

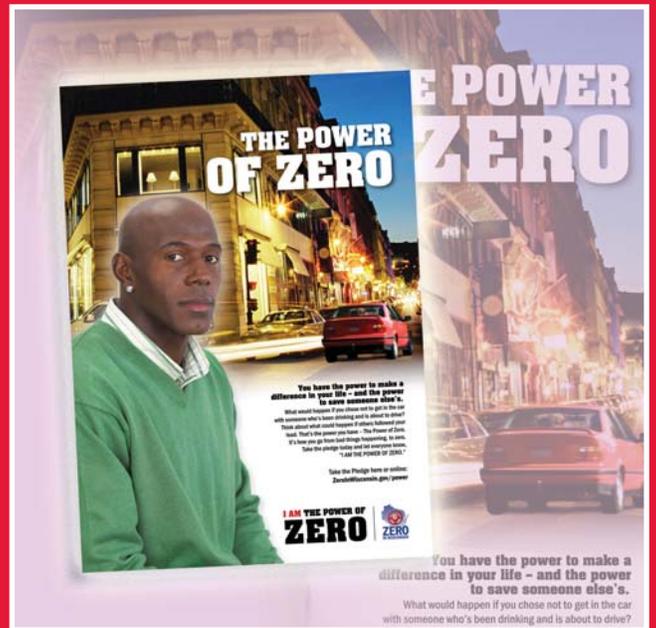
STATE OF
WISCONSIN
FFY 2012

Highway Safety Program Annual Report

Scott Walker
Governor of Wisconsin

Mark Gottlieb
Governor's Representative for Highway Safety

Major Sandra Huxtable
Highway Safety Coordinator



State of Wisconsin Federal Fiscal Year 2012 Highway Safety Program Annual Report

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December 28, 2012

On behalf of the Wisconsin Department of Transportation, Bureau of Transportation Safety (BOTS), I am pleased to present the State of Wisconsin's Annual Evaluation Report of federal fiscal year 2012 Highway Safety program activities.

The report identifies behavioral activities undertaken with both state and federal Highway Safety funds and some additional activities undertaken by our many safety partners in support of our safety objectives.

In 2011, 32,367 people died in motor vehicle crashes in the United States; 582 of those fatalities were here in Wisconsin. Wisconsin is responsible for roughly 1.79% of the country's traffic fatalities. Wisconsin has seen a decrease of 20% in fatalities since 2006 (from 724 in 2006 to 582 in 2011).

While we have seen a 1.7% increase over 2010, we believe our program is on the right track. Despite challenging economic times and thanks to a strong commitment from our safety partners, BOTS awarded \$16.29 million in grants in FFY 2012

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,

A handwritten signature in black ink that reads "Sandra K. Huxtable".

Major Sandra Huxtable, 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, Mark Gottlieb, is the Governor's Highway Safety Representative and Major Sandra Huxtable, 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 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 its adherence to the Highway Safety Performance Plan.

Funds

More than \$16 Million of federal Highway Safety formula and incentive grants were programmed during federal fiscal year 2012. 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 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.



Scott Walker
Governor of
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Mark Gottlieb
Governor's
Representative
for Highway Safety



**Major Sandra
Huxtable**
Highway Safety
Coordinator

Goal

Goals for this Federal Fiscal Year 2012 Annual Report are set and committed to in the 2012 Highway Safety Performance Plan. The results laid out in this document use 2011 calendar year data.

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). Wisconsin has set a perpetual goal of a 5% reduction for all of the "Core Outcome Measures" from the prior five-year rolling average. The agreed upon performance measures and the results are summarized below in the matrix. The results in green are in areas where the goal was met or exceeded.

Core Outcome Measures	2006	2007	2008	2009	2010	2006-2010 Avg	Goal	2011
C1. Number of traffic fatalities.	724	756	605	561	562	642	609.52	582
C2. Number of 'A' Injuries in Traffic Crashes.	4874	4982	4356	3854	3845	4382	4163.09	3534
C3. Fatalities/VMT								
Total	1.22	1.27	1.05	0.96	0.94	1.088	1.0336	1.00
Rural	1.73	1.78	1.53	1.38	1.44	1.572	1.4934	1.32
Urban	0.76	0.81	0.63	0.59	0.5	0.658	0.6251	0.69
C4. Number of unrestrained passenger vehicle occupant fatalities, all seat positions.	296	298	222	231	178	245	232.75	185
C5. Number of fatalities in crashes involving a driver or MC operator with a BAC of .08 and above.	307	314	205	213	205	248.8	236.36	218
C6. Number of speeding-related fatalities.	283	279	198	203	202	233	221.35	195
C7. Number of motorcyclist fatalities.	93	109	89	84	105	96	91.2	95
C8. Number of unhelmeted motorcyclist fatalities.	69	79	68	55	82	71	67.07	81
C9. Number of drivers age 20 or younger involved in fatal crashes.	141	144	114	92	91	116	110.58	83
C10. Number of pedestrian fatalities.	55	58	53	38	52	51	48.64	61
Core Behavior Measures								
B1. Observed seatbelt use for passenger vehicles, front seat outboard occupants (survey).	75.4%	75.3%	74.2%	73.8%	79.2%	75.58%	79.4%	79.9%
Activity Measures								
Federal Fiscal Year (October 1, 2011 - September 30, 2012)								
A1. Seat Belt Citations Issued During Grant Funded Enforcement Activities								29,073
A2. Impaired Driving Arrests Made During Grant Funded Enforcement Activities								984
A3. Speeding Citations Issued During Grant Funded Enforcement Activities								2,134

The Wisconsin Department of Transportation made great strides in the implementation of the latest Strategic Highway Safety Plan this year with its Summer of Safety—2012 Traffic Safety Activities. The following are the activities that were included in the press release. State, NHTSA, FMCSA, and FHWA funds were utilized to make these efforts possible.

Motorcycle Safety

- The Wisconsin Motorcycle Safety Program will hit the road this summer with THE REF (Transportable High-End Rider Education Facility) to reach out to the motorcycling community and the general motoring public.
- On average for the past five years, traffic crashes have killed nearly 100 motorcyclists and injured approximately 2,500 each year.
- The Wisconsin Motorcycle Safety Program is now celebrating its 30th anniversary and, during that time, has trained approximately 160,000 novice and seasoned riders.
- The Motorcycle Safety Program emphasizes that motorists need to share the roadways and watch for motorcycles especially at intersections and while making lane changes.
- Motorcyclists must obey all traffic laws, never ride while impaired, wear conspicuous and protective gear and clothing, including a DOT-approved helmet and keep their riding skills sharp through life-long rider training.

Click It or Ticket Safety Belt Enforcement Mobilization: May 21 to June 3

- A major reason for traffic fatalities is unbelted drivers and passengers who were ejected from vehicles during crashes and sustain fatal injuries as a result.
- It is a proven fact that wearing a safety belt will protect motorists from being ejected from a vehicle or thrown around violently inside it during a crash and possibly striking another vehicle occupant with massive force.
- Wisconsin's safety belt use rate is approximately 79 percent, which is substantially lower than the national average of 86 percent.
- To increase safety belt use, hundreds of law enforcement agencies throughout the state will mobilize for the national Click It or Ticket campaign from May 21 to June 3, which includes the heavily-traveled Memorial Day weekend.
- New TV and radio spots featuring Donald Driver are part of Click It or Ticket.
- The goal of the mobilization is not to write more tickets but to increase voluntary compliance with Wisconsin's safety belt law.
- Wisconsin has also initiated four multi-jurisdictional High Visibility Enforcement seat belt enforcement pilot projects (in Dane, Door, Douglas and La Crosse Counties) that are deploying primarily at night to change driver behavior and get people to buckle up.
- If more people buckle up, we can reach our ultimate goal of reducing the number of preventable traffic deaths to Zero In Wisconsin.

Summer Heat and Speed Enforcement: July 2 to 18

- On average, more than 200 people are killed each year in speed-related crashes in Wisconsin, accounting for more than 30 percent of all traffic fatalities.
- During the Summer Heat mobilization, the department will provide federal grants to local law enforcement agencies to combat speeding in one of the highest traffic-fatality months.

Aerial Speed Enforcement

- The department is working cooperatively with local law enforcement agencies for intensified traffic safety enforcement that includes the State Patrol's Air Support Unit to monitor traffic speeds.
- Aerial speed enforcement is limited, with support focused on reducing excessive speed, aggressive driving and following too closely.
- Aerial enforcement can provide a deterrent effect in getting travelers to slow down.
- Wisconsin has initiated a multi-jurisdictional high visibility enforcement speed and aggressive driving enforcement detail using aerial enforcement on Highway 151 from the Iowa State line in Grant County to Dodge County. Similar speed details may be added on other highway corridors. Aerial enforcement details will be used throughout 2012.
- Construction zones are often areas where it is difficult to enforce traffic laws because of lane restrictions and inability to observe violations.
- Fines for violations in work zones are double the usual amount when workers are present. Posted work zone speed limits are in force even when workers are not present.
- Rear end collisions are the most common type of work zone crash. Although construction workers are always at a great risk of being hit, about three out of four people killed in work zone crashes are motorists.
- On average during the last five years, there were nearly 700 work zone crashes annually in Wisconsin that killed 10 people and injured nearly 800.

OWI Task Forces

- The department is working cooperatively with local law enforcement to deploy OWI (operating while intoxicated) enforcement details. These are often targeted in entertainment districts or during times known for celebrations.
- The details are typically announced in advance to serve a deterrent effect.

Crackdown on Drunken Driving: August 15 to September 3

- Drunken driving will be the focus of the national Drive Sober or Get Pulled Over crackdown.
- Approximately 40 percent of traffic deaths in Wisconsin are the result of alcohol-related crashes. These deaths are tragic and preventable.
- Tough laws, backed by effective enforcement are part of, but not the entire, solution. On average, there are about 40,000 convictions for drunken driving each year in Wisconsin. But law enforcement officers will never be able to arrest every drunken driver.
- To prevent the devastation and death caused by drunken drivers, people ultimately need to change their behavior and decision-making. First and foremost, drivers must take personal responsibility for their safety and the safety of others. They can designate a sober driver before drinking, take a cab or find another way home from a bar or party.
- Everyone must be courageous enough to stop a friend or loved one who's impaired by alcohol or other drugs from getting behind the wheel.
- Parents need to set a good example for their own children and teenagers, who are future drivers, by always driving sober.

