STATE OF WISCONSIN
FEDERAL FISCAL YEAR 2011
HIGHWAY SAFETY PERFORMANCE PLAN

ZERO IN WISCONSIN
A VISION WE CAN ALL LIVE WITH

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VISION

Zero fatalities. Our transportation system is essential to society's continuing prosperity and an inescapable component to everyday life in Wisconsin; as a society we should not accept casualties as a foregone consequence of that system. Wisconsin citizens and state policymakers work toward achieving zero fatalities and incapacitating injuries on our roadways. Our belief is that any death is one too many, and we work toward saving as many lives as possible using the resources available.

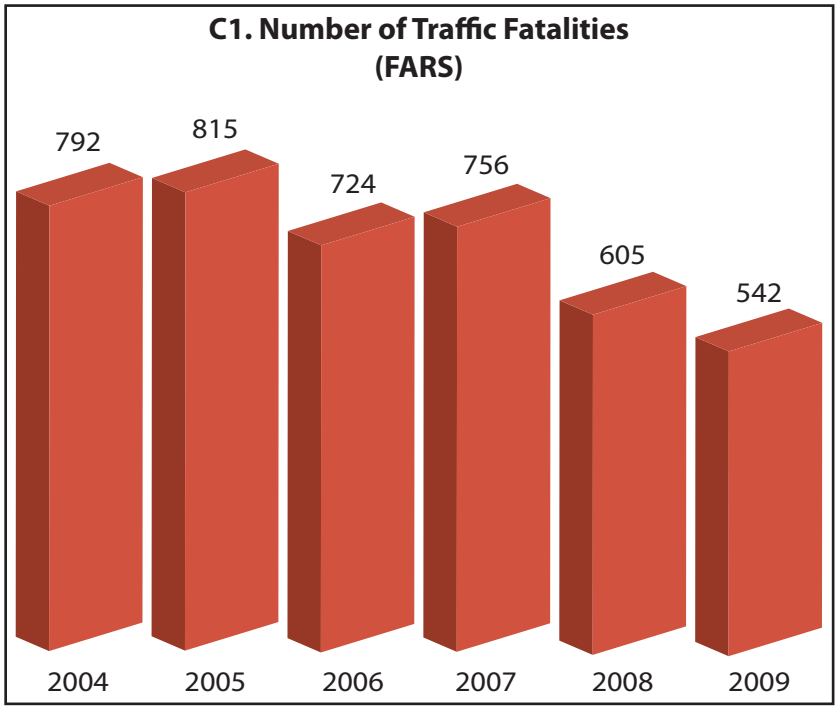
MISSION

Statewide Highway Safety Coordination. The Bureau of Transportation Safety (BOTS) coordinates a statewide behavioral highway safety program, using federal funds given back to the state through the National Highway Traffic Safety Administration (NHTSA), state taxes, and other resources. Funds are primarily used to change system users' behavior by: enforcing traffic laws; increasing drivers' perception of the risk of being ticketed for non-compliance; increasing public awareness of the dangers of high risk behavior; and informing system users of the best way to avoid or reduce the injury severity of a crash.

Through analysis and targeting, BOTS works to provide leadership, innovation, and program support in partnership with state, county, and community traffic safety activists, professionals, and organizations.

