contract with CESA #2 for production of Traffic Safety Reporter, Web design and mailing costs.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-90-02-CP	$110,000/$56,213	$56,158.62

Accomplishments:
DaneNET published BOTS quarterly Traffic Safety Reporter newsletter, provided graphic design and layout for the annual Highway Safety Plan and Annual Report.

Conferences and Meetings

Activities:
Governor's Conference on Highway Safety.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-90-04-CP	$52,000/$52,000	$11,500.47

Accomplishments:
Coordinated the annual Governor's Conference on Highway Safety, attended by over 300 participants.

Volunteer Outreach Wisconsin Association of Women Highway Safety Leaders (WAWHSL).

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-90-04-CP	$17,000/$17,500	$10,129.85

Accomplishments:
A BOTS representative attended every meeting of WAWHSL Executive Board, as well as WAWHSL annual training conference. Coordinated efforts of WAWHSL volunteers working the DOT traffic safety exhibit at Wisconsin Farm Technology Days exhibition near Waterloo, attended by nearly 80,000 people.

Annual Meeting of Wisconsin Highway Safety Coordinators Association (WHSCA).

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-90-04-CP	$6,000/$5,250	$5,486.60

Accomplishments:
Staff attended every meeting of the executive board of Wisconsin Association of Highway Safety Coordinators (WHSCA), as well as the joint WHSCA-WTSOA annual meeting.

Forums and other meetings that address cross-disciplinary traffic safety issues.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-90-04-CP	$105,000/$13,200	$9,241.10

Accomplishments:
Provided funding for a Traffic Incident Management conference for over 200 attendees.

BOTS purchased an electronic grants management system with NHTSA's permission.

Funds	Budget Acct	Planned/Obligated	Expended
402	2010-90-04-CP	$0/$450,000	$366,710.00

Community Traffic Safety – Budget Summary

Account	Fund	Program Activity	Planned	Obligated	Expended
2010-90-01-CP	402	Program Management -	$340,000	$340,000	$304,033
2010-90-02-CP	402	PI&E	$270,000	$274,713	$274,610
2010-90-04-CP	402	Training & Support - Community	$480,000	$687,950	$422,432
		Total Program	**$1,090,000**	**$1,302,663**	**$1,001,075**

FFY 2010 Fiscal Detail											
As of December 28, 2010											
Fund	**Program**	**Description**	**Fed Planned**	**Fed Obligated**	**Fed Expended**	**%Total**	**% Spent**	**Match***	**% Match**	**Local Ben***	**% Loc Ben**
	10-PA	Planning & Admin	195,000	214,400	224,366	2.6%	104.6%	224,367	100.0%	56,092	25.0%
	20-OP	Occupant Protection	1,015,000	1,104,998	825,270	13.5%	74.7%	0	0.0%	650,532	78.8%
402	30-AL	Alcohol/Other Drugs/Youth	1,240,000	856,000	560,479	10.5%	65.5%	928,530	165.7%	409,699	73.1%
	30-AL	Youth	125,000	75,000	5,201	0.9%	6.9%	0	0.0%	0	0.0%
	40-PT	Police Traffic Services	2,580,000	2,045,449	1,683,476	25.1%	82.3%	0	0.0%	1,465,470	87.1%
	50-TR	Traffic Records	591,000	247,979	202,613	3.0%	81.7%	0	0.0%	57,247	28.3%
	60-EM	Injury Control - EMS	170,000	77,274	68,013	0.9%	88.0%	0	0.0%	68,013	100.0%
	70-MC	Motorcycle Safety	681,000	751,738	656,040	9.2%	87.3%	361,998	55.2%	340,005	51.8%
	80-PS	Pedestrian/Bicycle	265,000	198,784	127,149	2.4%	64.0%	86,721	68.2%	97,793	76.9%
	90-CP	Community	1,090,000	1,302,663	1,001,075	16.0%	76.8%	0	0.0%	0	0.0%
	20-PM	OP Paid Media	750,000	750,000	771,342	9.2%	102.8%	0	0.0%	385,670	50.0%
	30-PM	AL Paid Media	250,000	250,000	0	3.1%	0.0%	0	0.0%	0	0.0%
	40-PM	PT Paid Media	250,000	282,000	281,440	3.5%	99.8%		0.0%	140,720	50.0%
Total	**402**	**State and Community Hwy Safety Grants**	9,202,000	8,156,285	6,406,464	100.0%	78.5%	1,601,616	25.0%	3,671,241	57.3%
405	**K2**	**Occupant Protection Incentive Grants**	950,000	499,000	479,147	100.0%	96.0%	479,148	100.0%	322,016	67.2%
406	**K4**	**Safety Belt Performance Grants**	1,000,000	0	0	0.0%	0.0%	0	0.0%	0	0.0%
408	**K9**	**State Traffic Safety Information System Improvement Grants**	748,000	531,012	424,904	100.0%	80.0%	106,227	25.0%	275,782	64.9%
	31-K8	Alcohol Youth	220,000	50,237	35,727	1.7%	71.1%				
	31-K8	Alcohol SAFETEA-LU	2,707,000	2,574,000	2,157,820	89.6%	83.8%				
	31-K8PM	Alcohol Pd Media SAFETEA-LU	250,000	250,000	247,659	8.7%	99.1%				
		Only Impaired Driving	2,957,000	2,824,000	2,405,479	98.3%	85.2%				
410	**K8**	**Impaired & Youth (410)**	3,177,000	2,874,237	2,441,206	100.0%	84.9%	2,441,206	100.0%	2,086,766	85.5%
2010	**K6**	Motorcycle Safety Ed 2010	265,000	284,360	176,384	100.0%	62.0%	0.0%	0.0%	176,384	100.0%
2011	**K3**	Child Passenger Safety	280,000	323,976	303,440	100.0%	93.7%	101,137	33.3%	241,262	79.5%
1906	**K10**	Prohibit Racial Profiling	800,000	394,551	354,674	100.0%	89.9%	88,669	25.0%	273,930	77.2%
TOTAL	**USDOT**		**15,422,000**	**13,063,421**	**10,586,219**		**81.0%**	**4,994,387**	**47.2%**	**7,047,381**	**66.6%**
USDOJ	OJJDP	Youth Alcohol Programs	522,000	831,382	394,697	100.0%	47.5%	0	0.0%		
TOTAL		**Non GTS PROGRAMS**	**522,000**	**831,382**	**394,697**		**47.5%**	**0**			
GRAND TOTAL		**ALL FUNDS**	**15,944,000**	**13,894,803**	**10,980,916**		**79.0%**	**4,994,387.00**			

* Local Benefit and Match reflect federal requirements.

2010 Federal Fund Summary								
Fund	402	405	408	410-K8	2010	2011	1906	406
Planned	9,202,000	950,000	748,000	3,177,000	265,000	280,000	800,000	1,000,000
Obligated	8,156,285	499,000	531,012	2,874,237	284,360	323,976	394,551	0
Expended	6,406,464	479,147	424,904	2,441,206	176,384	303,440	354,674	0