Child Passenger Safety Seats: September 16 to 22

- Child Passenger Safety Week and National Seat Check Saturday will be recognized in mid-September to educate the public on the importance of properly securing children in vehicles to keep them safe.
- The department has produced a new 12-minute instructional video that provides information on the legal requirements for child passenger safety in Wisconsin. The video also provides other resources and "best practices."
- The video will be distributed in cooperation with hospitals and other provider organizations.

Rumble Strips

- Rumble strips will be installed on about 500 miles of two-lane rural roadways.
- The rumble strips will be done as part of rehabilitation projects and also through retrofitting them by milling (grinding) shoulder and centerline rumbles into existing pavement.
- The goal is to reduce the number and severity of roadway departure crashes. These consist of run-off-the-road and cross center line crashes on undivided roads.
- For the last five years, 36-40 percent of Wisconsin fatalities are due to the combination of run-off-the-road crashes and cross center line crashes, with 90 percent of them occurring in rural areas.
- Rumble strips assist motorists while driving during inclement weather conditions such as fog, snow or heavy rain that obscures roadways; aid snowplows and assist drivers who may unintentionally stray when visibility is poor.
- National research and monitoring of rumbles in other states, show compelling crash reduction figures. Based on this research, rumbles strips could save hundreds of lives in Wisconsin.

Roadway Improvements

- The department is also moving forward this summer with a series of other roadway improvements in corridors with significant crash/safety concerns.
- The approaches being used include things that can be done relatively quickly and at a reasonable cost – and that offer significant public safety returns. These include:
 - Installing wider pavement markings
 - Improving traffic signal timing to enhance traffic flow
 - Installing dynamic curve warning signs
 - Doing pavement patching to minimize debris and loose pavement that can impact motorcyclists, bicyclists and other travelers.

Road Safety Audits

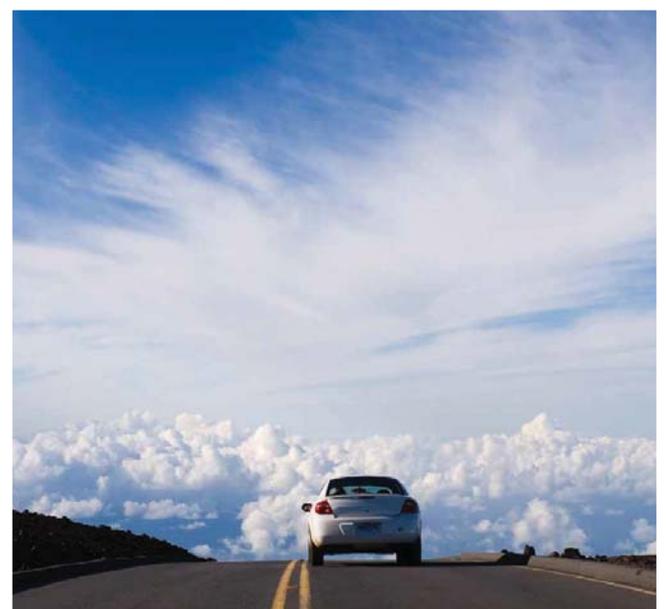
- Road safety audits are a proactive approach to improving transportation safety. The audits provide a comprehensive examination of a future or existing roadway in which an independent, qualified auditor reviews and reports on safety issues.
- The department has conducted a number of county, tribal and corridor road safety audits. It is expanding the program in 2012 and plans to conduct more road safety audits to improve safety and communicate specific actions to help reduce crashes.

Traffic Safety Messages

- Pop-up and banner safety messages will start to appear on Division of Motor Vehicle (DMV) web pages. The web provides an opportunity to reinforce safe driving messages directly to a prime targeted audience – drivers who are doing service with the DMV.
- Safe driving messages are promoted prior to the peak summer holiday travel periods during Memorial Day, Fourth of July and Labor Day.
- Safe and sober driving is the focus of messages at various minor league baseball stadiums around the state, including the La Crosse Loggers and Madison Mallards.
- WisDOT is partnering with AT&T and AAA Wisconsin to provide presentations at high schools around the state to educate students on the dangers of texting while driving.

The rest of this document summarizes activities and expenditures for Federal Fiscal Year 2012 (FFY2012).

2012 Highway Safety Program Annual Report by Program Area



STATE OF
WISCONSIN
FFY 2012

**HIGHWAY SAFETY
PROGRAM
ANNUAL REPORT**



Planning & Administration

PERFORMANCE GOALS AND MEASURES

The success of any strategic effort requires planning, administration, and commitment from many levels. The analysis, planning, coordination, and direction of the overall behavioral change effort are performed with in-house staff of the Bureau of Transportation Safety. NHTSA rules limit the amount of 402 funds available to support the planning and administration of the program, to 10% of total 402 funds expended. States must match federal funds to support Planning and Administration Program.

Federal highway safety and related funds were distributed into science-based, targeted activities that were most likely to decrease the burden of crashes, deaths, and injuries on Wisconsin roadways. The activities were administered following state and federal rules and guidelines.

- Produced timely, accurate, and complete plans and reports.
- Made proper application for funds throughout the year.
- Administered planned activities by end of FFY2012.
- Incorporated budget liquidation plan into HSPP planning process and spent down state and federal funds in a timely manner.
- Documented financial management and program management.

PLANNING AND ADMINISTRATION—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2012-10-01-PA	402	Planning & Administration	\$265,000	\$284,400	\$271,299.82
2012-19-01	562	Appropriation 562 Planning, Administration	\$530,000	\$530,000	449,554.90
Program Total			\$795,000	\$814,400	\$720,854.72



Occupant Protection Program

PERFORMANCE GOALS AND MEASURES

Nationally, 52% of passenger vehicle occupant fatalities were occupants that were unrestrained. In Wisconsin, 31.7% were unrestrained. The program met its goals of 79.9% average belt use, decreasing unbelted fatalities and A injuries, and decreased the ejection rate as shown in the matrix below.

BOTS has a new Behavioral Specialist to oversee all occupant protection grants as well as the enforcement grants. This position was converted to 405 funding in 2012. This staff person provides leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in occupant protection education and training. They also integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs. Most importantly, this position encourages communities and grantees to view occupant protection as a sustained effort rather than an occasional enforcement mobilization.

The occupant protection safety program has six types of programming designed to reduce the number of unrestrained occupant fatalities and injuries:

1. Regulation and Policy
2. Enforcement
3. Communication
4. Child Passenger Safety
5. Outreach
6. Program Evaluation

BOTS had planned to work with employers through the Wisconsin Compensation Rating Bureau and the Wisconsin Department of Workforce Development to encourage safety belt use for their employees by making it a work rule, but were unable to complete this task because of staff shortages, but were able to encourage law

Average Belt Use and Child Safety Seat Use	
2006-2010 Baseline	75.6%
2011 Goal	79.4%
2011 Actual	79.9%
Unbelted Fatalities and 'A' injuries	
2006-2010 Baseline	2.08/100M VMT
2011 Goal	1.97/100M VMT
2011 Actual	1.51/100M VMT
Ejection Rate/Fatal and Injury Crashes	
2006-2010 Baseline	1.80%
2011 Goal	1.71%
2011 Actual	1.51%
Child Safety Seat Installation	
We expected to certify 150 students in the proper installation of child safety seats and increase the number of fitting stations by three in 2012.	

Summary totals for all enforcement (both funded and unfunded) activities for Impaired Driving, Occupant Protection, and Speed	
Number of Officers Deployed	25,382
Total Number of Funded Over Time Enforcement	93,621
Total Unfunded Straight Time Hours	37,495
Safety Belt Tickets Written on Over Time	29,073
Safety Belt Tickets Written on Straight Time	2,804
Speeding Tickets Written on Over Time	38,227
Speeding Tickets Written on Straight Time	8,417
OWI Written on Over Time	2,329
OWI Written on Straight Time	897
OAR on Over Time	9,789
OAR on Straight Time	2,371
Open Intoxicant on Over Time	425
Open Intoxicant on Straight Time	113
Vehicle Registration Over Time	6,126
Vehicle Registration Straight Time	1,550
Equipment Over Time	2,753
Equipment Straight Time	630
All Other Over Time	25,305
All Other Straight Time	7,230
Drug Arrests	856
Felony Arrests	250
Misdemeanor Arrests	1,037
Warrants Served	1,889

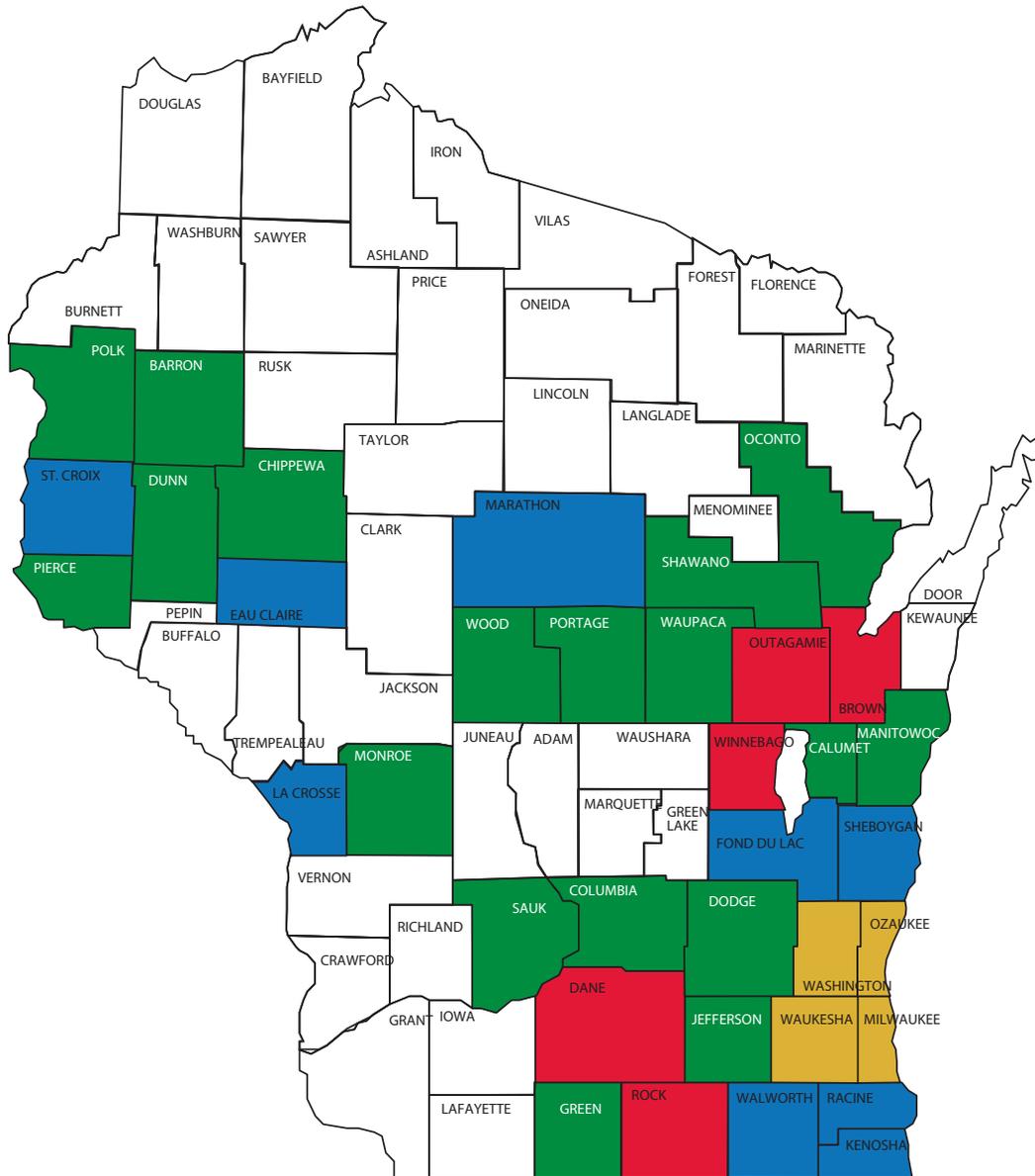
enforcement agencies that receive Federal Highway Safety program funds to develop and enforce an employee safety belt use policy.

