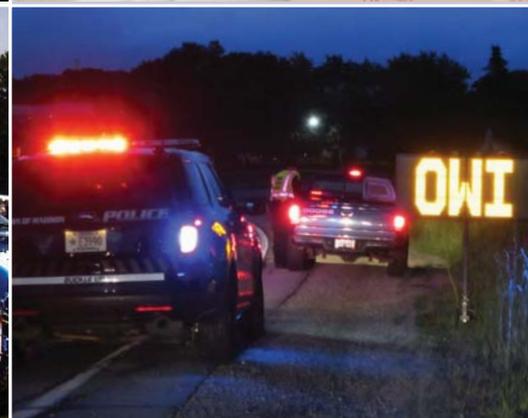


STATE OF WISCONSIN FFY 2013

Annual Report



Scott Walker
Governor of Wisconsin

Mark Gottlieb, P. E.
Governor's Representative for Highway Safety

David Pabst
Highway Safety Coordinator

State of Wisconsin Federal Fiscal Year 2013 Annual Report

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December 20, 2013

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 2013 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 2012, 33,561 people died in motor vehicle crashes in the United States; 615 of those fatalities were here in Wisconsin. Wisconsin is responsible for roughly 1.83% of the country's traffic fatalities. Wisconsin has seen a decrease of 18.65% in fatalities since 2006 (from 756 in 2007 to 615 in 2012).

While we have seen a 5.67% increase over 2011, we believe our program continues to be on the right track. In spite of challenging economic times and thanks to strong active commitment from our safety partners, BOTS awarded \$16.27 million in grants in federal fiscal year 2013.

The Wisconsin Department of Transportation continually promotes traffic safety through enforcement, engineering, emergency medical services, and education. The delivery of the numerous 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, appearing to read "D. Pabst".

David Pabst, 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 David Pabst, Director of BOTS, is the State Highway Safety Coordinator.



Scott Walker
Governor of
Wisconsin



**Mark Gottlieb,
P.E.**
Governor's
Representative
for Highway
Safety



David Pabst
Highway Safety
Coordinator

Mission

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

Highway Safety Planning and Administration functions are performed by state-funded and federally-funded BOTS 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 Plan as well as this document, which reports on the fiscal performance of the Bureau and its adherence to the Highway Safety Plan.



Funds

Wisconsin programmed more than \$16 Million of federal Highway Safety formula and incentive grants during federal fiscal year 2013. These included carryover funds from the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) and newer funds from the most recent transportation reauthorization law called Moving Ahead for Progress in the 21st Century Act (MAP-21):

Section 402 State and Community Highway Safety Grant Funds

Section 405 Occupant Protection Incentive Funds and corresponding 405b funds under MAP-21

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 transportation safety planning and policy analysis, pedestrian and bicycle safety, Safe Rides, Pretrial Intensive Supervision, and the State Motorcycle Rider Education programs. Wisconsin achieves its required administrative match for all funds through straight time traffic enforcement performed by the Wisconsin State Patrol.

Goal

Goals for this Federal Fiscal Year 2013 Annual Report are set and committed to in the 2013 Highway Safety Performance Plan. The results laid out in this document use 2012 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.

| Measures | 2007 | 2008 | 2009 | 2010 | 2011 | 2007-2011 Avg | 2012 Goal | 2012 |
|--|--------|--------|--------|--------|--------|---------------|-----------|--------|
| C1. Traffic Fatalities (FARS) | 756 | 605 | 561 | 572 | 582 | 615.2 | 584.44 | 615 |
| C2. Serious Traffic Injuries (State Crash Data Files) | 4,982 | 4,356 | 3,854 | 3,845 | 3,534 | 4,114.20 | 3,908.49 | 3,582 |
| C3a. Fatalities/VMT (FARS) | 1.27 | 1.05 | 0.96 | 0.96 | 1 | 1.1 | 1.045 | 1.1 |
| C3b. Rural Fatalities/VMT (FARS) | 1.78 | 1.53 | 1.38 | 1.26 | 1.32 | 1.44 | 1.368 | 1.45 |
| C3c. Urban Fatalities/VMT (FARS) | 0.81 | 0.63 | 0.59 | 0.68 | 0.69 | 0.68 | 0.646 | 0.63 |
| C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS) | 298 | 222 | 231 | 178 | 185 | 222.8 | 211.66 | 193 |
| C5. Alcohol Impaired Driving Fatalities (FARS) | 314 | 205 | 209 | 205 | 218 | 230.2 | 218.69 | 152 |
| C6. Speeding Related Fatalities (FARS) | 279 | 198 | 203 | 202 | 195 | 215.4 | 204.63 | 299 |
| C7. Motorcyclist Fatalities | 109 | 89 | 84 | 105 | 95 | 96.4 | 91.58 | 117 |
| C8. Un-helmeted Motorcyclist Fatalities (FARS) | 79 | 68 | 55 | 82 | 81 | 73 | 69.35 | 87 |
| C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS) | 144 | 114 | 92 | 91 | 83 | 104.8 | 99.56 | 81 |
| C10. Pedestrian Fatalities (FARS) | 58 | 53 | 38 | 52 | 61 | 52.4 | 49.78 | 45 |
| B1. Seat Belt Use Rate (Observed Seat Belt Use Survey) | 75.30% | 74.20% | 73.80% | 79.20% | 79.00% | 76.30% | 72.49% | 79.90% |
| A1. Seat Belt Citations Issued During Grant Funded Enforcement Activities | | | | | | | | 24,959 |
| A2. Impaired Driving Arrests Made During Grant Funded Enforcement Activities | | | | | | | | 34,926 |
| A3. Speeding Citations Issued During Grant Funded Activities | | | | | | | | 3,414 |

The Wisconsin Department of Transportation continued to make great strides in the implementation of the latest Strategic Highway Safety Plan this year with its second Summer of Safety – 2013 Traffic Safety Activities. The following are the activities that were included this summer relative to the behavioral safety arena. State and federal funds were utilized to make these efforts possible.

Motorcycle Safety

- The Wisconsin Motorcycle Safety Program 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 98 motorcyclists and injured approximately 2,850 each year.
- The Wisconsin Motorcycle Safety Program celebrated its 31st anniversary and, during that time, has trained more than 160,000 novice and seasoned riders.
- The Motorcycle Safety Program emphasized 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.
- Using state funds generated by the sale of Harley Davidson plates, WisDOT initiated a new motorist awareness program with paid radio ads, posters, and five billboards with the message “Just Because You Don’t See A Motorcycle Doesn’t Mean It’s Not There”

Click It or Ticket Safety Belt Enforcement Mobilization: May 20 to June 2

- A major reason for traffic fatalities is unbelted drivers and passengers who are 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 reached approximately 82.4 percent in 2013, which is substantially lower than the national average of 86 percent.
- To increase safety belt use, hundreds of law enforcement agencies throughout the state mobilized for the national Click It or Ticket campaign from May 20 to June 2, which included the heavily-traveled Memorial Day weekend.
- TV and radio spots featuring Donald Driver were part of Click It or Ticket.
- The goal of the mobilization was not to write more tickets but to increase voluntary compliance with Wisconsin’s safety belt law.
- Wisconsin has also initiated three multi-jurisdictional High Visibility Enforcement seat belt enforcement pilot projects (in Dane, Door, and Wood Counties) that deployed primarily at night to change driver behavior and get people to buckle up.

Aerial Speed Enforcement

- The department worked cooperatively with local law enforcement agencies for intensified traffic safety enforcement that included the State Patrol’s Air Support Unit to monitor traffic speeds.
- Aerial speed enforcement was 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.
- 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 1,601 work zone crashes annually in Wisconsin that killed, on average, eight people and injured 717 each year.

OWI Task Forces

- The department worked 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 were typically announced in advance to serve a deterrent effect.

Crackdown on Drunken Driving: August 16 to September 2

- Drunken driving was the focus of the national Drive Sober or Get Pulled Over crackdown.
- Approximately 36 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 27,000 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.
- The Zero In Wisconsin Drive Sober Mobile application was launched in March of 2013. Since then, the application has received national attention and more than 40,000 people have downloaded it.

Child Passenger Safety Seats: September 15 to 21

- Child Passenger Safety Week and National Seat Check Saturday were 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 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.
- The Bureau of Transportation Safety partnered with The Wisconsin Hospital Association, 26 Wisconsin community hospitals, 22 child passenger safety technicians from around the state, and the Wisconsin State Patrol command staff to increase the awareness of the best way to protect children in vehicles. Almost 1,000 car seats (500 infant convertible seats and 400 booster seats) were delivered to the 26 Wisconsin communities and were distributed to eligible low-income expectant mothers and families. The Associated Press picked up on this story and coverage was not only provided state-wide, but also to news markets in Indiana and Minnesota.

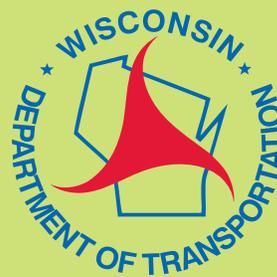
Traffic Safety Messages

- Pop-up and banner safety messages appeared on Division of Motor Vehicle (DMV) web pages. The web provided an opportunity to reinforce safe driving messages directly to a prime targeted audience—drivers who are doing service with the DMV.
- Safe driving messages were promoted prior to the peak summer holiday travel periods during Memorial Day, Fourth of July, and Labor Day.
- Safe and sober driving was the focus of messages at various minor league baseball stadiums around the state, including the La Crosse Loggers and Madison Mallards.
- WisDOT partnered 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 2013 (FFY2013).

SECTION I

Highway Safety Program Annual Report by Program Area



STATE OF
WISCONSIN

FFY 2013

**ANNUAL
REPORT**



STATE OF WISCONSIN
FFY 2013
**HIGHWAY SAFETY
PROGRAM
ANNUAL REPORT**



Planning and 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 FFY2013.
- Incorporated budget liquidation plan into HSP planning process and spent down state and federal funds in a timely manner.
- Documented financial management and program management.