GOALS AND MEASURES

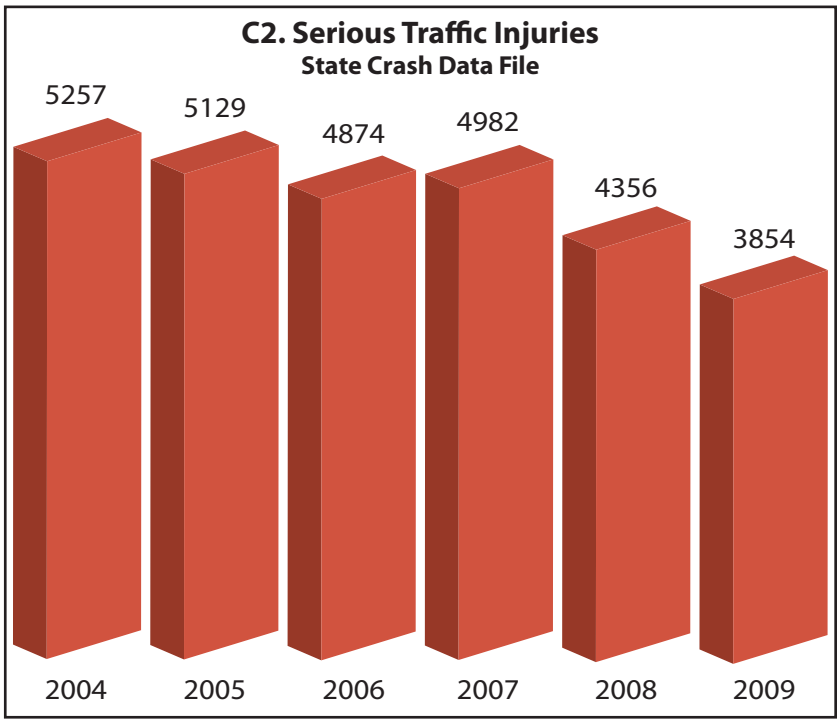
The Governors Highway Safety Association (GHSA) and NHTSA agreed to a minimum set of performance measures to be used in the development of Highway Safety Performance Plans (HSPP). The agreed upon performance measures rely heavily on fatal 'K' crashes. While tracking fatalities is valuable, other severity (A, B, C, etc) crashes can provide useful insight into the state's problem. We have included the recommended measures in this document in addition to measures we have been developing over the last few years, which are found in the individual program areas. Note that Fatality Analysis Reporting System (FARS) data was not finalized or available at the time of our planning, so state data was used for the 2009 data points that normally would be provided by FARS. Wisconsin fortunately has very timely and very detailed data available.



As the graph to the left indicates, the number of deaths trends slightly downward since 2004 in Wisconsin. 2009 was a significant improvement over the prior year and much lower than the baseline of the prior (2004-2008) 5-year moving average of 738.

Traffic Fatalities (FARS)

C1. To decrease traffic fatalities 5 percent from the 2004-2008 calendar year rolling average of 738 to 701 by December 31, 2010



Serious injury crashes have steadily decreased since 2004 as well. Once again, as with fatalities, Wisconsin had a large reduction in serious 'A' injury crashes (11.52%) from 2008 to 2009. 2009 is much lower than the prior 5-year average from 2004 to 2008.

Serious Traffic Injuries State Crash Data File

C2. To decrease serious traffic injuries 5 percent from the 2004-2008 calendar year rolling average of 4,920 to 4,674 by December 31, 2010.

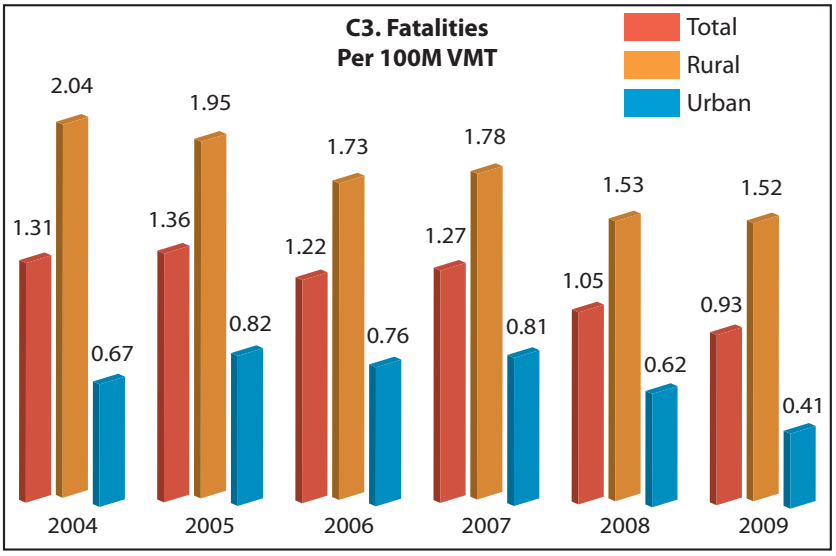
Note in the Fatalities Per 100M VMT graph below that the rates are calculated using corresponding VMT rates – rural fatalities are over rural VMT, urban fatalities over urban VMT. The national goal is to reach one fatality per 100 million Vehicle Miles Traveled (100M VMT) by 2011. Wisconsin met this national goal in 2009 with a rate of 0.93.