Enforcement was a great success this FFY and exceeded expectations. Summary totals for all enforcement (both funded and unfunded) activities for Impaired Driving, Occupant Protection, and Speed are on the chart to the right.

For our communication efforts, our staff reviewed and updated information regarding child passenger safety, safety belt materials and other items in both Spanish and English. BOTS worked with Staples Marketing to create a state-specific occupant protection message using CIOT, Zero in Wisconsin and messages targeted at the unbuckled motor vehicle occupant. Green Bay Packer receiver, Donald Driver was very active in promoting our seat belt message and along with the ads that were televised during Dancing with the Stars, Donald also posted messages on his Facebook page

BELT USE BY REGION – 2011

Belt use varies by 13.3% across the state. The Stratum 2 area is highest at 85.1%, and the Stratum 1 area is lowest at 71.8%. Regions are defined by a combination of population and Vehicle Miles Traveled (VMT).



Strata	Belt Usage 2011 (%)
Stratum 1	71.8
Stratum 2	85.1
Stratum 3	74.5
Stratum 4	82.9

- Stratum 1: Milwaukee, Ozaukee, Washington, and Waukesha Counties
- Stratum 2: Brown, Dane, Outagamie, Rock, and Winnebago Counties
- Stratum 3: Eau Claire, Fond du Lac, Kenosha, La Crosse, Marathon, Racine, Sheboygan, St. Croix, and Walworth Counties
- Stratum 4: Barron, Calumet, Chippewa, Columbia, Dodge, Dunn, Green, Jefferson, Manitowoc, Monroe, Oconto, Pierce, Polk, Portage, Sauk, Shawano, Waupaca, and Wood Counties

Source: WisDOA Demographic Services



which has 535,531 subscribers. As with every year, BOTS planned and contracted for Paid Media for “Click It or Ticket” Mobilization, and a sustained safety belt media campaign reflecting the safety belt message.

Specific to Child Passenger Safety, BOTS supported the Statewide Child Passenger Safety Advisory Committee and helped to administer CPS training, support and materials. We also granted money to 58 organizations around Wisconsin that distribute child safety seats and instruct the public on how to properly fit the seats.

BOTS performs a number of different outreach measures including touring the state with our rollover convincer, CPS training for law enforcement agencies and judges, and a number of Youth safety belt initiatives.

Along with our observational seat belt usage survey, we also contracted to conduct a telephone survey to evaluate the effectiveness of our paid media. Here are some of the results:

- There is a high level of reported compliance with Wisconsin’s safety belt law, and there was no significant change in the level of compliance between surveys. Asked how often they use a seat belt, 95.6% of the pre sample and 96.1% of the post sample said they wear one all or most of the time.
- A majority of respondents had NOT read, seen, or heard about police enforcement of the safety belt law in the past 30 days, and there was no significant change in the responses to this question between surveys. 64% percent of the pre and 61% of the post respondents said they had not read, seen or heard about safety belt law enforcement by the police.



Respondents were fairly evenly divided regarding the perceived likelihood of getting a ticket if they did not wear a safety belt, and there was a significant change in the responses to this question between surveys. In the pre survey, 41% said it was either “almost certain” or “very likely” they would be ticketed, 34% said “somewhat likely,” and 25% said either “somewhat unlikely” or “very unlikely”. The comparable percentages in the post survey were 35%, 31%, and 34%.

**BUCKLE UP
AMERICA**
Every Trip. Every Time.



OCCUPANT PROTECTION—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Obligated	Expended
2012-25-01-K2	405	Program Management/Delivery	\$90,000	\$46,500	\$22,021.05
2012-24-02-K3	2011	CPS PI&E	\$150,000	\$150,000	\$75,640
2012-25-02-K2	405	PI & E	\$427,100	\$427,100	\$130,660.35
2012-24-03-K3	2011	Training & Support-Technical	\$205,000	\$181,668	\$131,896.65
2012-25-03-K2	405	Training & Support-Technical	\$325,000	\$42,731	\$37,260.00
2012-20-05-OP	402	Enforcement	\$556,400	\$556,400	\$469,722.87
2012-24-05-K4	406	Enforcement-CIOT Mobilization	\$540,000	\$471,100	\$383,137.27
2012-25-05-K2	405	Enforcement	\$2,215,000	\$1,328,300	\$1,162,567.59
2012-20-06-OP	402	Equipment-LE	\$300,000	\$244,300	\$234,424.11
2012-24-06-K3	2011	Equipment-CSR	\$200,000	\$202,800	\$170,531.83
2012-25-07-K2	405PM	Paid Media	\$415,000	\$415,000	\$415,000.00
2012-25-09-K2	405	Evaluation – Surveys	\$170,000	\$261,100	\$212,639.93
		Total 402	\$856,400	\$800,700	\$704,146.98
		Total 2011	\$555,000	\$534,468	\$378,068.48
		Total 405	\$3,642,100	\$2,520,731	\$1,980,148.92
		Total 406	\$540,000	\$471,100	\$383,137.27
		Program Total	\$5,593,500	\$4,326,999	\$3,445,501.65



Impaired Driving / Youth Safety Program

PERFORMANCE GOALS AND MEASURES

Alcohol-impaired-driving fatalities are declined since last year in the United States, according to NHTSA (2.5% from 2010), and accounted for 31% of overall fatalities. An alcohol-impaired-driving fatality is defined as a fatality in a crash involving a driver or motorcycle rider (operator) with a blood alcohol concentration of .08 grams per deciliter or greater. Wisconsin saw an increase of 6.34% in alcohol-impaired-driving fatalities over 2010 and these accounted for about 36% of our total fatalities. Wisconsin exceeded its goal of a 5% decline from the prior five-year rolling average of 236. In addition, the program met three of its four additional goals as illustrated in the tables to the right.

In 2011, there was a 4.6% decline in the United States in young-driver-related fatalities from 2010. In Wisconsin, there was a 9.64% decline in young-driver-related fatalities from 2010 and we exceeded our fatality goal of a 5% decrease from the prior five-year rolling average of 110.

The impaired driving safety program has six types of programming aimed to reduce impaired driving fatalities and serious injuries:

1. Program Management and Strategic Planning
2. Prevention
 - a. Through promotion of transportation alternatives
3. Criminal Justice System
 - a. Enforcement
 - b. Publicizing High Visibility Enforcement

1 Wisconsin sets a consistent 5% decrease from the immediate prior five-year rolling average. Goals set in Highway Safety Performance Plan use the most recent data available and are estimates until prior year data is finalized.

- c. Prosecution
- d. Traffic Safety Resource Prosecutor
- e. Adjudication
- 4. Communication
- 5. Alcohol and Other Drug Misuse: Screening, Assessment, Treatment, and Rehabilitation
- 6. Program Evaluation

The Youth Program employs five different strategies using a combination of NHTSA, USDOJ, and state money. They include:

- 1. Social Norms Marketing
- 2. UW Law School Resource Center on Impaired Driving/DHFS-Alcohol Policy support position
- 3. Community Programs
- 4. Pay costs for training related to Drug Impairment Training for Educational Professionals (DITEP)
- 5. Enforcement-CARD, Compliance Checks

BOTS staff coordinated the state impaired driving programs. Goals included enhancing volunteer agency participation, increasing community involvement, working with community organizations and non-profit programs to expand impaired driving activities and efforts, and encouraging state and local input into the HSP development process.

BOTS collaborated with the Tavern League of Wisconsin and other municipalities to administer the Safe Ride Program throughout the state of Wisconsin. Bar Buddies received a fair amount of press this year and we continued to fund the program as well as to work with our various OWI Task Forces in Brown County, Manitowoc County, Sheboygan County, the Fox Valley, Dane County, and Milwaukee County to partner with local cab companies to encourage and provide alternative transportation options for citizens. Included publicity, transportation costs, and advertising including utilizing the “Zero in Wisconsin” campaign on all marketing and advertising materials.

As mentioned above, we have partnered with multiple counties and municipalities and provided overtime funding for high-visibility enforcement. We encouraged law enforcement agencies to make OWI a priority by writing citations, sponsor media events, and work overtime in geographical areas where impaired driving is highest. We provided overtime and equipment funding for sustained Alcohol Saturation Patrols consisting of at least monthly Highly Visibility Enforcement (HVE) overtime patrols, including nighttime enforcement, accompanied by media in targeted jurisdictions covering at least 65% of the states’ population using 2011 population estimates. Activity for these enforcement results are found in the Police Traffic Services section.