Wage and fringe for Grant Program Supervisor, Policy & Program Supervisor, Program Assistant, two Limited Term Employees (LTEs), and one intern, support the Governor's Representative for Highway Safety Program. Data processing costs, training, travel, printing, and postage.

Wage and Fringe for Director, Section Chief, a half-time LTE, and two full-time analysts are paid for with state funds. Data processing costs, training, travel, printing, and postage are also included in this category.

PLANNING AND ADMINISTRATION—BUDGET SUMMARY

| Account | Fund | Program Activity | Planned | Obligated | Expended |
|----------------------|------|--|------------------|------------------|---------------------|
| 2013-10-01-PA | 402 | Planning & Administration | \$297,000 | \$320,000 | \$333,322.43 |
| 2013-19-01 | 562 | Appropriation 562 Planning, Administration | \$530,000 | \$530,000 | \$502,844.00 |
| Program Total | | | \$827,000 | \$850,000 | \$836,166.43 |



STATE OF WISCONSIN
FFY 2013
**HIGHWAY SAFETY
PROGRAM
ANNUAL REPORT**



Occupant Protection Program

PERFORMANCE GOALS AND MEASURES

Nationally and in Wisconsin, 48% of passenger vehicle occupant fatalities were occupants that were unrestrained. The program did not meet its goal of 80.1%, though at 79.9% (the highest observed rate at that time in Wisconsin) average belt use, this is within the margin of error as an estimate. The program did however meet or exceed the goal of decreasing unbelted fatalities and A injuries, and decreasing the ejection rate as shown in the matrix at right.

BOTS' Behavioral Specialist 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 or campaign.

Average Belt Use and Child Safety Seat Use

| | |
|--------------------|-------|
| 2007-2011 Baseline | 76.3% |
| 2012 Goal | 80.1% |
| 2012 Actual | 79.9% |

Unbelted Fatalities and 'A' injuries

| | |
|-------------|---------------|
| 2007-2011 | 1.82/100M VMT |
| 2012 Goal | 1.72/100M VMT |
| 2012 Actual | 1.32/100M VMT |

Ejection Rate/Fatal and Injury Crashes

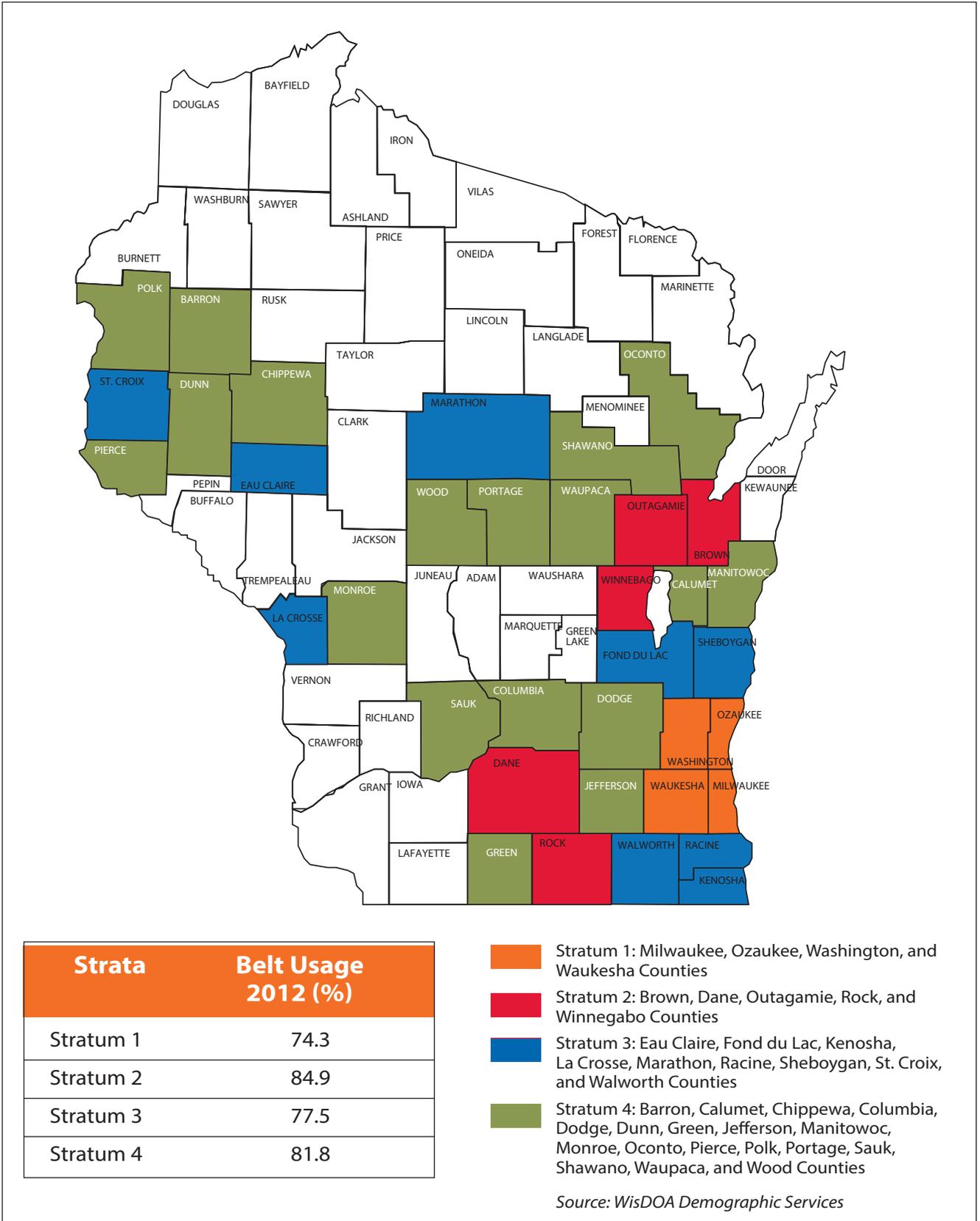
| | |
|-------------|-------|
| 2007-2011 | 1.72% |
| 2012 Goal | 1.62% |
| 2012 Actual | 1.62% |

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 2013.

BELT USE BY REGION – SUMMER 2012

Belt use varies by 10.6% across the state. The Stratum 2 area is highest at 84.9%, and the Stratum 1 area is lowest at 74.3%. Regions are defined by a combination of population and Vehicle Miles Traveled (VMT).



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

Enforcement

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

For our communication efforts, our staff reviewed and updated information regarding child passenger safety, safety belt materials, and other items. BOTS worked with Staples Marketing to create a state-specific occupant protection message using CIOT and Zero in WI. A new section of our annual report details our communication efforts both for paid media and public information and education.

Child Passenger Safety Week

Child Safety Seat Poster

The Bureau of Transportation Safety partnered with Safe Kids Wisconsin and AAA Wisconsin to create a poster that was distributed to clinics at the start of Child Passenger Safety Week.

Child Safety

Wisconsin continued to spend down Section 2011 –Child Restraint Grant carryover funds. Per NHTSA guidance relative to this SAFETEA-LU program, the following information describes allowable funded activities and outcomes.

- 1) For programs to purchase and distribute child restraints for low-income families
 - a) A description of the programs used to purchase and distribute child restraints for low-income families.

| FFY 2013 (10/1/12 – 9/30/13) | |
|--|--------|
| Number of Officers Deployed | 23,303 |
| Total Number of Funded Over Time Enforcement | 86,165 |
| Total Unfunded Straight Time Hours | 35,074 |
| Safety Belt Tickets Written on Over Time | 22,336 |
| Safety Belt Tickets Written on Straight Time | 2,623 |
| Speeding Tickets Written on Over Time | 27,037 |
| Speeding Tickets Written on Straight Time | 7,889 |
| OWI Written on Over Time | 2,532 |
| OWI Written on Straight Time | 882 |
| OAR on Over Time | 9,107 |
| OAR on Straight Time | 2,016 |
| Open Intoxicant on Over Time | 392 |
| Open Intoxicant on Straight Time | 140 |
| Vehicle Registration Over Time | 5,534 |
| Vehicle Registration Straight Time | 1,653 |
| Equipment Over Time | 2,536 |
| Equipment Straight Time | 553 |
| All Other Over Time | 22,009 |
| All Other Straight Time | 6,929 |
| Drug Arrests | 893 |
| Felony Arrests | 220 |
| Misdemeanor Arrests | 763 |
| Warrants Served | 1,865 |

The purpose of the program is to make car seats available at no cost to low-income families who might otherwise choose to place their children in older, unsafe seats or transport them unrestrained, putting them at risk. Seats are dispersed as needed to eligible recipients by receiving a voucher from a referring partnering agency, such as county health departments, social workers, WIC, county injury prevention coalitions, etc. This voucher needs to be on hand in order to receive a car seat. The voucher cards instruct the families where to call to set up an appointment to receive instruction, installation assistance and a new car seat appropriate for their child. The objectives of the program are measured by the number of clients redeeming vouchers. There is a strong educational component given by CPS trained and certified staff at the time of the appointment. To increase parents/caregivers ability to properly install and use car seats to protect their children after receiving education and assistance with installation, a survey is given to be filled out by participants for each seat distributed.

b) The number of child restraints distributed.

The Wisconsin Information Network (WINS) and our partners distributed 3,577 child restraints.

Aside from the regular program we have through WINS, the Bureau of Transportation Safety partnered with The Wisconsin Hospital Association, 26 Wisconsin community hospitals, 22 child passenger safety technicians from around the state, and the Wisconsin State Patrol command staff to increase the awareness of the best way to protect children in vehicles – this is by putting them in the right seat, at the right time, and using it the right way. Almost 1,000 total car seats (500 infant convertible seats and 400 booster seats) were delivered to the 26 Wisconsin communities and are being distributed to eligible low-income expectant mothers and families. The Associated Press picked up on this story and coverage was not only provided state-wide, as well as in news markets in Indiana and Minnesota.