Fatalities Per 100M VMT

C3a. To decrease total Fatalities Per 100M VMT, by 5 percent from the 2004-2008 calendar year rolling average of 1.242 to 1.18 by December 31, 2010.

C3b. To decrease rural Fatalities Per 100M VMT, by 5 percent from the 2004-2008 calendar year rolling average of 1.806 to 1.72 by December 31, 2010.

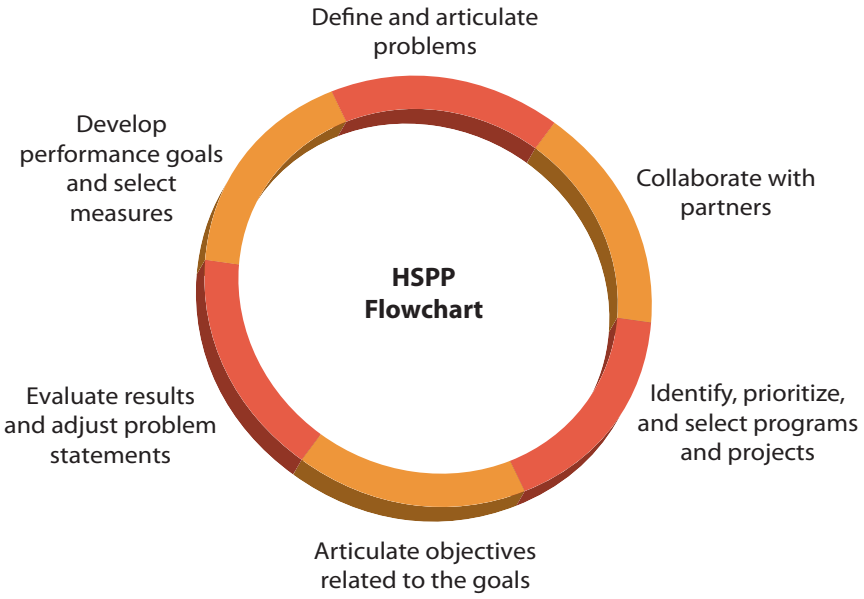
C3c. To decrease urban Fatalities Per 100M VMT, by 5 percent from the 2004-2008 calendar year rolling average of 0.736 to 0.70 by December 31, 2010.



Measure	2004	2005	2006	2007	2008	2009	2004-2008 Avg	2010 Goal
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	350	358	296	298	222	208	**304.8**	**289.56**
C4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from the 2004-2008 calendar year rolling average of 304 to 290 by December 31, 2010.								
C5. Alcohol Impaired Driving Fatalities (FARS)	297	322	307	314	208	238	**289.6**	**275.12**
C5. To decrease alcohol impaired driving fatalities 5 percent from the 2004-2008 calendar year rolling average of 289 to 275 by December 31, 2010.								
C6. Speeding Related Fatalities (FARS)	295	294	283	279	198	183	**269.8**	**256.31**
C6. To decrease speeding-related fatalities 5 percent from the 2004-2008 calendar year rolling average of 270 to 256 by December 31, 2010								
C7. Motorcyclist Fatalities	80	93	93	109	89	82	**92.8**	**88.16**
C7. To decrease motorcyclist fatalities 5 percent from the 2004-2008 calendar year rolling average of 93 to 88 by December 31, 2010.								
C8. Un-helmeted Motorcyclist Fatalities (FARS)	61	72	69	79	68	51	**69.8**	**66.31**
C8. To decrease un-helmeted motorcyclist fatalities 5 percent from the 2004-2008 calendar year rolling average of 70 to 66 by December 31, 2010.								
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	145	147	141	144	114	85	**138.2**	**131.29**
C9. To decrease drivers age 20 or younger involved in fatal crashes 5 percent from the 2004-2008 calendar year rolling average of 138 to 131 by December 31, 2010.								
C10. Pedestrian Fatalities (FARS)	54	44	55	58	53	35	**52.8**	**50.16**
C10. To reduce pedestrian fatalities 5 percent from the 2004-2008 calendar year rolling average of 53 to 50 by December 31, 2010.								
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	72.4%	73.3%	75.4%	75.3%	74.2%	73.8%	**74.12%**	**77.8%**