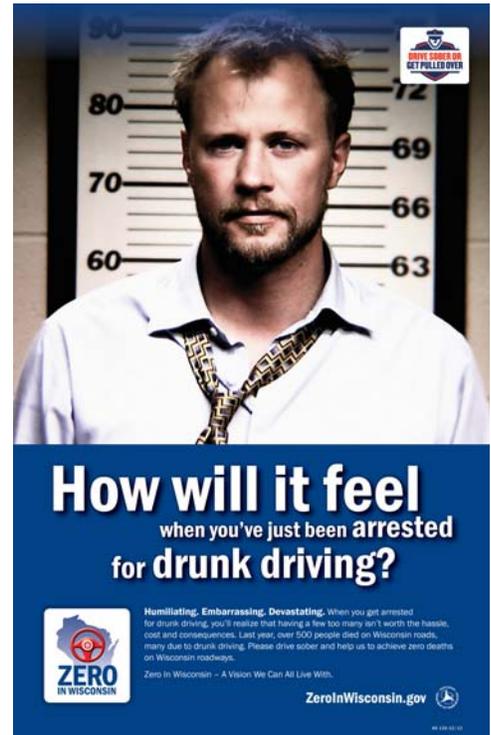
Alcohol and Drug Related Motor Vehicle Crashes	
2006-10 Baseline	12.82/100M VMT
2011 Goal	12.18/100M VMT
2011 Actual	9.74/100M VMT
Resulting Deaths and A Injuries	
2006-10 Baseline	2.08/100M VMT
2011 Goal	1.97/100M VMT
2011 Actual	1.47/100M VMT
Proportion of Alcohol and Drug Related Fatalities	
2006-10 Baseline	48.09%
2011 Goal	45.68%
2011 Actual	50.62%
Proportion of Alcohol and Drug Related Fatalities and ‘A’ Injuries	
2006-10 Baseline	24.41%
2011 Goal	23.19%
2011 Actual	20.93%
Crashes involving alcohol (15-24 year olds)	
2006-10 Baseline	293.30/100K pop.
2011 Goal	278.63/100K pop.
2011 Actual	202.47/100K pop.

We also encouraged unfunded agencies once again by offering voluntary participating agencies with the chance at equipment grants for their participation in our four mobilizations. BOTS awarded equipment to 61 agencies for Click-It-Or-Ticket, 44 agencies for Drunk Driving Over the Limit, Under Arrest, and 13 agencies for Booze and Belts.

We continued 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 and supported SFST training including instructor wages, printing, postage and workshops. BOTS compensated instructors and committees on travel, meals, and lodging. DRE (Drug Recognition Expert) including instructor wages, printing, postage, lodging and meals for students and instructors. The grant provided DRE Program Oversight Committee support for a contractor position and compensated DREs and law enforcement partners travel expenses to the Impaired Driving Conference and the IACP Training Conference. We currently have 158 certified DREs in Wisconsin.

BOTS participated in a statewide taskforce to reduce the blood sample backlog experienced at the Wisconsin State Lab of Hygiene. The goal is to reduce the timeframe from wait times of nine months to a year to a 60 to 90 day turnaround of blood sample testing, providing prosecutors statewide with timely evidence used to achieve convictions in impaired driving cases. Numerous recommendations were implemented in FY 2012 and BOTS continued to partner with WSLH by funding consultant services to develop a methodology to test for a wider range of benzodiazepines in shorter period of time.

Prosecutors from two grants funded by BOTS successfully tried and obtained a vehicular homicide conviction for the first texting case in Wisconsin. Grant funding was also used to secure the testimony of nationally renowned expert witness, Sheila G. Klauer, who is a Human Factors Engineer specializing in the field of automotive and traffic safety. Stephanie Kanoff was only the 4th person in the United States to be found guilty of homicide while texting and driving.



UW Law School Resource Center on Impaired Driving provided professional expertise to partners, stakeholders and the public on legal matters related to impaired driving. Staff researched evidence-based practices and best practices in alignment with Wisconsin laws, began to established a court monitoring program to determine how cases are dismissed or pled down to lesser offenses, how many resulted in convictions, what sanctions were imposed and to compare results of numerous judges and courts. The Resource Center also hosted its annual Impaired Driving Conference.

Worked with the Department of Health Services to fund start-up costs for OWI/drug courts utilizing best practices and lessons learned from other OWI drug courts. Worked with DHS to create a judicial liaison position modeled after the Traffic Safety Resource Prosecutor program.

BOTS continued to develop a statewide public information and education campaign to reduce OWI injuries and fatalities based on NHTSA's goals and objectives utilizing various methods such as the Web, print, and TV. Contractual services were utilized for product



and placement, printing and postage. We collaborated with partners, revised, and updated all information.

We were not able to provide training for trauma centers on the implementation of Screening and Brief Intervention and Treatment (SBIRT) practices this FFY. We did continue to fund the state funded Intensive Supervision Programs (ISP): This pretrial court intervention program provides funding to monitor, supervise and connect the repeat OWI offender with an assessment and treatment as soon as possible after the arrest and before conviction.

We evaluate paid media through phone surveys. Here were the results:

- Most drivers (60% at both pre and post) reported drinking only on special occasions or never in the past 30 days, and there was no significant change in reported drinking behavior between surveys. In the pre survey, 4% of drivers reported drinking every day and 35% reported drinking several times a week, once a week, or only on weekends. In the post survey, 2% of drivers reported drinking every day, compared to 39% who reported drinking several times a week, once a week, or only on weekends.
- Among those who both drink and drive, there was a small but significant pre-post change in the mean number of reported occasions when respondents drove within two hours after drinking. The mean number of occasions when respondents drove after drinking in the past 30 days decreased from .76 in the pre to .69 in the post survey.
- Among those who drove within two hours after drinking, there was a very slight, significant pre-post change in the mean number of drinks consumed when the respondents last drove after drinking. The mean number of drinks consumed when these respondents last drove after drinking in the past 30 days decreased from 1.78 in the pre to 1.76 in the post survey.
- Very few respondents reported driving after drinking too much in the pre and post survey. In the pre survey, only one respondent said he or she drove “when I thought I had too much to drink”. In the post survey six respondents reported driving after having too much to drink. The number of times these respondents reported driving after drinking too much ranged from 1-11 times in the past 30 days.
- When those who both drink and drive were asked to compare their drinking and driving behavior over the past 30 days to their usual behavior, there was no significant pre-post difference. Similar majorities of pre and post respondents, 70% and 72% respectively, said they never drove after drinking in the past 30 days. However, the percentage saying their drinking and driving behavior is about the same decreased from 20% of pre to 18% of post respondents, while the percentage saying they drink and drive more often was about 1% for both groups.
- Among drivers, there was a significant pre-post change in the perceived likelihood of being stopped by police if they drove after having too much to drink. In the pre-survey 10% of drivers said it was almost certain they would be stopped, 72% said it was very or somewhat likely, 19% said it was very or somewhat unlikely. The comparable percentages in the post survey were 16%, 63%, and 21%.
- Among all respondents, there was no significant pre-post change in their awareness of police on the roads they normally travel in the past 30 days. In the pre survey 23% said they saw police more often, 5% said less often, 70% said about the same, and 2% said never. The comparable percentages in the post survey were 22%, 4%, 71%, and 3%.

- Among all respondents, there was a significant pre-post change in the perceived likelihood that someone will be arrested if they drive after drinking. In the pre survey 10% of respondents thought it was “almost certain someone would be arrested” while in the post survey 16% though it was “almost certain someone would be arrested. Conversely, 6% of pre and 11% of post respondents thought it was “very unlikely someone would be arrested”.



Youth Program

BOTS continues to support 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. The UW Law School Resource Center on Impaired Driving, BOTS, and the Department of Health Services provide funding for an Alcohol Policy support position - the role of this position has expanded to include the role public policy plays in shaping the alcohol environment as it relates to the underage drinker in Wisconsin. A large body of research indicates the public policy and private practices of a community exert significant influence over the amount and style of underage drinking within the community. Changes in public and private policies have proven effective in remediating drinking behaviors leading to drunk driving, specifically underage drinking and binge drinking.

Grants covered costs for training related to Drug Impairment Training for Educational Professionals (DITEP) and partners training as deemed necessary to BOTS/Department of Public Instruction. We supported the National Highway Traffic Safety Administration and BOTS related training and conference expenditures for DOT/Chemical Test Unit/BOTS personnel, community partners, state and local advocates, and enforcement/educational professionals.

This was the last year for USDOJ funds that supported the enforcement (CARD, Compliance Checks) CARD/Compliance Check Program. BOTS will consider the continuation of these programs using NHTSA funding. 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 strategy. Many of these grants include alcohol enforcement-related equipment.

IMPAIRED DRIVING / YOUTH SAFETY PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2012-31-01-K8	410	Program Management	\$180,000	\$93,000	\$77,780.03
2012-30-02-AL	402	PI&E – 402 funded	\$150,000	\$5,000	\$7,471.60
2012-30-05-AL	402	Enforcement	\$54,000	\$54,000	\$44,498.62
2012-30-06-AL	402	Equipment	\$210,000	\$208,000	\$204,329.86
2012-30-07-PM	402PM	Paid Media	\$250,000	\$0	See 410
2012-30-09-AL	402	Evaluate – Paid Media	\$30,000	\$0	\$0
2012-31-02-K8	410	PI&E	\$100,000	\$100,000	\$84,820.15
2012-31-03-K8	410	Training & Support Technical	\$1,145,000	\$700,523	\$536,441.36
2012-31-04-K8	410	Training & Support Community	\$0	\$64,201	\$61,307.54
2012-31-05-K8	410	Enforcement	\$2,018,000	\$2,042,905	\$1,731,611.35
2012-31-06-K8	410	Equipment	\$280,000	\$407,000	\$283,095.47
2012-31-07-PM	410PM	Paid Media	\$250,000	\$250,000	\$282,894.44
2012-39-04-W8	568	Pre-trial Intervention Community Project	\$715,600	\$730,268	\$729,392.32
2012-39-04-W1	531	Tavern League Safe Ride Program	\$400,000	\$500,000	\$407,599.35
2012-37-02-JX	EUDL	EUDL PI&E	\$60,000	\$0	\$0
2012-37-03-JX	EUDL	EUDL Training & Support Technical	\$45,000	\$128,686	\$104,530.51
2012-37-04-JX	EUDL	EUDL Training & Support Community	\$60,000	\$18,600	\$18,600.00
2012-37-05-JX	EUDL	EUDL Enforcement	\$730,000	\$33,546	\$31,353.77
		Total 402	\$570,000	\$267,000	\$256,300.08
		402PM	\$250,000		
		Total 410	\$3,543,000	\$3,407,629	\$2,775,055.90
		410PM	\$250,000	\$250,000	\$282,894.44
		Total State	\$1,115,600	\$1,230,268	\$1,136,991.67
		Total EUDL	\$895,000	\$180,832	\$154,484.28
		Program Total	\$6,623,600	\$5,335,729	\$4,605,726.37



Police Traffic Program

PERFORMANCE GOALS AND MEASURES

Speeding related traffic fatalities have decreased from the 233 prior five year rolling average to 195. This exceeded the goal of a five percent decrease at 221. Wisconsin also exceeded the goals (see table) of reducing speed-related crashes as well as combined fatalities and serious injuries.