2) For programs to train child passenger safety professionals

a) A description of the training classes conducted and the curricula used to train individuals and groups.

Certification Course

There are four requirements to pass the course and become a nationally certified Child Passenger Safety Technician (CPST).

1. Attend the entire course, including the checkup event.
2. Pass all three hands-on skills assessments during the course. If a student fails any assessment, they will be notified during the course and may stay in class as an observer only at the discretion of the Lead Instructor
3. Participate in and demonstrate technical and communication skills learned during the course at the check-up event.
4. Earn a combined score of 84% or higher on the three open-book quizzes.

If any of the above does not occur, a student must repeat the entire course to be certified. No refund will be provided, as all processing and course materials have been delivered. A student must register for any subsequent course and pay any associated fees.

The national standardized child passenger safety technician certification course is three to four days long and combines classroom instruction, hands-on work with car seats and vehicles, and a community safety seat checkup event. At the checkup event, students demonstrate skills learned during class, following event procedures and instructions, proper use and installation of child restraints and safety belts and the ability to teach parents and caregivers how to properly protect their family on the road. Successful completion of this course certifies the



individual as a CPS technician for two years. Renewal courses are available to technicians whose certifications have expired and are eligible to take the 8-hour Certification Renewal Course. This class is designed to renew the certification for expired technicians who wish to become nationally certified Child Passenger Safety Technicians (CPSTs) again. After successfully completing this class, students will be re-certified and be able to provide both individual and group CPS education. Teaching strategies include lecture, skills testing, and a written test. A minimum score of 84% is required to pass the written test. This is not an update/refresher class. This course is meant for expired CPS Technicians who have maintained their child passenger safety knowledge and their hands-on skills. It is expected that students attempting to renew their certifications stayed involved in CPS programs and activities, have kept up with changes in the field by reading technical updates, attended

other CPS classes, and worked with non-expired technicians to keep their installation skills current, but who - for one reason or another - allowed their certifications to expire.

b) The number and location of training classes conducted and the individuals or groups trained.

In 2013 there were 11 CPS certification training classes held in Wisconsin. These were located in the following cities around the state:

| | | |
|---------------|------------|-----------------|
| Kenosha | Green Bay | Wisconsin Dells |
| Wausau/Weston | McFarland | LaCrosse |
| Hayward | Eau Claire | Menomonee Falls |
| Evansville | Kenosha | |

The new technicians represent many organizations and occupations from medical personnel to law enforcement & firefighters, public health staff, car dealership staff, AAA, Safe Kids coalition representatives.

c) In 2013 there were 101 newly certified car seat technicians and there were 218 recertified for a total of 319 certified car seat technicians in Wisconsin.

3) Programs to Educate the Public:

a) A description of the programs used to educate the public concerning the proper use and installation of child restraints.

WINS has the following items available for loan that agencies can use to help educate the public:

- Vince & Larry Costumes
- Buckle Bear Costumes
- Buckle Bear Lap Puppet
- Fatal Vision Goggles
- Clicket the Cricket
- Toy Convincer
- Egg Helmet
- Spot the Tot
- Various safety videos
- A new BOTS DVD



Also fitting stations are often promoted with flyers posted around the community and when possible media outlets.

- b) A list of child restraint inspection stations/check-up events/clinics, including their locations (see appendix for a list of child restraint inspection stations/check-up events/clinics, including their locations).
- c) An estimate of the number of child restraints checked at inspection stations/check-up events/clinics.

WINS and our partners checked approximately 4,055 car seats for proper installation.

Enclosed Trailer Purchase

An enclosed trailer was purchased to transport instructional materials for the certified car seat technician training classes that are held statewide.

Occupant Protection Outreach

The Rollover Convincer went to 52 events throughout the state. Approximately 23,335 people viewed the presentation, many of whom were convinced that seatbelts save lives.

Senior Driver Outreach

The Bureau of Transportation Safety and AAA Wisconsin partnered together along with the Madison College Occupational Therapy Program to host a senior CarFit event. This day-long event gave 18 senior drivers knowledge on how best to ‘fit’ to their vehicles. Reviewing seat-belt positioning, checking steering wheel tilt and configuring line of sight are a few examples of topics that were discussed with each of the participants during the CarFit.

Youth Driver Outreach

The Bureau of Transportation Safety partnered with The Boy Scouts of America – Potawatomi Area Council, along with the Wisconsin State Patrol to create a day long, hands-on clinic to complete the necessary requirements to earn their Traffic Safety Merit Badge. During the planning of the clinic, more partners stepped forward such as the Wisconsin Trooper’s Association, the Waukesha County Sheriff, and the Waukesha County Highway Division, each recognizing the opportunity to make a difference in the scout’s experience of learning about traffic safety.

Evaluation

According to our mail surveys completed pre and post mobilization there is a high level of reported compliance with Wisconsin’s safety belt law. For the overall sample, there was no significant change in the level of compliance between surveys. Asked how often they wore a safety belt, 97% of the pre survey respondents and 96% of the post survey respondents said they wear one all or most of the time. Changes in safety belt use varied significantly between the pre and post survey by age and gender. Those who are in the 18-34 showed an increase in compliance between pre and post as 83% reported wearing a safety belt ‘All of the time’ in the pre and 90% in the post. Conversely, 17% of respondents reported wearing a safety belt ‘Most of the time’ in the pre as opposed to only 7% in the post. A similar pattern is seen when looking at gender. 79% of males reported wearing a seatbelt ‘All of the time’ in the pre. That jumped to 86% in the post. However, 17% males in the pre survey reported wearing safety belt ‘Most of time’ as opposed to 8% of males in the post.

In both pre and post surveys the number of respondents who had read, seen or heard anything about safety belt law enforcement was split almost dead even. 50% of responders in the pre said they HAD read, seen or heard anything about safety belt law enforcement and 49% said this in the post survey. Despite this even distribution, there was a significant pre-post increase observed between the surveys in the number of people who HAD read,



seen or heard anything about safety belt law enforcement when looking at two age groups. For those 18-34 there was a significant increase in awareness from pre to post survey (47% to 61%). On the other hand, there was a significant decrease in awareness seen in the 45-54 age group, which went down from 54% in the pre survey to 36% in the post.

When asked about the likelihood of receiving a ticket for not wearing a seatbelt, participants in both the pre and post surveys were fairly evenly spread across all response options. The two options which had the highest amount of responses were 'slightly likely' and 'somewhat likely'. In both pre and post surveys 60% of responders said they would be 'slightly or somewhat likely' to get a ticket for not wearing a safety belt. The only significant difference to note was in those who reported an education level of Technical School. Of those who reported a Technical School education level, 5% of pre survey responders reported thought they would be 'extremely likely' to receive a ticket for not wearing a safety belt. This jumped to 26% in the post survey.

OCCUPANT PROTECTION—BUDGET SUMMARY

| Account | Fund | Program Activity | Planned | Obligated | Expended |
|----------------------|------|------------------------------|--------------------|--------------------|-----------------------|
| 22013-20-01-OP | 402 | Program Management/Delivery | \$90,000 | \$90,000 | \$83,899.21 |
| 2013-24-02-K3 | 2011 | CPS PI&E | \$100,000 | \$112,500 | \$22,575.48 |
| 2013-25-02-K2 | 405 | PI&E | \$34,207 | \$34,207 | \$34,207.48 |
| 2013-25-02-K2 | 405b | PI & E | \$215,000 | \$215,000 | \$8,131.17 |
| 2013-24-03-K3 | 2011 | Training & Support-Technical | \$130,000 | \$150,500 | \$143,285.12 |
| 2013-25-03-K2 | 405b | Training & Support-Technical | \$325,000 | \$55,542 | \$37,728.00 |
| 2013-20-05-OP | 402 | Enforcement | \$0 | \$625,800 | \$397,653.08 |
| 2013-25-05-K2 | 405b | Enforcement | \$2,330,000 | \$1,889,500 | \$1,005,057.88 |
| 2013-20-06-OP | 402 | Equipment-LE | \$175,000 | \$4,000 | \$3,864.23 |
| 2013-24-06-K3 | 2011 | Equipment-CSR | \$200,000 | \$253,810 | \$223,201.51 |
| 2013-24-07-K3 | 2011 | Paid Media | \$0 | \$155,000 | \$144,555.21 |
| 2013-25-09-K2 | 405b | Evaluation-Surveys | \$170,000 | \$173,475 | \$141,611.05 |
| Total 402 | | | \$265,000 | \$719,800 | \$485,416.52 |
| Total 2011 | | | \$430,000 | \$671,810 | \$533,617.32 |
| 405 | | | \$34,207 | \$34,207 | \$34,207.48 |
| Total 405b | | | \$3,040,000 | \$2,333,517 | \$1,192,528.10 |
| Program Total | | | \$3,769,207 | \$3,759,334 | \$2,167,728.87 |



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Impaired Driving and Youth Program

PERFORMANCE GOALS AND MEASURES

Wisconsin exceeded its goal of a 5% decline from the prior five- year rolling average of 230 alcohol impaired driving fatalities. In addition, the program met four of its five additional goals as illustrated in the tables below¹.