HIGHWAY SAFETY PLANNING PROCESS

The highway safety planning process is circular and continuous. At any one time during the year the Bureau of Transportation Safety may be working on previous, current, and upcoming fiscal year plans. The flowchart to the right illustrates the components of the planning process.



HIGHWAY SAFETY PLANNING TIMELINE

November to January:

Prepare the prior year's Annual Report. This document is the companion report to the same year's Highway Safety Performance Plan. The report provides NHTSA and the public with a summary of how funds were actually spent in that fiscal year.

January and Continuing:

Wisconsin is unique in that we have a law (s. 83.013, Wis. Stat.) that requires all 72 of its counties to have a multi-disciplinary Traffic Safety Commission. The law further defines who is supposed to participate at the quarterly meetings. A commission is required to include: Chief traffic law enforcement officer, Highway Safety Coordinator, Highway Commissioner, a DOT engineer from the regional office, the Regional Program Manager from BOTS, a State Patrol Trooper/Inspector, as well as a representative from education, medicine, and legal professions. We recognize what a fantastic opportunity this requirement gives us to reach out and solicit ideas and input into our planning process, and we utilize this opportunity. In addition, each State Program Manager (SPM) obtains formal and informal recommendations, resources, and information from traditional and non-traditional partners and stakeholders, including public health, emergency medical services, enforcement and adjudication, not-for-profit organizations, businesses and community coalitions. This activity continues throughout the year (see Appendix 2: Partners, Committees, and Organizations). During the first quarter of each year, BOTS program analysts and managers review the prior year's data and study the effectiveness of prior year projects. They also perform literature reviews and review best practices from other states.

January to May:

Preliminary crash data for the prior calendar year are available by April. In most cases, the most recent 10 years of crash data are used to determine the magnitude of the problem posed by each crash type and to develop trend lines. Goals are set using a five-year rolling average. In addition, conviction, medical, demographic, survey, program effectiveness, and other relevant data are analyzed and used as appropriate to generate rates, identify disproportionate representation of subgroups, trends, etc., for each program area.

April to August:

Evaluate the nature and magnitude of each type of state-level and program area problem and each target location or group; establish the effectiveness of proposed program activities in addressing the problem; and determine the availability of resources to be applied to the problem and availability of data and information to be used to determine progress toward goals. Continuing activities that are determined to have been effective are funded at progressively decreasing federal share. Recommendations from state program assessments are integrated into program objectives and funded activities. Each program expert brings information from the processes described above to a committee of the Bureau of Transportation Safety. At the project level, high risk target populations, jurisdictions and behaviors are identified as in the following example: all alcohol and speed-related crash data from the three previous years for every jurisdiction in Wisconsin are analyzed, from those involving property damage, through all ranges of injuries, and those that resulted in death. These data are scientifically weighted, following established statistical protocol (see Appendix 3: Targeting used for Speed and Alcohol Enforcement Grants).