The Police Traffic program is managed collaboratively with multiple staff members. However, as mentioned in the Occupant Protection section, we have a new staff member to manage the enforcement grants. This position was funded partially with 405 and 402 funds and oversees the state Enforcement and Aggressive Driving Program. This position

works closely with Regional Program Managers, Law Enforcement Liaisons, and law enforcement agencies of all sizes to coordinate enforcement efforts, encourage safe and effective High Visibility Enforcement, and participation in mobilizations.

The Police Traffic program employs five strategies aimed at preventing speed and aggressive driving related fatalities and serious injuries.

1. Public Information, Education, and Outreach
2. Training and Capacity
3. Law Enforcement
4. Paid Media
5. Evaluation

Speed Related Crashes	
2006-10 Baseline	35.83/100M VMT
2011 Goal	34.04/100M VMT
2011 Actual	31.51/100M VMT
Combined Fatalities and Serious 'A' injuries	
2006-10 Baseline	2.57/100M VMT
2011 Goal	2.44/100M VMT
2011 Actual	1.78/100M VMT



BOTS worked with partners (law enforcement professional organizations, Wisconsin Highway Safety Coordinators Association and others) to develop handouts, posters, presentations, conferences, other media campaigns. Updated information and ensured that materials met the needs of our staff and partners. BOTS developed aggressive driving PI&E and outreach materials.



This program also provides the funding for our Law Enforcement Liaisons. Liaisons provided outreach to enforcement agencies and encouraged participation in mobilizations and other safety activities. Results of this outreach were summarized in the Occupant Protection section.



Collaborated with organizations to improve working relationships among law enforcement, prosecutors, judges, and the criminal justice system to enhance the effectiveness of programs. Provided incentives and visible recognition for outstanding fieldwork in the areas of reducing impaired driving, speeding, safety belt law, etc.

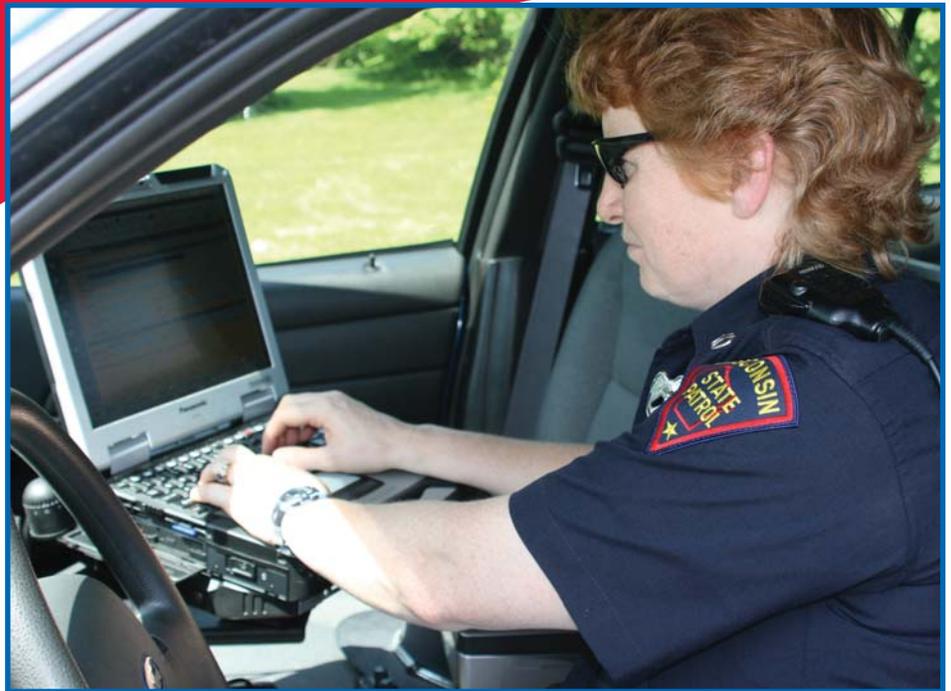
Planned statewide participation, encouraged voluntary participation, and provided over time funding for the speed and aggressive driving enforcement campaign and encouraged coordination between county and local LE by use of grant bundling and multi-jurisdictional task forces. Continued with the “Data Driven Approaches to Crime and Traffic Safety” (DDACTS) Program Grant program/philosophy.

Provided Non-overtime Equipment Grants and Recognition for LE.

Utilized funds for paid media using speed messages to targeted audiences. Following NHTSA guidelines, planned for statewide, intense broadcast media to increase perception of stepped up enforcement and likelihood of being cited for speeding, aggressive driving, and distracted driving.

BOTS evaluated the number of crashes, fatalities, and injuries and compared to prior data. We were not able to work on identifying counties that have low conviction rates for speeding tickets.

POLICE TRAFFIC PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2012-40-01-PT	402	Program Management - Federal	\$75,000	\$94,300	\$30,505.72
2012-49-01	State	Program Management - State	\$11,000	\$0	\$0
2012-40-02-PT	402	PI&E	\$700,000	\$320,000	\$287,908.30
2012-40-03-PT	402	Training & Support - Technical	\$50,000	\$12,500	\$12,500
2012-40-05-PT	402	Enforcement	\$2,410,000	\$2,064,750	\$1,834,006.51
2012-44-05-K4	406	Enforcement	\$124,000	\$124,000	\$101,441.91
2012-40-06-PT	402	Equipment	\$110,000	\$137,999	\$142,931.94
2012-40-07-PM	402PM	Paid Media	\$250,000	\$0	See CP
402 Total			\$3,345,000	\$2,629,549	\$2,307,852.47
Program Total			\$3,606,000	\$2,753,549	\$2,409,294.38



Traffic Records Program

PERFORMANCE GOALS AND MEASURES

Continued 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 2010-2014 Traffic Records Strategic Plan (TRSP) is being 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.

BOTS staff coordinated the traffic records program grant funding and chaired the Traffic Records Coordinating Committee which held three TRCC meetings during the year. Staff also assisted with Strategic Plan development and implementation and developed the 2012 408 grant application and updated the Traffic Records Strategic Plan. BOTS continues to increase the number of relationships with partners and stakeholders. This program also supported an evaluation analyst position.

Projects agreed upon and approved by BOTS management and their results are here:

1. Automation/ BadgerTraCS (Traffic and Criminal Software) Implementation

We were able to follow a strategic approach of rolling out TraCS grants throughout the state, funded fourteen law enforcement agencies.

2. Safety Resource Data Portal

Resource was updated, eliminating programs that are not available anymore and adding new programs making the guide more accurate.

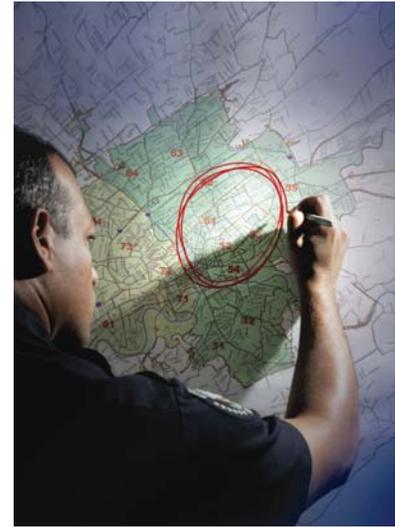


3. CODES Data Linkage

Created the basic CODES file linkage between Wisconsin traffic crash records and both Wisconsin Hospital Inpatient records and Wisconsin Hospital Emergency Department visit for 2010.

4. Safety Data Information System

UW TOPS Lab: Completed the evaluation of the correctness of various geometric fields in the MV4000 accident report form and identify fields that are commonly misjudged and recommend measures to improve accuracy. Developed database designs for the Crash data archival, coordinated with OJA for sample citations XML, started work on the Citations transmission, changed the System architecture to include P.A.S.T. API instead of the enhanced P.A.S.T. interface, developed the loader database and tables for the Crash, archived the Crash Data Cobol files since September 2011 to current year.



TRAFFIC RECORDS PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2012-50-01-TR	402	Program and Planning	\$25,000	\$0	\$0
2012-54-01-K4	406	Evaluation Analyst	\$92,000	\$91,000	\$89,109.58
2012-58-02-K9	408	PI&E	\$167,000	\$85,600	\$53,687.16
2012-50-03-TR	402	Training, Support, and Development	\$25,000	\$30,000	\$13,108.15
2012-58-03-K9	408	Training, Support, and Development	\$216,300	\$181,751	\$165,849.09
2012-54-06-K4	406	TraCS Hardware-Equipment	\$250,000		
2012-58-06-K9	408	TraCS Hardware-Equipment	\$200,000	\$142,100	\$135,011.88
		402 Total	\$50,000	\$30,000	\$13,108.15
		406 Total	\$342,000	\$91,000	\$89,109.58
		408 Total	\$583,300	\$409,451	\$354,548.13
		Program Total	\$975,300	\$530,451	\$456,765.86



EMS Improvement Program

PERFORMANCE GOALS AND MEASURES

Fortunately, statewide safety belt usage continues to increase. However, crash survivability varies by location in the state, which is a result of many factors including the speed and quality of emergency medical response and treatment. The Wisconsin Legislature has mandated the development of a statewide trauma care system to maximize local resources. However, recruitment and retention of first responders is an increasingly significant issue in rural portions of the state. Response times are longer and outcomes are worse for rural crashes, and 3-year Average Injury-to-Death Ratios indicate that the areas of highest risk are predominantly rural. Wisconsin's Injury-to-Death Ratio continues to worsen.

BOTS newly partnered with the Department of Health Services in FFY 2012 to conduct an assessment of EMS in Wisconsin. The final report from the NHTSA Assessment Team was shared with stakeholders and was made open to public comment. Members of the EMS Advisory Board are working to prioritize tasks outlined in the report that apply to their specialty areas. Additionally, BOTS funded equipment and training for new volunteer first responders in Wisconsin. Through grant funding, over 130 adult jump bags were distributed to new first responders throughout Wisconsin, especially in rural areas where the need is greatest.