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

1. Program Management and Strategic Planning
2. Prevention through promotion of transportation alternatives
3. Criminal Justice System
 - a. Enforcement
 - b. Publicizing High Visibility Enforcement
 - 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 uses four different strategies using a combination of NHTSA and state funding. These 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)

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.

| Alcohol and Drug Related Motor Vehicle Crashes | |
|--|------------------|
| 2007-11 Baseline | 11.82/100M VMT |
| 2012 Goal | 11.22/100M VMT |
| 2012 Actual | 9.26/100M VMT |
| Resulting Deaths and A Injuries | |
| 2007-11 Baseline | 1.88/100M VMT |
| 2012 Goal | 1.78/100M VMT |
| 2012 Actual | 1.52/100M VMT |
| Proportion of Alcohol and Drug Related Fatalities | |
| 2007-11 Baseline | 48.88% |
| 2012 Goal | 46.43% |
| 2012 Actual | 53.24% |
| Proportion of Alcohol and Drug Related Fatalities and 'A' Injuries | |
| 2007-11 Baseline | 23.32% |
| 2012 Goal | 22.15% |
| 2012 Actual | 21.47% |
| Crashes involving alcohol (15-24 year olds) | |
| 2007-11 Baseline | 261.85/100K pop. |
| 2012 Goal | 248.75/100K pop. |
| 2012 Actual | 195.19/100K pop. |



Program Management and Strategic Planning

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. A new statewide Impaired Driving Task Force was created and convened in August of this year, and was tasked with identifying non-legislative recommendations for combating impaired driving. A group of 38 multi-disciplinary members participated a day prior to our Annual Governor's Conference on Highway Safety in Stevens Point, WI. Five signature initiatives were developed and included in the submission of Wisconsin's 2014 Highway Safety Plan as required by MAP-21.

Prevention Through Transportation Alternatives.

BOTS collaborated with the Tavern League of Wisconsin in administering the state-funded Safe Ride Program for another year, where approximately 79,280 rides were given throughout the state of Wisconsin. The Sauk Prairie Bar Buddies program offered alternative transportation options for citizens, sponsoring approximately 8,000 rides. In addition, our various OWI Task Forces were encouraged to partner with local cab companies to notify citizens and provide alternative transportation options. Efforts included publicity, transportation costs, and advertising utilizing the "Zero in Wisconsin" campaign on all marketing and advertising materials. BOTS funded a few festival grants, for Dane County and the city of Seymour. Dane County had five festivals with live music and beer tents, where alternative transportation was offered. Seymour provided transportation for the Outagamie County Fair, where approximately 6,000 people were in attendance.

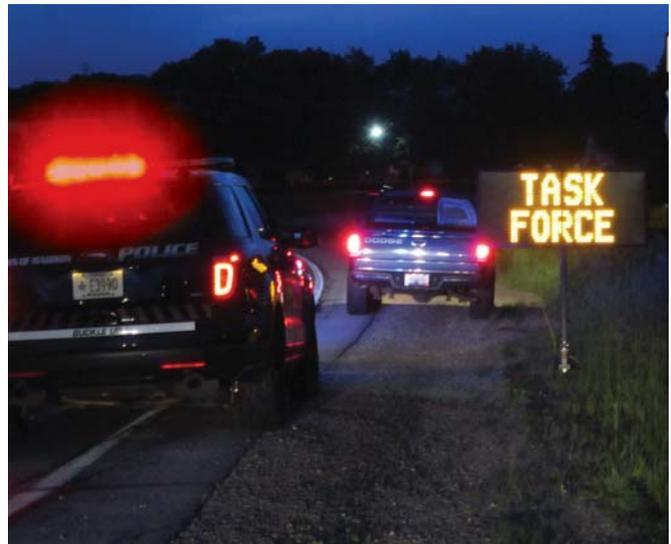
Criminal Justice System

As mentioned above, BOTS has 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, sponsoring media events, and working 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 2012 population estimates. Activity for these enforcement results are found in the Police Traffic Services section.

In addition to single agency enforcement, we have eleven multi-jurisdictional task forces throughout the state. Northeastern Wisconsin has six OWI Task Forces, the first of which began in Brown County in February of 2011. OWI Task Forces operate in Brown, Marinette, Manitowoc, Sheboygan, Winnebago, and Outagamie Counties. Each OWI TF operates as a "true" multi-jurisdictional project in that all participating agencies work the same jurisdiction at the same time. Officers from the participating agencies use saturation patrols that feature high visibility enforcement, which includes OWI Task Force-specific branding such as vests and squad magnets, along with electronic message boards. The OWI Task Forces use written agreements that vary from county-wide deputization to temporary deputization to MOUs that allow officers to work jurisdictions outside of their own. The various projects have received considerable attention from the media and also had a strong social media presence, which includes a Facebook page dedicated to the OWI Task Forces. The Task Forces have been successful both from an awareness standpoint and also from a statistical standpoint, particularly in Brown County.



The Task Forces have been successful both from an awareness standpoint and also from a statistical standpoint, particularly in Brown County. Brown County, which includes the city of Green Bay, has had a tremendous drop in both alcohol-related fatalities and alcohol-related crashes. In 2010, a year before the project began, Brown County had 29 traffic fatalities. That figure dropped to 14 the year the OWI Task Force began operations. This year, through October, the figure stands at seven. The same drop has occurred in regards to alcohol-related crashes. In 2010, the county had a total of 293 alcohol-related crashes that resulted in 214 injuries. In 2012 that figure dropped to 177 crashes and 121 injuries. Additional OWI Task Forces exist in Dane, Eau Claire, Polk, and Milwaukee Counties and also Siren, WI.





We also encouraged unfunded (agencies that we did not fund for overtime enforcement because they either did not hit our targeting list or did not have adequate personnel to work overtime) 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 two agencies for Click-It-Or-Ticket, 48 agencies for Drive Sober, and 20 agencies for Booze and Belts.



During its final year of funding, the UW Law School Resource Center on Impaired Driving hosted its 19th annual conference. Staff provided information to the press and the public about legal issues related to impaired driving.



Wisconsin's Traffic Safety Resource Prosecutor and the Dane County Special Prosecutor on Traffic Crimes teamed up to prosecute a high-profile case. They were able to obtain a conviction for a quadruple OWI homicide. The defendant was sentenced to 32 years in prison.

BOTS funded a Drug Recognition Expert (DRE) program including instructor wages, printing, postage, lodging and meals for students and instructors. The grant provided DRE Program Oversight Committee support for a contractor position. BOTS funded training for twenty-four officers to become certified DREs. The training program was held in Milwaukee.

The Wisconsin State Lab of Hygiene moved to testing of one major drug in each case and reduced their backlog by half. BOTS supported their efforts with funding for a position.

The eleven state-funded Intensive Supervision Programs continued to monitor, supervise and connect the repeat OWI offender with an assessment and treatment as soon as possible after the arrest and before conviction.

Communication

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

and revised and updated all information. A new section of our annual report details our communication efforts both for paid media and public information and education.

Youth Specific Program

BOTS partnered with the Department of Health Services to fund the Wisconsin Alcohol Policy Project, which provides training, tools and technical assistance to individuals and groups working to adopt and implement alcohol policy related to underage drinking.

| IMPAIRED DRIVING / YOUTH SAFETY PROGRAM—BUDGET SUMMARY | | | | | |
|--|-------|--|--------------------|--------------------|-----------------------|
| Account | Fund | Program Activity | Planned | Obligated | Expended |
| 2013-31-01-K8 | 410 | Program Management | \$0 | \$54,000 | \$36,751.68 |
| 2013-30-01-AL | 402 | Program Management | \$180,000 | \$93,000 | \$24,501.11 |
| 2013-30-02-AL | 402 | PI&E – 402 funded | \$150,000 | \$155,000 | \$283.79 |
| 2013-30-06-AL | 402 | Equipment | \$0 | \$258,000 | \$255,105.15 |
| 2013-31-02-K8 | 410 | PI&E | \$100,000 | \$300,000 | \$379,217.20 |
| 2013-31-03-K8 | 410 | Training & Support Technical | \$1,225,000 | \$793,189 | \$592,616.86 |
| 2013-31-04-K8 | 410 | Training & Support Community | \$0 | \$62,138 | \$59,961.04 |
| 2013-31-05-K8 | 410 | Enforcement | \$2,020,500 | \$2,659,130 | \$2,139,270.46 |
| 2013-71-05-K8 | 410 | Motorcycle Enforcement | Included Above | \$34,960 | \$29,403.49 |
| 2013-31-06-K8 | 410 | Equipment | \$245,000 | \$12,000 | \$12,000.00 |
| 2013-31-07-K8P | 410PM | Paid Media | \$0 | \$549,500 | \$697,474.12 |
| 2013-39-04-W8 | 568 | Pre-trial Intervention Community Project | \$731,600 | \$733,664 | \$725,415.95 |
| 2013-39-04-W1 | 531 | Tavern League Safe Ride Program | \$500,000 | \$500,000 | \$490,788.99 |
| Total 402 | | | \$330,000 | \$506,000 | \$279,890.05 |
| Total 410 | | | \$3,590,500 | \$4,464,917 | \$3,946,694.85 |
| Total State | | | \$1,231,600 | \$1,233,664 | \$1,216,204.94 |
| Program Total | | | \$5,152,100 | \$6,204,581 | \$5,442,789.84 |



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Police Traffic Program

PERFORMANCE GOALS AND MEASURES

Speed-related traffic fatalities have increased from the 215 prior five year rolling average to 299 (FARS). Wisconsin did however exceed the goals listed above 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 staff member to manage the enforcement grants. This position was funded with 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 | |
|--|----------------|
| 2007-11 Baseline | 35.74/100M VMT |
| 2012 Goal | 33.95/100M VMT |
| 2012 Actual | 27.82/100M VMT |
| Combined Fatalities and Serious 'A' injuries | |
| 2007-11 Baseline | 2.19/100M VMT |
| 2012 Goal | 2.08/100M VMT |
| 2012 Actual | 1.69/100M VMT |



BOTS worked with partners (law enforcement professional organizations, Wisconsin Highway Safety Coordinators Association and others) to develop handouts, posters, presentations, conferences, and other media campaigns. Information and materials were updated to ensure they 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.*

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

BOTS planned statewide participation, encouraged voluntary participation, and provided overtime funding for the speed and aggressive driving enforcement campaign. BOTS also encouraged coordination between county and local law enforcement by the use of grant bundling and multi-jurisdictional task forces. We continued with the “Data Driven Approaches to Crime and Traffic Safety” (DDACTS) Program Grant program/philosophy. We provided non-overtime equipment grants and recognition for law enforcement.