Ongoing:

The annual Highway Safety Performance Plan (HSPP) is coordinated with state and national strategic plans and related operational plans and guidelines, and especially with the WisDOT 2006-2008 Strategic Highway Safety Plan. The Wisconsin DOT and numerous partners are currently in the process of updating this plan. The ten items of highest priority in the Department's 2006-08 Strategic Highway Safety Plan are listed in priority order below (HSPP-related goals bolded):

1. **Increase seat belt use/air bag effectiveness**
2. Improve design/operation of intersections
3. **Improve data/decision support systems**
4. **Reduce speed-related crashes**
5. **Reduce impaired driving**
6. Minimize consequences of leaving roadway
7. Design safer work zones
8. Reduce head-on and cross-median crashes
9. Keep vehicles on the roadway
10. **Increase driver awareness**

Feedback from NHTSA management reviews, such as the Traffic Records Review 2010, the Impaired Driving Special Management Review 2007, the Occupant Protection Special Management Review 2006, and the Management Review 2005, is reviewed and incorporated into the planning process as well. Other strategic plans are incorporated such as the 2006-2009 Wisconsin Traffic Records Strategic Plan and the Wisconsin Public Health Plan for the Year 2010. Priority is given to the NHTSA Administrator's Motor Vehicle and Highway Safety Priorities, as well as overlapping FHWA and FMCSA safety priorities and goals.

End of August:

Internal approval of the plan is received and the HSPP is submitted to NHTSA.

STATE-LEVEL PROBLEM IDENTIFICATION

The Problem ID Process is integral to the Planning Process. Information used in Problem ID includes WisDOT state crash, conviction, vehicle, roadway, traffic and survey data, BOTS program effectiveness studies, demographic and other census data, emergency department, hospital discharge and death data from the state Department of Health, national surveys and other relevant data. These data are used, as appropriate, in trend, factor, disproportion and other analyses of each program area. The ID process is identified under the justification sections of each program plan.

PLANNING AND ADMINISTRATION PROGRAM PLAN

WISCONSIN DEPARTMENT OF TRANSPORTATION

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

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.

Performance Goals and Measures

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

- Produce timely, accurate and complete plans and reports by December 2010.
- Administer planned activities by end of FFY2010.
- Incorporate budget liquidation plan into HSPP planning process and spend down set-aside funds in a timely manner.
- Document financial management, program management.