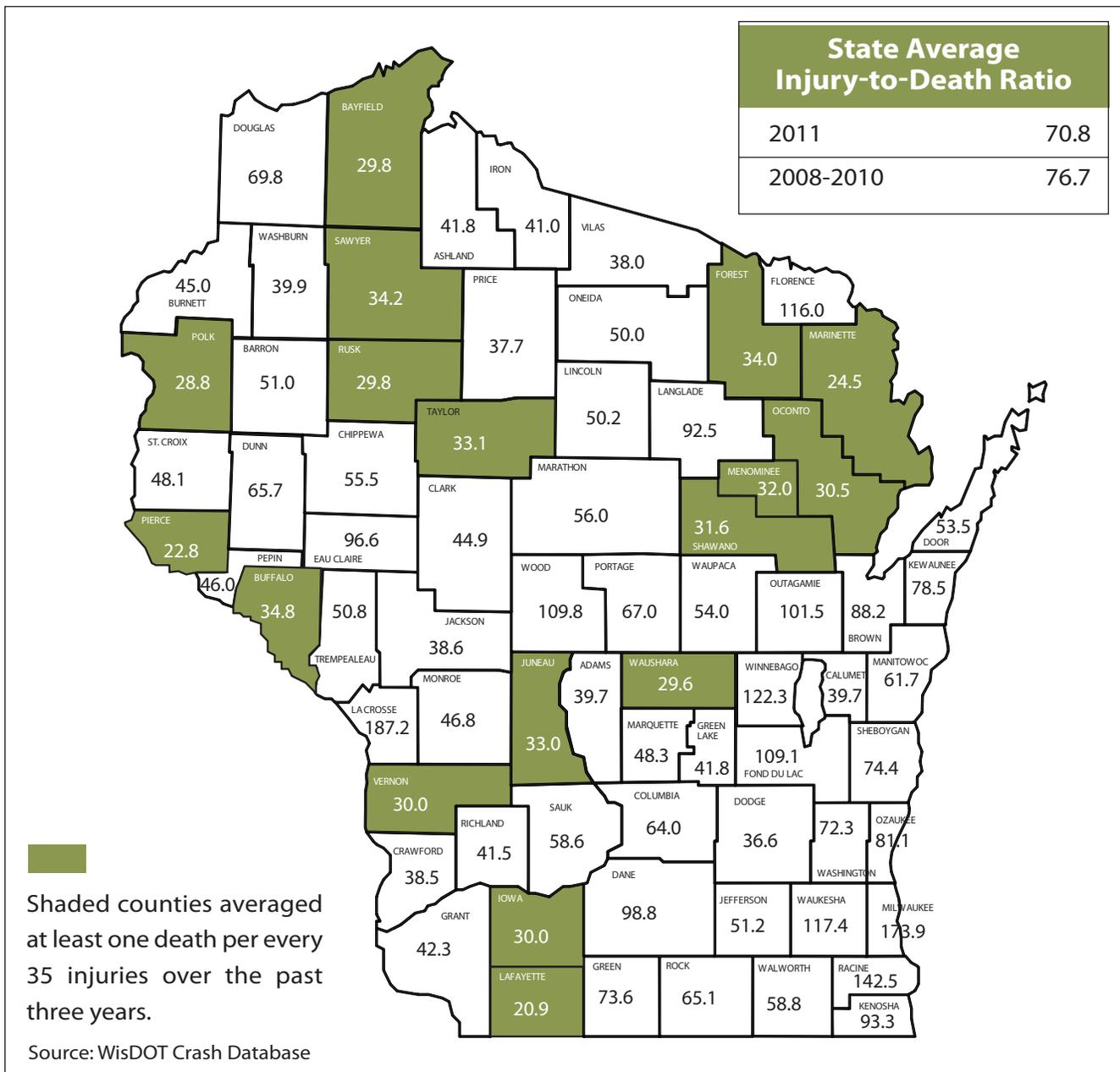
Safety Belt Use Rate in personal injury and fatal crashes will increase.

2006-2010 Five Year Average	75.58%
2011 Statewide Goal	79.4%
2011 Actual	79.9%

Injury to Death Ratios

2008-10 Statewide 3-year average Baseline	76.7 to 1
2011 Goal	80.5 to 1
2011 Actual	70.8 to 1

**MAP 07-02:
2008-2010 3-YEAR AVERAGE INJURY-TO-DEATH RATIOS**



EMS PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2012-60-02-EM	402	PI&E	\$25,000	\$0	\$0
2012-60-03-EM	402	Training – Equipment	\$150,000	\$206,000	\$45,420.95
2012-60-09-EM	402	Evaluation	\$40,000	\$0	\$0
Program Total			\$175,000	\$206,000	\$45,420.95



Motorcycle Safety Program

PERFORMANCE GOALS AND MEASURES

Motorcyclist fatalities are up the last two years in the United States according to NHTSA (2% from 2010) and accounted for 14% of total fatalities. Wisconsin saw a decrease in motorcyclist fatalities of about 10% and those fatalities accounted for around 16% of our total fatalities. The program did not reach its goal of a 5% decrease over the prior five-year rolling average of 96, but did meet or exceed the above goals for the Wisconsin Motorcycle Safety Program (WMSP) for this calendar year².

Functionally, our administrative assistant was replaced by a part-time staff member with significant experience in the Wisconsin Department of Transportation. This individual is now providing clerical support, budgetary and bookkeeping assistance, preparation of reports and documents, as well as support for the various motorcycle rider education sites and the Wisconsin Rustic Roads Program for motorcyclists.

The motorcycle safety program has six types of programming aimed to reduce motorcyclist fatalities and serious injuries:

Motorcycle/MoPed Crashes	
2006-10 Baseline	2,771
2011 Goal	2,632
2011 Actual	2,581
Combined Fatalities and Incapacitating Injuries in Motorcycle/MoPed Crashes	
2006-10 Baseline	833
2011 Goal	791
2011 Actual	712
Motorcycle/MoPed Injuries	
2006-10 Baseline	2,720
2011 Goal	2,584
2011 Actual	2,415

² Wisconsin sets a consistent 5% decrease from the immediate prior five-year rolling average. Goals set in Highway Safety Performance Plan use the most recent data available and are estimates until prior year data is finalized.

1. Motorist Awareness and Conspicuity
2. Rider Education and Training
3. Impaired Driving Countermeasures
4. Enforcement
5. Communication and Outreach
6. Evaluation



As for programming, we had planned to develop an aggressive communication campaign to encourage motorcycle operators and passengers to use protective equipment, but were unable to launch that initiative prior to the close of the fiscal year. *May is Motorcycle Awareness & Safety Month* did manage to encompass some of this initiative and primarily was showcased in a variety of motorcycle specific and non-motorcycle specific events and activities involving THE REF, the Transportable High-End Rider Education Facility, which traveled throughout Wisconsin during 2012. The primary goals of THE REF are the promotion of motorcycle awareness and sharing of Wisconsin roadways to the general motoring public, and the promotion of motorcycle safety and rider education to the Wisconsin motorcycling community.



As to motorcycle training, during the rider training season, WMSP RiderCoach Trainers developed the curriculum for the new version of the Basic Rider Course 2, considered to be an intermediate rider course, and conducted the first Qualification Courses for WMSP RiderCoaches. Additional staff was trained for THE REF in the Introductory Motorcycle Experience and SMARTrainer curriculums, and the state's first Three-Wheel Basic Rider Course. Once again,

RiderCoaches participated in professional development by attending either the Ultimate Bike-Bonding Rider Course-Plus or the Advanced Rider Course. Over one-third of WMSP RiderCoaches and RiderCoach Trainers have now completed either one or both of these courses as a professional development activity. In addition, the WMSP in a collaborative effort with the Motorcycle Safety Foundation conducted a Regional Rider Education Training Systems conference and professional development workshop over a two-day period in September at Lakeshore Technical College. Eighty WMSP RiderCoaches and RiderCoach Trainers attended along with RiderCoaches from outside of Wisconsin from as far away as Washington.

The RiderCoach Trainers continue to assist the program manager with the administration of the program on both a regional and state-wide basis, and have begun the process of bringing on two additional RiderCoach Trainers. In 2012 three of the RiderCoach Trainers attended the second MSF International Rider Education Training Systems conference in Kentucky, affording these individuals the opportunity to begin familiarization with the future revisions that will be made to the basic rider course.

Since 2010, training seasons have collectively experienced a decline in the Basic Rider Course enrollments over previous years. However, we do not expect this decline to continue. The US economy and the higher prices for gasoline will likely have an influence on enrollments. Demand for the Scooter Basic Rider Course as well as the other rider education courses, for advanced and experienced riders, appears to have leveled off also. There is



riding sober. In addition, the WMSP rider education Alcohol Unit is being revised and updated to include the use of FATAL VISION Goggles.

In 2012, we produced a DVD that included an overview of THE REF, an overview of the WMSP rider education course offerings, Riding in Wisconsin 5 Stories/10 Stories One Vision, the SPEED PSA, the PASSENGER (Grim Reaper) PSA, Operation Moped Safety, ZERO In Wisconsin 10 Stories One Vision, the Click It Or Ticket PSA, and All About Wisconsin Roundabouts. Two additions to the final cut of this DVD will be made in early 2013.

During 2012, local, county, and state law enforcement agencies continued to participate in a wide variety of motorcycle specific activities and events, and, once again, many of these events were attended in conjunction with THE REF activities, promoting motorcycle awareness, motorcycle safety and training, and providing motorcycle skills-riding demonstrations. These activities were conducted at locations such as the Road America motorcycle races, the Wisconsin Harley Owners Group state rally, the Tomahawk Fall Color Ride for MDA, and a number of Wisconsin County Fairs and National Night-Out events in collaboration with THE REF and local community organizations. The Wrightstown PD's motorcycle related community involvement with their transformed mid-sized sport-bike to a police motorcycle continues to be popular with the younger sport-bike riders. This motorcycle bridges the gap between sport-bike riders and law enforcement.