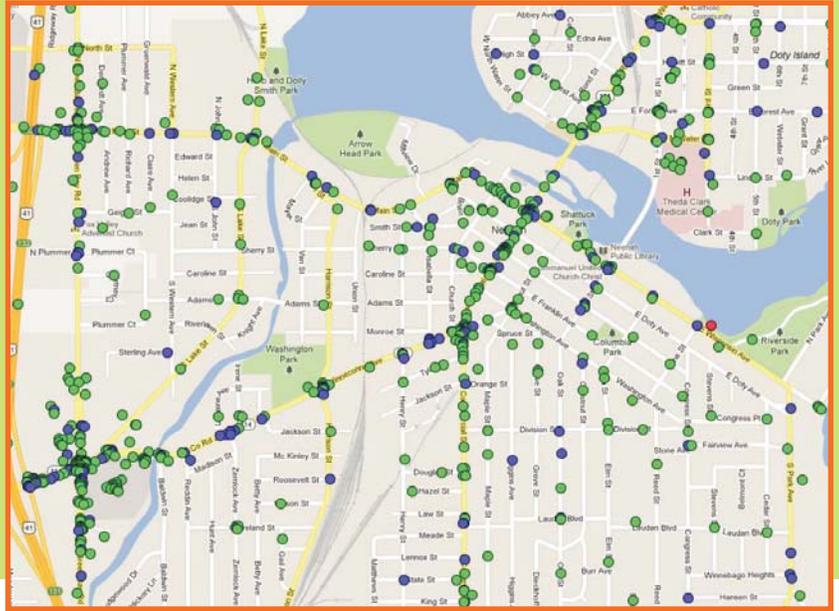
Funds were utilized for paid media using speed messages to targeted audiences. Following NHTSA guidelines, we planned for statewide, intense broadcast media to increase perception of enforcement and likelihood of being cited for speeding, aggressive driving, and distracted driving.

BOTS evaluated the number of crashes, fatalities, and injuries and compared it 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 |
| 2013-40-01-PT | 402 | Program Management - Federal | \$75,000 | \$90,000 | \$73,563.59 |
| 2013-49-01 | State | Program Management - State | \$11,000 | \$0 | \$0 |
| 2013-40-02-PT | 402 | PI&E | \$320,000 | \$592,200 | \$254,056.83 |
| 2013-40-05-PT | 402 | Enforcement | \$2,900,000 | \$2,566,210 | \$1,510,111.74 |
| 2013-44-05-K4 | 406 | Enforcement | \$0 | \$170,000 | \$32,898.76 |
| 2013-44-06-K4 | 406 | Equipment | \$0 | \$32,300 | \$32,220.00 |
| 2013-40-06-PT | 402 | Equipment | \$130,000 | \$161,100 | \$115,288.50 |
| 2013-40-07-PM | 402PM | Paid Media | \$0 | \$0 | See CP |
| | | 402 Total | \$3,425,000 | \$3,409,510 | \$1,953,020.66 |
| | | 406 Total | \$0 | \$202,300 | \$65,118.76 |
| | | State Total | \$11,000 | \$0 | \$0 |
| | | Program Total | \$3,436,000 | \$3,611,810 | \$2,018,139.42 |



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Traffic Records Improvement Program

BOTS 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 WisDOT's Highway Safety Plan to create a statewide integrated data collection network, analytical tools, and to make expertise available to highway safety stakeholders.

BOTS staff coordinated the traffic records program grant funding and chaired the Traffic Records Coordinating Committee (TRCC), which held four TRCC meetings during the year. Staff assisted with Strategic Plan development and implementation, developed the 2013 405c 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 listed:

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

We were able to follow a strategic approach of rolling out TraCS grants throughout the state. We funded nineteen law enforcement agencies that are now up and running with TraCS.

2. Safety Resource Data Portal

Grantee intended to update and reorganize the Resource Guide. They were not able to spend as much time on this project as originally planned. This project will continue in FFY14.

3. CODES Data Linkage

We created the basic CODES file linkage between Wisconsin traffic crash records and both Wisconsin Hospital Inpatient records and Wisconsin Hospital Emergency Department visits for 2011.

4. Safety Data Information System

The UW TOPS Lab completed the Traffic Records Service web service definition file (WSDL) that will support the transmission of Warnings and Citations from OJA to TOPS. TOPS created the XML for transmission of the citations from OJA/DOJ to the TOPS Lab. We are currently working on schema for a new warnings form that will be included in the TraCS 10. We plan to continue adding crash data file transmissions.

5. Expand Community Maps

At the end of the Federal Fiscal year, approximately 50 law enforcement agencies were in various degrees working with Community Maps. The project will continue with some modifications to increase the number of users. The biggest modification will be that the project is being discontinued with the University of Wisconsin Transportation Information Center and will be an in-house project.

6. Mobile Architecture and Communications Handling (MACH)

We contracted with the MACH vendor in Iowa to create the MACH-Bot that handles the advanced authentication to the National Crime Information Center data for people and plate lookups. MACH is more than just an upgrade to the existing AVL needs. MACH utilizes internet communications architecture which allows participating public safety agencies to share information for facilitating cooperation and organization during daily activities as well as emergency incidents. One major advantage of MACH implementation is allowing for silent dispatching and command operations during events and AVL interoperability among participating public safety agencies.

7. Wisconsin Ambulance run data training

Provided data training to Wisconsin ambulance staff to assure data is entered in a timely manner, correct, complete, and accessible to all interested parties.

| TRAFFIC RECORDS PROGRAM—BUDGET SUMMARY | | | | | |
|--|------|----------------------------------|--------------------|--------------------|-----------------------|
| Account | Fund | Program Activity | Planned | Obligated | Expended |
| 2013-58-01-K9 | 408 | Planning and Travel | \$10,000 | \$69,710 | \$59,265.60 |
| 2013-54-01-K4 | 406 | Evaluation Analyst | \$92,000 | \$92,000 | \$126,063.96 |
| 2013-58-02-K9 | 408 | PI&E | \$150,000 | \$86,500 | \$51,462.65 |
| 2013-58-03-K9 | 408 | Training and Support - Technical | \$462,200 | \$555,861 | \$499,422.39 |
| 2013-58-04-K9 | 408 | Training and Support - Community | \$230,000 | \$203,900 | \$187,001.08 |
| 2013-56-06-K10 | 1906 | TraCS Hardware-Equipment | \$200,000 | \$130,341 | \$117,543.83 |
| | | 06 Total | \$92,000 | \$92,000 | \$126,063.96 |
| | | 408 Total | \$852,200 | \$916,321 | \$797,151.72 |
| | | 1906 Total | \$200,000 | \$130,341 | \$117,543.83 |
| | | Program Total | \$1,144,200 | \$1,138,662 | \$1,040,759.51 |



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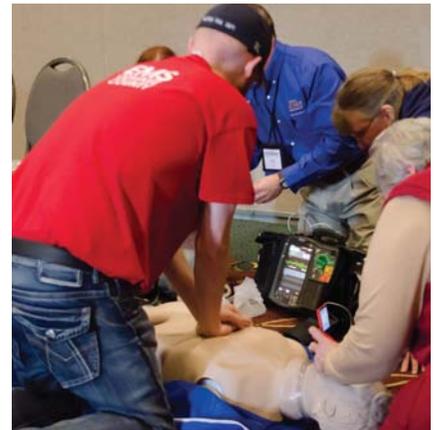
EMS Improvement Program

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.

At 25% federal share, BOTS funded training for new first responders at ten Wisconsin EMS organizations.

| Safety Belt Use Rate in personal injury and fatal crashes will increase. | |
|--|-----------|
| 2000 Statewide Baseline | 65.4% |
| 2012 Statewide Goal | 83.2% |
| 2012 Actual | 79.9% |
| Injury to Death Ratios | |
| 2009-11 Statewide 3-year average Baseline | 73.5 to 1 |
| 2012 Goal | 80.5 to 1 |
| 2012 Actual | 65.3 to 1 |





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Motorcycle Safety Program

PERFORMANCE GOALS AND MEASURES

Motorcyclist fatalities are up for the third year in the United States and in Wisconsin. According to NHTSA, they account for roughly 14% of total fatalities nationwide, but they accounted for 19% of our fatalities in 2012. The 112 fatalities of 2012 are the second highest total number of motorcycle fatalities since 1970. The program did not reach its goal of a 5% decrease over the prior five- year rolling average of 96.4 and did not meet or exceed any of the above goals for the Wisconsin Motorcycle Safety Program (WMSP)¹.

In 2013, we continued the in-depth analysis of Wisconsin motorcycle fatalities that we began in 2009. Results of this ongoing analysis have provided the WMSP and the WisDOT with valuable insight into the circumstances that perpetuate fatal motorcycle crashes. It has become increasingly more evident that we need to employ the ABCs of Rider Risk Reduction if we are going to reduce crashes and fatalities. To reduce and minimize rider risk, we must affect rider Attitude, Behavior, Choices, and Decision making. This is the primary goal of the Wisconsin Motorcycle Safety Program.

| Motorcycle/MoPed Crashes | |
|---|-------|
| 2007-11 Baseline | 2,752 |
| 2012 Goal | 2,632 |
| 2012 Actual | 2,964 |
| Combined Fatalities and Incapacitating Injuries in Motorcycle/MoPed Crashes | |
| 2007-11 Baseline | 808 |
| 2012 Goal | 791 |
| 2012 Actual | 834 |
| Motorcycle/MoPed Injuries | |
| 2007-11 Baseline | 2,679 |
| 2012 Goal | 2,584 |
| 2012 Actual | 2,826 |

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.