PROGRAM MANAGEMENT/ANALYSIS

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

(402) 2011-10-01-PA **$265,000**

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

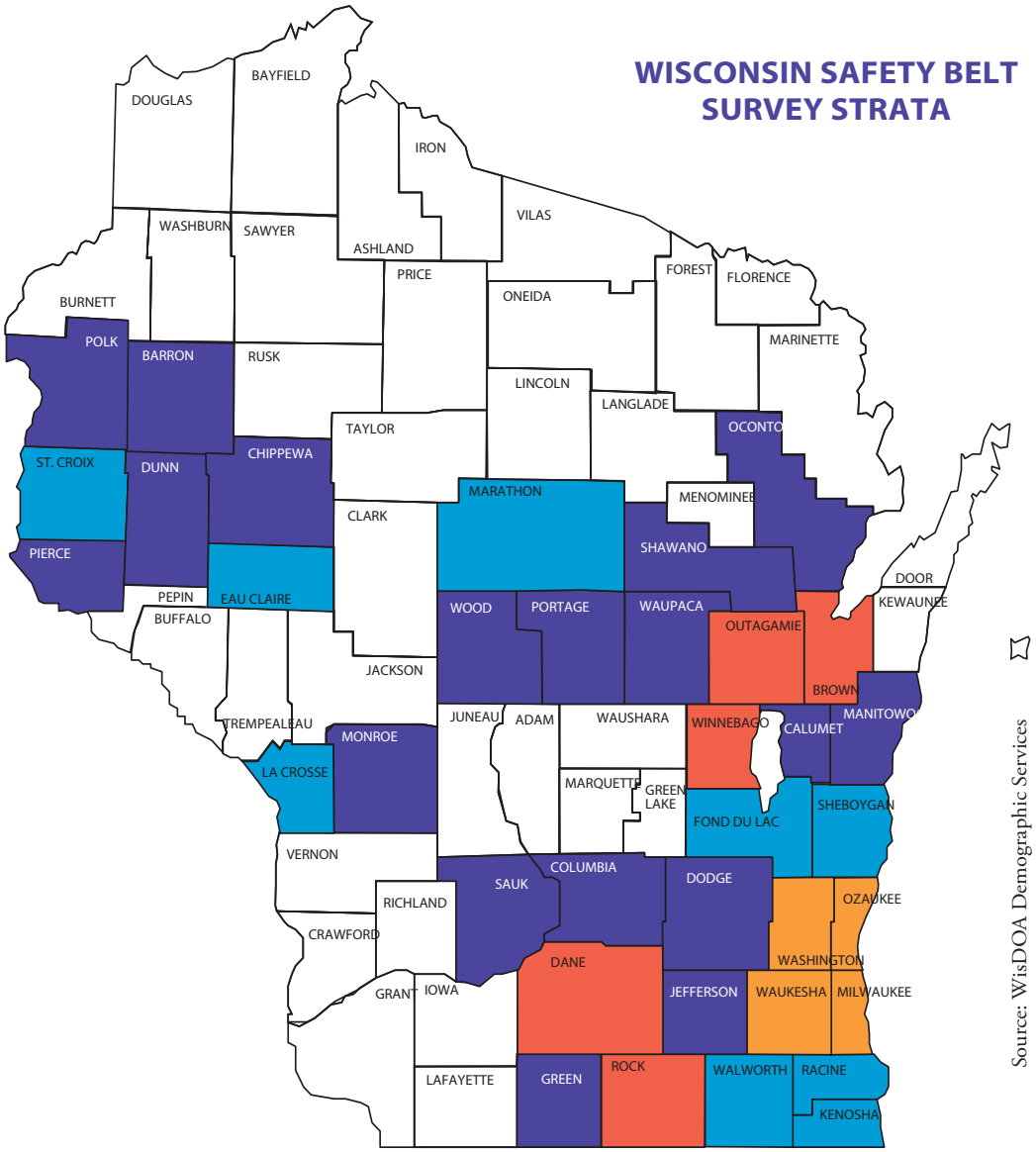
(State) 2011-19-01 **$530,000**

PLANNING AND ADMINISTRATION – BUDGET SUMMARY			
2011-10-01-PA	402	Planning & Administration	$265,000
2011-19-01	562	Appropriation 562 Planning, Administration	$530,000
		Program Total	**$795,000**

**Budget Note: Program Budgets reflect monies administered by BOTS; Total Match, including monies administered by other entities, is shown in the Detailed Budget in the Appendices)*

OCCUPANT PROTECTION PROGRAM PLAN

WISCONSIN DEPARTMENT OF TRANSPORTATION



Source: WisDOA Demographic Services

Strata	Belt Usage 2010 (%)
Stratum 1	71.8
Stratum 2	86.0
Stratum 3	77.6
Stratum 4	81.9

Belt Use by Region
Summer 2010

Belt use varies by 14.2% across the state. The Stratum 2 area is highest at 86.0% and the Stratum 1 (Metro Milwaukee) area is lowest at 71.8%. Regions are defined by a combination of population and Vehicle Miles Traveled (VMT).