During 2012, "THE REF," the Wisconsin Motorcycle Safety Program's Transportable High-End Rider Education Facility participated in nearly 45 events and activities statewide over the course of the year. Many of these events and activities were of course motorcycle specific, however many were also events and activities that attract the general motoring public. The primary goals at these events were to promote public awareness of motorcyclists and motorcycling within Wisconsin as well as promote motorcycle safety and motorcycle rider education opportunities. It is estimated that almost 17,000 motorcyclists and other individuals visited THE REF and met with THE REF Staff members, while nearly 1,600 experienced the

however a growing demand for the new Three-Wheel Basic Rider Course (3WBRC).

Purchases in 2012 were for the most part limited to curriculum materials for existing and new rider education courses. However, a new Harley-Davidson Ultra-Classic Tri-Glide trike/three-wheel motorcycle was purchased and has been employed in the new 3WBRC.

The WMSP continues to provide copies of, and to distribute the "Riding In Wisconsin" (ZERO In Wisconsin and 5=ZERO) DVD to address alcohol related riding/motorcycling, and continues to promote alcohol-free motorcycling through the distribution and airing of "The Passenger" aka "The Grim Reaper" public service announcement throughout Wisconsin. A new brochure has been developed and is being distributed that combines rider licensing, proper riding gear, and



SMARTrainers, THE REF's motorcycle traffic simulators. In addition, it is estimated that the nearly 45 events attracted over 280,000 motorcycling and general public attendees.

For 2012, the ongoing in-depth analysis of Wisconsin motorcycle fatalities which began in 2009 continues. Results of this analysis continue to provide the WMSP and the WisDOT with invaluable insight into the profile of those involved as well as the circumstances that surround fatal motorcycle crashes. This information is then employed to develop appropriate countermeasures to work towards the goal of ZERO (fatalities) In Wisconsin.

The WMSP continues to develop and train its cadre of twenty Quality Assurance Specialists (QAS) through an ongoing partnership with the Motorcycle Safety Foundation. This group of WMSP and MSF trained Rider-Coaches, in conjunction with the Regional RiderCoach Trainers, is working to maintain a high level of consistent and accurate delivery of the wide variety of WMSP rider education curriculums. The number of on-site Quality Assurance Visits by QAS staff was expanded in 2012, and will be expanded further in 2013.

MOTORCYCLE SAFETY PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2012-70-01-MC	402	Program Management	\$65,000	\$0	\$0
2012-79-01	562	Program Management	\$107,000	\$107,000	\$107,000.00
2012-70-02-MC	402	PI&E Alcohol & Awareness	\$300,000	\$300,000	\$38,194.22
2012-31-02-K8	410	Training & Support - Technical	\$50,000	\$18,000	\$18,000.00
2012-79-02	562	PI&E State	\$25,000	\$25,000	\$0
2012-70-03-MC	402	Training & Support - Technical	\$112,000	\$112,000	\$28,232.59
2012-70-04-MC	402	Training & Support - Community	\$300,000	\$300,000	\$145,688.26
2112-79-04	562	Training & Support - Community	\$447,000	\$447,000	\$300,458.1
2012-70-05-MC	402	Law Enforcement	\$100,000	\$47,769	\$43,269.10
2012-72-06-K6	2010	Equipment	\$250,000	\$250,000	\$36,690.13
2012-70-09-MC	402	Evaluation & Quality Assurance	\$15,000	\$15,000	\$15,076.70
		TOTAL 402	\$892,000	\$774,769	\$270,460.87
		TOTAL 410	\$50,000	\$18,000	\$18,000.00
		TOTAL 2010	\$250,000	\$250,000	\$36,690.13
		TOTAL STATE	\$579,000	\$579,000	\$407,458.10
		Program Total	\$1,846,000	\$1,621,769	\$732,609.10



Pedestrian and Bicyclist Safety Program

PERFORMANCE GOALS AND MEASURES



Pedestrian fatalities are up from last year in the United States, according to NHTSA (3% from 2010) and accounted for just under 14% of the total fatalities. Wisconsin saw an increase in pedestrian fatalities of about 17% and those fatalities accounted for 10.5% of our total fatalities. The program failed to meet its goal of a 5% decrease over the prior five-year rolling average of 51, but did meet or exceed the above goals for this calendar year.

Bicyclist fatalities are up from last year in the United States as well, according to NHTSA (8.7% from 2010) and accounted for 2% of total fatalities. Wisconsin saw an increase of 33% over 2010 (from 9-12) and those fatalities accounted for 2% of our fatalities as well. The program met or exceeded the above goals for this calendar year³.

The pedestrian/bicyclist safety program has four types of programming aimed to reduce these fatalities and serious injuries:

1. Law Enforcement
2. Outreach
3. Public Education and Training
4. Program Evaluation

During FFY2012, our program manager planned and managed the State Pedestrian/Bicyclist Safety Program. He worked with a number of agencies and programs to increase the number of people trained and educated on pedestrian and bicyclist safety and on rules of the road., Teaching Safe Bicycling, Pedestrian Safety Training (planners/engineer/advocates training), and Bicycle Rodeos were all coordinated. He also served as the Chair of the Wisconsin Safety Patrol Inc. and worked with a number of different agencies and non-profit programs to

³ Wisconsin sets a consistent 5% decrease from the immediate prior five-year rolling average. Goals set in Highway Safety Performance Plan use the most recent data available and are estimates until prior year data is finalized.

Pedestrian-Motor Vehicle Crashes	
2006-10 Baseline	23.13/100K pop.
2011 Goal	21.97/100K pop.
2011 Actual	21.05/100K pop.
Combined Fatalities and Serious 'A' Injuries	
2006-10 Baseline	5.32/100K pop.
2011 Goal	5.05/100K pop.
2011 Actual	4.51/100K pop.
Pedestrian Injuries	
2006-10 Baseline	23.20/100K pop.
2011 Goal	22.04/100K pop.
2011 Actual	21.19/100K pop.

Bicyclist-Motor Vehicle Crashes	
2006-10 Baseline	19.18/100K pop.
2011 Goal	18.22/100K pop.
2011 Actual	18.11/100K pop.
Combined Fatalities and Serious 'A' Injuries	
2006-10 Baseline	2.25/100K pop.
2011 Goal	2.14/100K pop.
2011 Actual	1.92/100K pop.
Bicyclist Injuries	
2006-10 Baseline	18.43/100K pop.
2011 Goal	17.51/100K pop.
2011 Actual	16.87/100K pop.

educate and improve safety. He assisted with Safe Routes to School planning, including scoring grant applications and helped in the selection of grants and provided safety information and education.

In FFY2012, there were twelve bicycle enforcement and fourteen pedestrian enforcement grants for communities with a high number of bicycle or pedestrian injuries and fatalities over the past three years (2008-2011). 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.

BOTS worked with a number of law enforcement agencies to set-up a Pedestrian-Bicycle Law Enforcement training course. BOTS provided manuals and information for a course held at the technical College in Green Bay. Work began on the revision/updating of the Printed Pedestrian and Law Enforcement Manual and there is now a draft flyer for the marketing of the training course.

Two Pedestrian Safety Action Plan training courses were conducted; one in Stevens Point and one in Madison. Two day workshops were conducted through the Highway Safety Research Center, including sessions aimed at planners/engineers and pedestrian advocates. There were 64 participants trained on the following Training objectives: Learning how pedestrians belong in all geometric design, operations, and safety operations, site design in making a safer pedestrian environment, discussing the



interaction of people and motor vehicles, and discussing roundabouts and other traffic calming measures.

We provided funding for two Bicycle Safety Rodeos, one in Highland and the second in Gibraltar. The rodeos taught approximately 100 participants and their parents how to inspect their bicycle, the rules of the road, and hands on bicycle safety. We also, assisted La Crosse in sending two officers through the advanced bicycle training course that they will teach to officers in their area and surrounding communities. BOTS assisted Safe Kids with the Winners Wear Helmets event in Milwaukee.



BOTS updated and copied brochures on educational/safety information. Regional Program Managers and Share and Be Aware staff talked with a number of Driver Education Instructors and provided pedestrian and bike DVDs that will be used during driver education classes. We provided DVDs and educational materials to each participant to use in their course. We also conducted two 2-day Pedestrian Safety Action Plan Training courses; one in La Crosse and one in Appleton, to assist community planners and engineers in creating a pedestrian safety plan. Training included a wide variety of organizations and programs throughout the community to help lay out the safety action plan as they move forward. We continue working with the Bicycle Federation of Wisconsin on a Share and Be Aware program to educate and train bicyclists, pedestrians, and motorists.

We succeeded in holding four Teaching Safe Cycling courses in different communities around the state. Approximately 100 people attended the courses, including EMT/EMS, park rangers, Safe Kids, physical education teachers, youth organizations, after school programs, law enforcement personnel, public health nurses, and future bicycle rodeo instructors on teaching bicycle safety. We attempted training a few physical education instructors in our Teaching Safe Cycling course, but we were not able to accomplish the task in the detail we were expecting this federal fiscal year. We are currently completing the agenda for Teaching Safe Cycling to physical education teachers.

BOTS has a representative on the Governors Bicycle Coordinating Council, the Wisconsin Safety Patrol Inc., Wisconsin Safety Patrol Congress, the Traffic Records Coordinating Committee, the Tribal Task force and the Wisconsin Partnership for Activity and Nutrition.

PEDESTRIAN / BICYCLIST SAFETY PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
22012-89-01	562	Program Management	\$75,000	\$75,000	\$75,000
2012-80-02-PS	402	PI&E - Federal	\$80,000.00	\$70,000.00	\$19,000.00
2012-89-02	562	PI&E - State	\$41,000	\$0	\$0
2012-80-03-PS	402	Training and Support Technical	\$45,000.00	\$23,000.00	\$22,641.03
2012-80-04-PS	402	Training and Support Community	\$35,000.00	\$26,900.00	\$15,426.27
2012-80-05-PS	402	Enforcement	\$80,000.00	\$66,905.00	\$56,669.22
2012-80-09-PS	402	Evaluation	\$5,000.00	\$0.00	\$0.00
402 Total			\$245,000	\$186,805.00	\$113,736.52
State			\$116,000	\$75,000	\$75,000
Program Total			\$361,000	\$261,805	\$188,736.52



Community Traffic Safety Program

PERFORMANCE GOALS AND MEASURES

Federal statutes require that a minimum of 40% of Wisconsin's annual Section 402 Highway Safety Funds be disbursed to local units of government. Wisconsin State Statutes require that no less than 50% of these Section 402 funds be disbursed to local government. Local agency and safety advocate time is more effectively used when state knowledge, expertise and assistance is made available to them.