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

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

In an effort to coincide with Wisconsin's ZERO In Wisconsin initiative, the Wisconsin Motorcycle Safety Program continues to promote its motorcycle specific version via the 5 = ZERO initiative. This initiative promotes five activities that motorcyclists should participate in to minimize risk and ultimately reduce crashes and fatalities. These activities are:

- Riding Sober - Free of alcohol and/or drugs
- Get Trained and Get Licensed - Obtain your Class M License and become a life-long learner
- All The Gear, All The Time - Wear conspicuous and protective riding gear at all times
- Practice Safe Riding - Ride within your limits, your motorcycle's limits, and environmental limits
- Motorcycle Maintenance - Maintain tires, controls, lights, fluid levels, drive components, etc



In 2013, Wisconsin was once again the host to hundreds of thousands of motorcycle enthusiasts. In mid-August, the Harley Owners Group celebrated their 30th anniversary as a growing club comprised of Harley-Davidson aficionados. Approximately two weeks later, motorcyclists from all over the world congregated in southeast Wisconsin and throughout the state to celebrate Harley-Davidson's 110th anniversary. In mid-September, thousands of motorcyclists traveled north to Tomahawk, Wisconsin to celebrate the fall colors and raise money for the Muscular Dystrophy Association. Before and during their stay, the WisDOT, in partnership with the Wisconsin Department of Tourism, promoted motorcycle awareness to the general motoring public. Public Service Announcements, posters at Wisconsin visitor information centers, and billboards along major thoroughfares were all used to promote motorcycle awareness. The use of billboard messages marks the first time that the WisDOT has employed this form of media.

During the 2013 motorcycle training season, the WMSP partnered with the Motorcycle Safety Foundation (MSF) to begin implementation of the first new basic motorcycle riders course curriculum since the introduction of the Basic RiderCourse (BRC) in 2001. Wisconsin was the first state to field test and then pilot test the "BRC 2014 Update" to classroom and range activities curriculum in its entirety. During this initial curriculum training and implementation, Wisconsin RiderCoach Trainers, under the tutelage of MSF Staff, rose to the level of RiderCoach Trainer Trainers. They certified the first group of RiderCoach Trainers and RiderCoaches in the new





curriculum employing only draft materials. In addition, in 2013 Wisconsin was also the testing ground for the MSF's new Quality Assurance Specialist (QAS) National Certification training. MSF Staff came to Madison, Wisconsin to work with our staff of 18 RiderCoach Trainers and RiderCoaches in their quest for QAS National Certification. Also during the 2013 training season, at one of our smallest training sites in the state, two of our RiderCoaches began conducting training on the largest training motorcycles in the state. Southwest Technical College conducted five 3-Wheel Basic RiderCourses (3WBRC) for trikes, becoming the first training site in the state to conduct these courses on a regular basis. In addition, Wisconsin added two RiderCoach trainers to its support staff via the aforementioned activities during the 2013 training season.

Purchases for 2013 continued to be primarily curriculum materials for new and existing rider education courses and motorcycle awareness activities. Additionally, a second Harley-Davidson Ultra-Class Tri-Glide has been added to the small fleet of the trikes employed for the aforementioned 3WBRC. As the popularity of the 3WBRC appears to be growing, the WMSP has purchased a medium size cargo trailer to transport three to four of our trikes to various training sites throughout Wisconsin. In addition, the WMSP is expanding its use and deployment of our Safe Motorcyclist Awareness and Reaction Trainers (SMARTrainers) and has purchased a small cargo trailer that is capable of transporting three SMARTrainers at a time.

During 2013, local, county, and state law enforcement agencies once again participated in a wide variety of motorcycle specific activities and events. As in the past, many of these events were attended in conjunction with the Transportable High-End Rider Education Facility (THE REF) promoting motorcycle awareness, motorcycle safety and training, and providing motorcycle skills-riding demonstrations. These activities were conducted at various events such as the Road America's SuperBike Doubleheader weekend, the Wisconsin Harley Owners Group state rally, the Harley-Davidson 110th Anniversary celebration, the Tomahawk Fall Color Ride for MDA, as well as a number of County Fairs and National Night-Out events in collaboration with local community organizations. The Wrightstown PD's motorcycle-related community involvement with their converted Suzuki sport-bike to a police bike continues to be popular with the younger sport-bike riders. The presence of this motorcycle helps to bridge the gap between sport-bike riders and law enforcement.

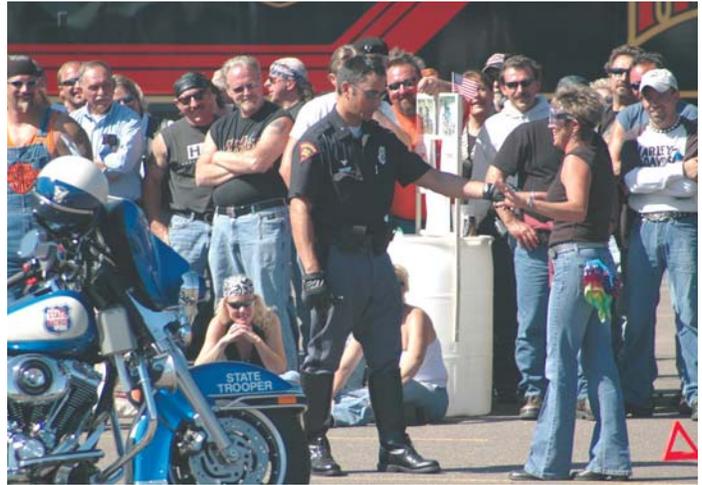




During 2013, THE REF once again took to the road and participated in over 40 events and activities state-wide. Though the majority of these events and activities catered to the Wisconsin motorcycling community, there were also many events and activities that attracted the general motoring public. Typical motorcycling community events are rallies, motorcycle competitions, fund raisers, and motorcycle shows. Typical events that attract the general public are county fairs, health fairs, traffic safety meetings, and the annual Governor's Conference on Highway Safety. The primary goal at any and all of these events is to promote public awareness of motorcyclists and motorcycles, promote safe motorcycling within Wisconsin, provide rider risk reduction information to the motorcycling community, promote opportunities in motorcycle rider education, and promote alcohol and drug-free riding and driving. It is estimated that, in 2013, approximately 16,000 motorcyclists and members of the general motoring public visited THE REF and engaged THE REF Staff members, while approximately 1,500 experienced the SMARTrainers, and THE REF's motorcycle traffic simulators. In addition, it is estimated that the over 40 events attracted over 150,000 motorcycling and general public attendees.

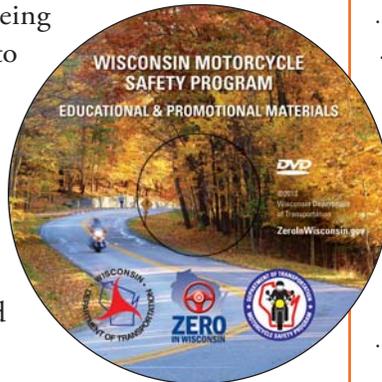


Since 2010, WMSP rider education training sites have collectively experienced a decline in Basic Rider Course enrollments over previous year highs of 13,495 in 2006 and 12,805 in 2008. Though we did not expect this decline to continue in 2013, nearly all training sites continue to report a decline in enrollments beginning in mid-summer. Once again, lack of confidence in the US economy and consistently higher prices for gasoline will likely continue to have an influence on course enrollments. Demand for the Scooter Basic Rider Course appears to have leveled off. However there appears to be a slight increase in demand for the (intermediate) BRC2 course, the Advanced Rider Course (ARC), and the Ultimate Bike-Bonding Rider Course-Plus



(UBBRC). There is also a growing demand for the one-year old 3WBRC.

The WMSP continues to distribute copies of 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 (PSA) throughout Wisconsin. In 2013, we produced a DVD that incorporates the aforementioned videos as well as: a general overview of the Wisconsin Motorcycle Safety Program; an overview of THE REF; an overview of the WMSP rider education course offerings; the “Speed” PSA; “The Passenger” PSA; two motorcycle awareness PSAs, “Think” and “Invisible”; Operation Moped Safety; ZERO In Wisconsin: 10 Stories One Vision; the Click It Or Ticket PSA; and All About Wisconsin Roundabouts. Copies of this all-encompassing DVD are being produced for distribution to all drive and rider training sites, all law enforcement agencies, health care organizations, all forms of news media, and other stakeholders in motorcycle safety, awareness, and rider education.



WISCONSIN MOTORCYCLE SAFETY PROGRAM EDUCATIONAL & PROMOTIONAL MATERIALS

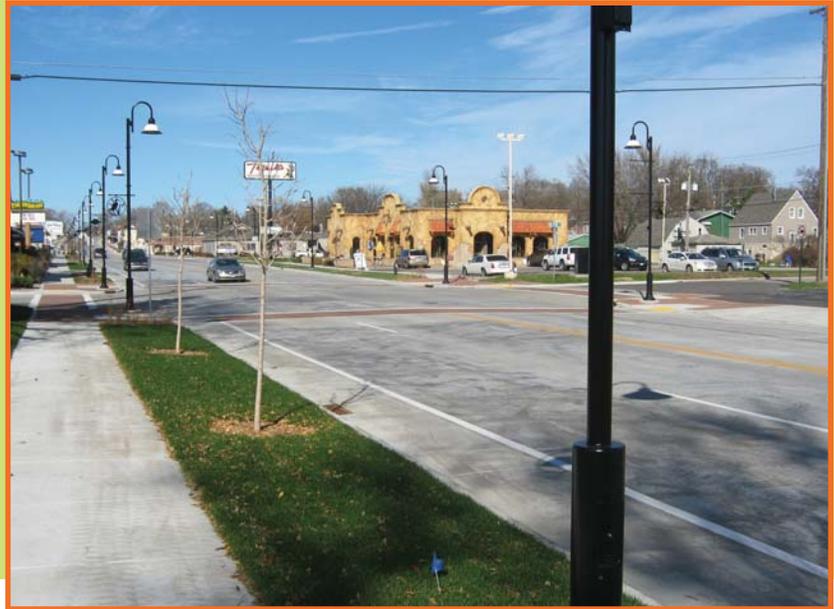
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- WI Motorcycle Safety Program Rider Education Courses Overview
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- “Riding In Wisconsin” 10 Stories-One Vision (M/C)
- “ZERO In Wisconsin” 10 Stories-One Vision
- PSA “AWARENESS-THINK” (Motorcycle)
- PSA “AWARENESS-INVISIBLE” (Motorcycle)
- PSA “SPEED” (Motorcycle)
- PSA “THE PASSENGER” (Motorcycle)
- PSA “CLICK IT OR TICKET”
- OPERATION MOPED SAFETY
- All About Wisconsin Roundabouts