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

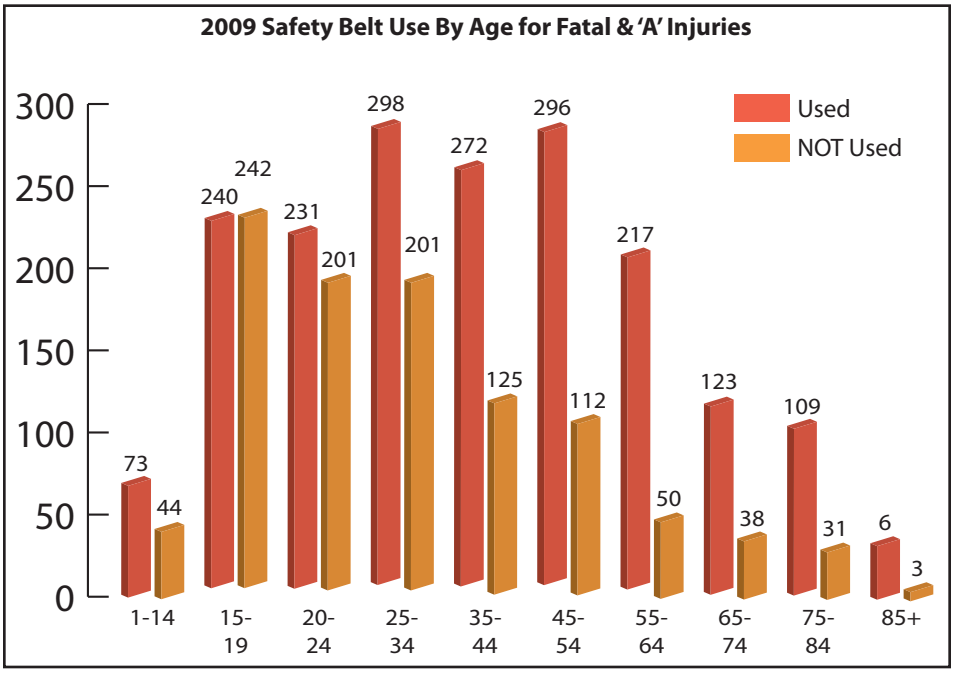
Stratum 4 - Barron, Calumet, Chippewa, Columbia, Dodge, Dunn, Green, Jefferson, Manitowoc, Monroe, Oconto, Pierce, Polk, Portage, Sauk, Shawano, Waupaca, and Wood Counties

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

In 2009, observed average statewide safety belt use was 73.8%. There were 69,533 convictions for failure to fasten safety belts and 3,405 convictions for child restraint violations entered in Wisconsin driver records in 2009.

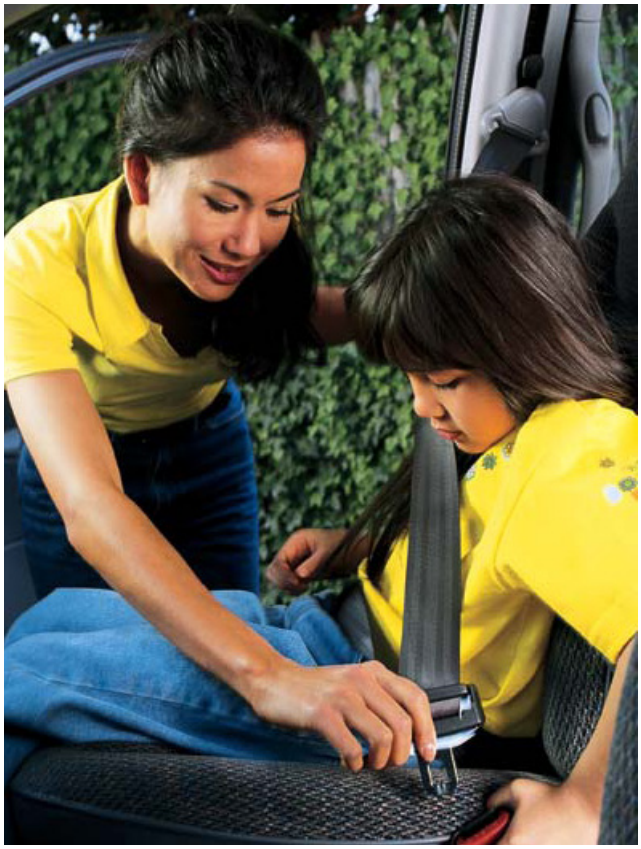
If you were in a fatal or injury crash for the period 1994-2009 and were not using safety equipment, you were 46.8 (7.62% vs. 0.16%) times more likely to be either partially or totally ejected from the vehicle. In addition, you were 12.3 (13.75% vs. 1.12%) times more likely to be killed than someone who was wearing a shoulder and lap belt at the time of the crash. A 13.75% fatality rate equates to approximately a one in seven chance of being killed, given the constraints.