The Bureau of Transportation Safety employs four Regional Program Managers who worked with and assisted local governmental agencies to develop and implement highway safety improvement programs within their jurisdictions. Some of these local efforts were assisted with federal highway safety grant funds and some of these programs were locally supported.

Section 83.013, Wisconsin Statutes, mandates that each county create a Traffic Safety Commission that meets at least quarterly to review fatal traffic crashes and to promote traffic safety initiatives. The statute identifies a minimum of nine local and state officials who are required to staff these Traffic Safety Commissions, and one of these required members is a representative from the state highway safety office.

The Bureau provides public information to its various audiences by means of print, video and Internet media. The Office of Public Affairs, in cooperation with BOTS program managers, coordinates media and public information programs for the state's participation in national traffic safety mobilizations, state and national safety

Attendance at County/City Traffic Safety Commission Meetings

A goal of 90% of meetings scheduled in 72 Counties and City of Milwaukee. 95% of meetings had BOTS participation

Grant Monitoring by BOTS Staff

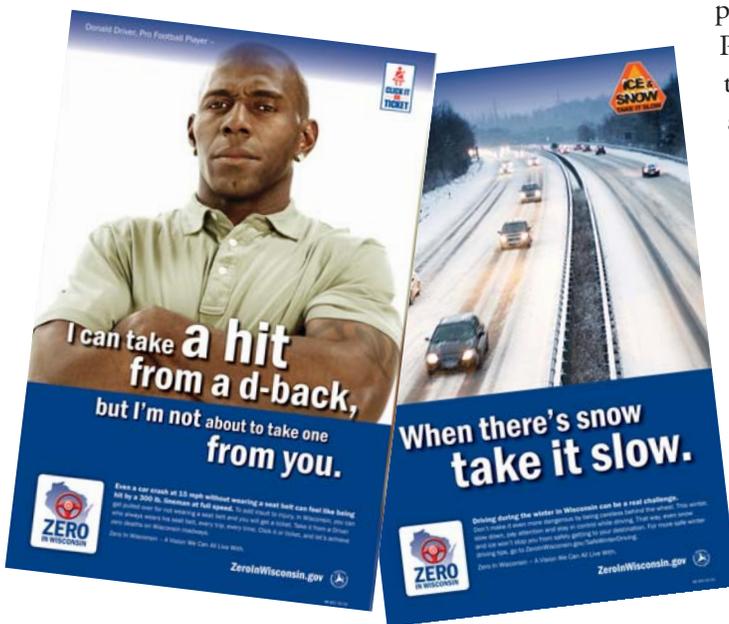
A goal of 100% of law enforcement and other contracts entered into with local units of government. Grants were monitored, though BOTS has instituted a new on-site monitoring program in response to NHTSA Management Review

Overall Goal

Increase local participation in state-administered and locally developed highway safety activities.

awareness weeks and months, and other highway safety promotional and educational efforts. This includes writing speeches, public service announcements, media releases, and scheduling press conferences to support national, state and local government crash reduction activities.

BOTS Field Program Outreach (4.0 FTE): coordinated the state Community Traffic Safety Program and continued to provide leadership, training, information, and technical assistance to agencies, organizations, and non-profit programs involved in community traffic safety. Worked closely with all law enforcement agencies involved in the safety grant programs. Act as liaisons between local communities, law enforcement agencies, engineers,



planners, and various divisions of the DOT. Regional Program Managers collaborated with groups, helping to frame the discussion of each county's behavioral safety challenges; sharing information on various grant opportunities. Staff helped to develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

Our Electronic Grant Management System Maintenance and hosting was also funded through this program. Wise-Grants allows complete access to all grant related materials including contract, activity, reimbursements, earned media, and shortly will include on-site monitoring forms. Our partners have reacted very positively to our system and agree that the program helps to streamline the grant process.

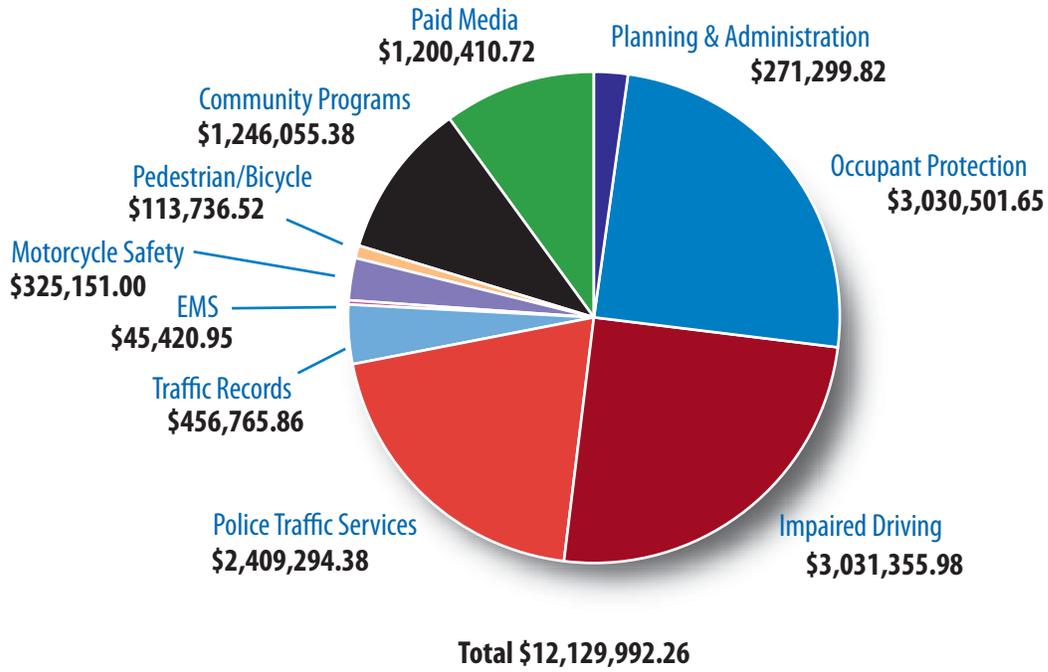
COMMUNITY TRAFFIC SAFETY PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2012-90-01-CP	402	Program Management - Community Outreach/Monitoring	\$340,000	\$340,000	\$283,803.93
2012-90-02-CP	402	PI&E	\$110,000	\$369,400	\$673,976.48
2012-90-04-CP	402	Training and Support - Community	\$137,850	\$138,700	\$98,437.32
2012-94-04-K4	406	Training and Support – Community	\$230,000	\$230,000	\$189,837.65
2012-90-07-PM	402	Paid Media	\$1,000,000	\$1,000,000	\$502,516.28
402 Program Total			\$1,587,850	\$1,844,810	\$1,558,734.01
406 Program Total			\$230,000	\$230,000	\$189,837.65
402 Program Total			\$1,817,850	\$2,078,100	\$1,748,571.66



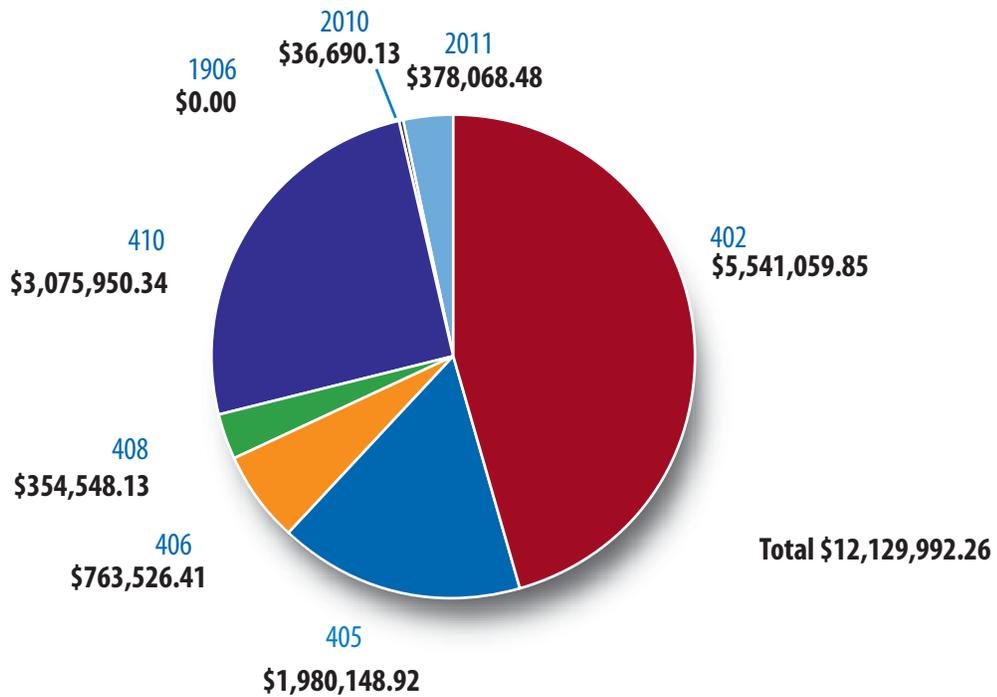
Appendix

EXPENDITURES BY PROGRAM AREA AND FUND FFY2012									
Programs	402	405	406	408	410	1906	2010	2011	Total NHTSA Funding
Planning & Administration	\$271,299.82								\$271,299.82
Occupant Protection	\$704,146.98	\$1,565,148.92	\$383,137.27					\$378,068.48	\$3,030,501.65
Impaired Driving	\$256,300.08				\$2,775,055.90				\$3,031,355.98
Police Traffic Services	\$2,307,852.47		\$101,441.91						\$2,409,294.38
Traffic Records	\$13,108.15		\$89,109.58	\$354,548.13					\$456,765.86
EMS	\$45,420.95								\$45,420.95
Motorcycle Safety	\$270,460.87				\$18,000.00		\$36,690.13		\$325,151.00
Pedestrian/Bicycle	\$113,736.52								\$113,736.52
Community Programs	\$1,056,217.73		\$189,837.65						\$1,246,055.38
Paid Media	\$502,516.28	\$415,000.00			\$282,894.44				\$1,200,410.72
TOTAL	\$5,541,059.85	\$1,980,148.92	\$763,526.41	\$354,548.13	\$3,075,950.34	\$0.00	\$36,690.13	\$378,068.48	\$12,129,992.26

EXPENDITURES BY PROGRAM AREA FFY2012



EXPENDITURES BY FUND FFY2012



STATE OF WISCONSIN FFY 2012

Highway Safety Program Annual Report