| MOTORCYCLE SAFETY PROGRAM—BUDGET SUMMARY | | | | | |
|---|-------------|---|--------------------|--------------------|---------------------|
| Account | Fund | Program Activity | Planned | Obligated | Expended |
| 2013-79-01 | 562 | Program Management | \$180,000 | \$190,500 | \$96,142.39 |
| 2013-72-02-K6 | 2010 | PI&E Alcohol & Awareness | \$375,000 | \$384,500 | \$22,975.46 |
| 2013-70-03-MC | 402 | Training & Support - Technical | \$112,000 | \$25,500 | \$13,000 |
| 2013-72-03-K6 | 2010 | Training & Support – Technical | \$0 | \$112,000 | \$47,054.69 |
| 2013-72-04-K6 | 2010 | Training & Support - Community | \$300,000 | \$300,000 | \$132,592.45 |
| 2013-79-04 | 562 | Training & Support - Community | \$447,000 | \$463,500 | \$369,529.44 |
| 2013-71-05-K8 | 410 | Enforcement (Impaired Driving Section not in totals here) | \$50,000 | \$34,960 | \$29,403.49 |
| 2013-70-05-MC | 402 | Law Enforcement | \$100,000 | \$15,736 | \$9,987.84 |
| 2013-72-06-K6 | 2010 | Equipment | \$250,000 | \$250,000 | \$83,514.08 |
| 2013-72-09-K6 | 2010 | Evaluation & Quality Assurance | \$15,000 | \$15,000 | \$12,643.06 |
| | | TOTAL 402 | \$212,000 | \$41,236 | \$22,987.84 |
| | | TOTAL 2010 | \$940,000 | \$1,061,500 | \$298,779.74 |
| | | TOTAL STATE | \$627,000 | \$654,000 | \$465,671.83 |
| | | TOTAL | \$1,779,000 | \$1,756,736 | \$787,439.41 |



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Pedestrian and Bicycle Safety Program

PERFORMANCE GOALS AND MEASURES

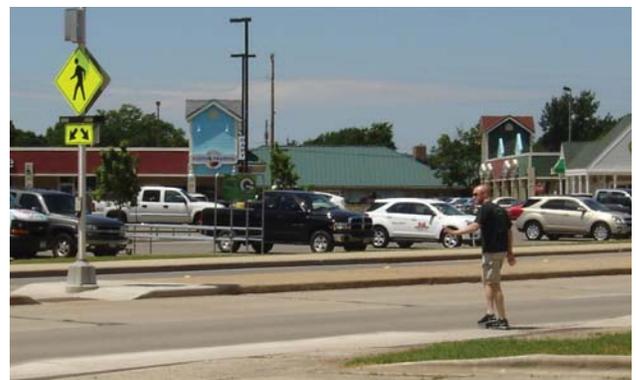
Pedestrian fatalities are down from last year in Wisconsin and were lower in 2012 than the prior five-year average. However, the program failed to meet most of its goals above for this calendar year¹.

Bicyclist fatalities are down only one from last year in Wisconsin (from 12-11) and were still above the prior five-year average of 9.4. The program failed to meet the above goals for this calendar year.

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

1. Law Enforcement
2. Outreach
3. Public Education and Training

During FFY2013, 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 bicycle safety and the rules of the road. Teaching Safe Bicycling, Pedestrian Safety Training (planners/engineer/advocates training), and Pedestrian/Bicycle Ambassadors were all coordinated. He continues to work with a number of different agencies and non-profit programs to educate and improve pedestrian/bicycle safety. He assisted Safe Routes to School (SRTS) with planning, scoring grant applications, selecting grants and providing safety information and education.



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.

| Pedestrian-Motor Vehicle Crashes | |
|--|-----------------|
| 2007-11 Baseline | 22.35/100K pop. |
| 2012 Goal | 21.97/100K pop. |
| 2012 Actual | 22.39/100K pop. |
| Combined Fatalities and Serious 'A' Injuries | |
| 2007-11 Baseline | 5.06/100K pop. |
| 2012 Goal | 4.80/100K pop. |
| 2012 Actual | 4.72/100K pop. |
| Pedestrian Injuries | |
| 2007-11 Baseline | 22.43/100K pop. |
| 2012 Goal | 21.30/100K pop. |
| 2012 Actual | 22.44/100K pop. |

| Bicyclist-Motor Vehicle Crashes | |
|--|-----------------|
| 2007-11 Baseline | 18.98/100K pop. |
| 2012 Goal | 18.03/100K pop. |
| 2012 Actual | 20.09/100K pop. |
| Combined Fatalities and Serious 'A' Injuries | |
| 2007-11 Baseline | 2.16/100K pop. |
| 2012 Goal | 2.05/100K pop. |
| 2012 Actual | 2.07/100K pop. |
| Bicyclist Injuries | |
| 2007-11 Baseline | 18.09/100K pop. |
| 2012 Goal | 17.18/100K pop. |
| 2012 Actual | 18.58/100K pop. |

In FFY2013, there were fifteen bicycle enforcement and twelve pedestrian enforcement grants for communities with a high number of bicycle or pedestrian injuries and fatalities over the past three years (2009-2012). The projects were set-up with the goals and objectives of reducing/eliminating crashes, injuries, and fatalities. The grant amounts ranged 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 updated and reprinted the Pedestrian/Bicycle Law Enforcement manual and worked with law enforcement agencies in La Crosse and Green Lake, to set-up a Pedestrian-Bicycle Law Enforcement training course. Each course had about 15 law enforcement officers enrolled from communities around La Crosse and Green Lake.

Two Pedestrian Safety Action Plan training courses were conducted -- one in Waukesha and one in Green Bay. The two-day workshops were conducted through the Highway Safety Research Center, including sessions aimed at planners/engineers and pedestrian advocates. There were 66 participants trained in the following objectives: how pedestrians belong in all geometric designs; operations, and safety operations; site design in making a safer pedestrian environment; interaction of people and motor vehicle; roundabouts and other traffic calming measures.

BOTS worked with the City of Madison Police department on a pilot Pedestrian/Bicycle Ambassador program to improve traffic safety and educate pedestrians, bicyclists and motorists on state laws and municipal ordinances for the city. The program successfully included neighborhood rides, youth education, public events and SRTS collaboration.

BOTS funded a project with Safe Kids of Southeast Wisconsin that develop a pedestrian training program on their website for middle-school children. BOTS is currently working on connecting this training section to their website.



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. BOTS provided DVDs and educational materials to participants for use in their courses. BOTS continues to work with the Bicycle Federation of Wisconsin on a statewide Share and Be Aware program. The Share and Be Aware program has ambassadors in five areas of the state that are providing training and education to pedestrians, bicyclists and motorists.

BOTS succeeded in holding five Teaching Safe Bicycling courses in different communities around the state. Approximately 80 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. BOTS will continue to work on completing an agenda that is designed specifically for Teaching Safe Bicycling to physical education teachers.

La Crosse Police Department completed a Pedestrian/Bicycle HVE in the city of La Crosse this year. La Crosse has several miles of bicycling, walking, and hiking trails and is recognized by the League of American Bicyclists as a Silver Level Bicycle Friendly Community

for its recent advances in bike lanes, shared lane markings, trails, and numerous events and programs to encourage active transportation (La Crosse PD 2013) It is a goal for La Crosse to attain status as a gold level community for both biking and walking and they have a city ordinance that aims to ensure that the streets of La Crosse are safe for all users. Partially funded through a grant from BOTS the PD used a multi-pronged approach to attain this goal. La Crosse used a combination of education (schools, bike rodeos, media), membership on the Bike/Pedestrian Safety Committee, involvement in Safe Routes to School program, data driven targeted enforcement, and the training of twelve officers completing BOTS' Pedestrian & Bicycle Training.

BOTS has a representative on the Governor's 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 |
| 2013-89-01 | 562 | Program Management | \$75,000 | \$81,232.48 | \$81,232.48 |
| 2013-80-02-PS | 402 | PI&E - Federal | \$80,000 | \$80,000 | \$19,273.92 |
| 2013-89-02 | 562 | PI&E - State | \$31,000 | \$0 | \$0 |
| 2013-80-03-PS | 402 | Training and Support Technical | \$100,000 | \$77,600 | \$74,434.30 |
| 2013-80-04-PS | 402 | Training and Support Community | \$55,000 | \$28,000 | \$20,561.68 |
| 2013-80-05-PS | 402 | Enforcement | \$80,000 | \$74,333 | \$64,735.76 |
| 2013-80-09-PS | 402 | Evaluation | \$5,000 | \$0.00 | \$0.00 |
| 402 Total | | | \$320,000 | \$259,933 | \$179,005.66 |
| State | | | \$106,000 | \$81,232 | \$81,232.48 |
| Program Total | | | \$426,000 | \$341,165 | \$260,238.14 |



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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 (RPMs) 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.

Wisconsin statutes mandate that each county create a Traffic

Safety Commission (TSC) 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 TSCs, and one of these required members is a representative from the state highway safety office.

BOTS RPMs 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



| |
|---|
| Attendance at County/City Traffic Safety Commission Meetings |
| A goal of 90% of meetings scheduled in 72 Counties and City of Milwaukee. 93% of meetings held 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 for FFY2012. 158 of 283 Law Enforcement Grants had a complete on-site monitoring visit |
| Overall Goal |
| Increase local participation in state-administered and locally developed highway safety activities. |



traffic safety. The RPMs worked closely with all law enforcement agencies involved in the safety grant programs and acted as liaisons between local communities, law enforcement agencies, engineers, planners, and various divisions of the DOT. The RPMs collaborated with groups, including the TSCs, 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.

Wise-Grants (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, and earned media. In the near future, it will also 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 |
| 2013-90-01-CP | 402 | Program Management - Community Outreach/Monitoring | \$340,000 | \$341,200 | \$289,439.64 |
| 2012-90-02-CP | 402 | PI&E | \$110,000 | \$189,300 | \$502,976.88 |
| 2012-90-04-CP | 402 | Training and Support - Community | \$367,850 | \$223,400 | \$41,084.98 |
| 2012-90-07-PM | 402 | Paid Media | \$1,000,000 | \$450,000 | \$576,672.99 |
| 402 Program Total | | | \$1,817,850 | \$1,203,900 | \$1,410,174.49 |

PUBLIC INFORMATION AND EDUCATION

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 a new BOTS program manager, coordinates media and public information programs for the state’s participation in national traffic safety mobilizations, state and national safety 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.





Mobile Application - Impairment section (410 funded)

The WisDOT Bureau of Transportation Safety worked with Staples Marketing to develop an awarding-winning mobile application that provides tools reminding users to Drive Sober. The Drive Sober application has been downloaded over 40,000 times and includes a blood alcohol estimator, a designated driver selector and a link to anti-drunk driving videos. The most useful part of the application is the Find a Ride feature which uses the phone’s GPS to provide the user with a list of taxi services and public transit options.

Choose your ride - Impairment section (410 funded)

The State Patrol provided the Bureau of Transportation Safety with an old cruiser to use as a driving billboard to remind people to make the right choice when they drink. The cruiser is wrapped as a half cab, half police car. The car asks viewers to “Choose Your Ride” when they drink, reminding them that they can take a cab or end up in a cruiser. The “Choose Your Ride” car has attended more than 20 community events, fairs, and festivals.



Zero in Wisconsin Partnerships

Wisconsin has been using the “Zero in Wisconsin” vision for almost five years as its campaign to remind people that even one traffic fatality is one too many. In an effort to continue to spread the Zero in Wisconsin message, the Bureau of Transportation Safety has partnered with different organizations to reach the public with the important messages of seat belt safety, bicycle and pedestrian safety, not driving distracted, and not driving impaired. These messages are shared to reach the goal of zero deaths on Wisconsin roads. In FFY13, partnerships included Division I College sports with the Wisconsin Badgers; reaching high school students, parents and fans through the Wisconsin Interscholastic Athletic Association; reminding youth of the importance of bicycle safety



with the Division BMX Stunt Team; and reaching all ages at minor and Northwood league baseball games. These sponsorships have reached tens of thousands of people over the past year.

LG US National Texting Champion “Anywhere but There” Video – Community Programs funded through 402

Wisconsin is home to the two-time LG US National Texting Champion, Austin Wierschke. Austin and LG partnered with the Bureau of Transportation Safety to create an anti-texting-and-driving video. Austin’s video involves him texting “everywhere”--on a waterslide, while surfing, while BASE jumping—but his car. He is reminding people that he will text “anywhere but there.” The video can be viewed on the Zero in Wisconsin website: <http://www.zeroinwisconsin.gov/texting.asp>.

Maddie Morgan – 2012 Miss Outstanding Teen Wisconsin

Developed a relationship with Maddie and the program whereas she dovetailed her platform of 100% Drive with BOTS’ Zero In Wisconsin public safety campaign. Maddie made commercials, videos and public appearances at Thursday Night Lights (southeastern Wisconsin High School Football games), schools, and our Governor’s Conference to convey the message that you should concentrate on driving 100% of the time.



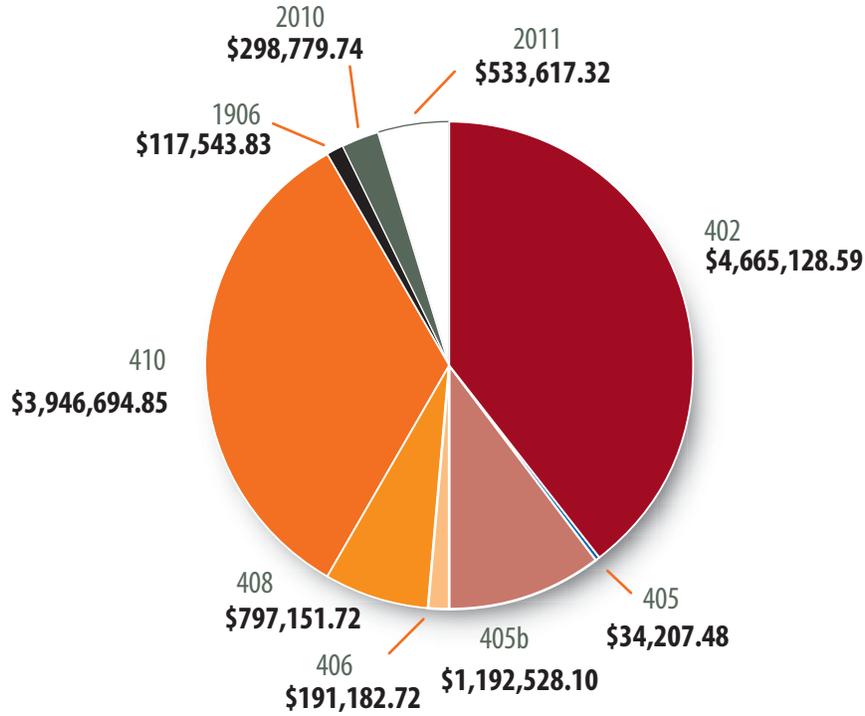
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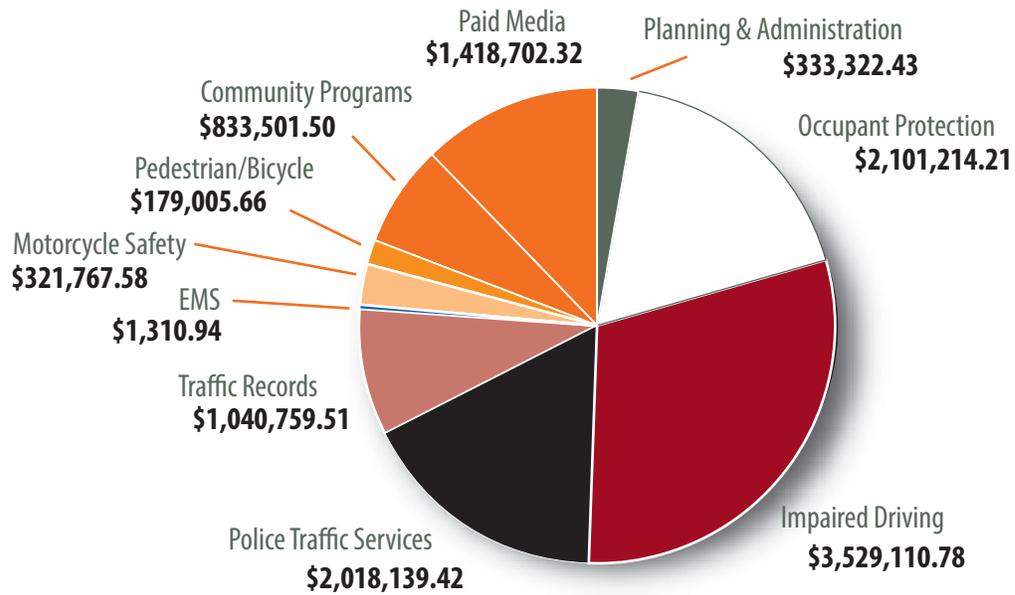
Fiscal Summary

| EXPENDITURES BY PROGRAM AREA AND FUND FFY2013 | | | | | | | | | | |
|---|-----------------------|--------------------|-----------------------|---------------------|---------------------|-----------------------|---------------------|---------------------|---------------------|------------------------|
| Programs | 402 | 405 | 405b | 406 | 408 | 410 | 1906 | 2010 | 2011 | Total NHTSA Funding |
| Planning & Administration | \$333,322.43 | | | | | | | | | \$333,322.43 |
| Occupant Protection | \$485,416.52 | \$34,207.48 | \$1,192,528.10 | | | | | | \$389,062.11 | \$2,101,214.21 |
| Impaired Driving | \$279,890.05 | | | | | \$3,249,220.73 | | | | \$3,529,110.78 |
| Police Traffic Services | \$1,953,020.66 | | | \$65,118.76 | | | | | | \$2,018,139.42 |
| Traffic Records | | | | \$126,063.96 | \$797,151.72 | | \$117,543.83 | | | \$1,040,759.51 |
| EMS | \$1,310.94 | | | | | | | | | \$1,310.94 |
| Motorcycle Safety | \$22,987.84 | | | | | | | \$298,779.74 | | \$321,767.58 |
| Pedestrian/Bicycle | \$179,005.66 | | | | | | | | | \$179,005.66 |
| Community Programs | \$833,501.50 | | | | | | | | | \$833,501.50 |
| Paid Media | \$576,672.99 | | | | | \$697,474.12 | | | \$144,555.21 | \$1,418,702.32 |
| Total | \$4,665,128.59 | \$34,207.48 | \$1,192,528.10 | \$191,182.72 | \$797,151.72 | \$3,946,694.85 | \$117,543.83 | \$298,779.74 | \$533,617.32 | \$11,776,834.35 |

EXPENDITURES BY PROGRAM AREA FFY2013



EXPENDITURES BY FUND FFY2013



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