The graph above illustrates not only which age groups are involved in the majority of fatal and incapacitating crashes, but also their safety belt usage (when known) in 2009. Safety belt usage lags with the most inexperienced drivers/occupants; those between the ages of 15 and 24. After that point, usage rates reverse for each age group, and occupants in serious crashes are more likely to be wearing their safety belts. The information above is from all occupants of passenger vehicles and utility trucks during 2009.

Performance Goals and Measures

Average Belt Use and Child Safety Seat Use	
2000 Baseline	65.4%
2009 Current	73.8%
2010	77.5%
Unbelted Fatalities and 'A' injuries	
2004-08 Baseline	2.53/100M VMT
2009 Current	1.81/100M VMT
2010	1.72/100M VMT
Ejection Rate/Fatal and Injury Crashes	
2004-08 Baseline	1.85%
2009 Current	1.76%
2010	1.67%
Child Safety Seat Installation	
We expect to certify 150 students in the proper installation of child safety in 2011.	



PROGRAM MANAGEMENT

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

(402) 2011-20-01-OP	**$90,000**
(State) 2011-29-01	**$15,000**

REGULATION AND POLICY

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

LAW ENFORCEMENT

Plan for statewide participation, voluntary, and overtime-funded enforcement for the national high-visibility "Click It or Ticket" Mobilization, expanded mobilizations, and nighttime enforcement.

- Overtime Enforcement, "Click It or Ticket" CIOT.

(402) 2011-20-05-OP $540,000
(405) 2011-25-05-K2 $600,000

- Plan and implement a multi-agency corridor project providing overtime funding increasing enforcement of Wisconsin's primary seat belt law.

(405) 2011-25-05-K2 $650,000

- Non-overtime Equipment Grants.

(402) 2011-20-06-OP $300,000

COMMUNICATION PROGRAM

- Review and update information regarding child passenger safety, safety belt materials and other items in both Spanish and English.
- Create state-specific occupant protection message using CIOT, Zero in WI and messages targeted at the unbuckled motor vehicle occupant.
- Duplicate print and video materials for distribution to the public.
- Review and update web-based information and materials for accuracy and to reduce printing and duplication costs.

(405) 2011-25-02-K2 $200,000
(2011) 2011-24-02-K3 $150,000

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

(402PM) 2011-20-07-PM $500,000

CHILD PASSENGER SAFETY (CPS)

- Statewide Child Passenger Safety Advisory Committee.

(2011) 2011-24-03-K3 $5,000

- Support and Administer CPS Training. Provide additional CPS training materials.

(2011) 2011-24-03-K3 $200,000

- Grants for child safety restraints.

(2011) 2011-24-06-K3 $200,000

OUTREACH PROGRAM

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

(405) 2011-25-02-K2 $40,000

- CPS training for law enforcement agencies and judges.

(405) 2011-25-03-K2 $75,000

- Youth safety belt initiatives.

(405) 2011-25-03-K2 $250,000

DATA AND PROGRAM EVALUATION

- Contract for CIOT Mobilization Pre/Post Observational Surveys to include April/May/June Observational Surveys.

(405) 2011-25-09-K2 $100,000

- Contract for CIOT Knowledge, Attitude, and Behavior (KAB) telephone surveys to evaluate the effectiveness of paid media. and Performance Measure survey required for HSP.

(405) 2011-25-09-K2 $50,000

OCCUPANT PROTECTION – BUDGET SUMMARY			
2011-20-01-OP	402	Program Management/Delivery	$90,000
2011-29-01	State	Program Management - State	$15,000
2011-24-02-K3	2011	CPS PI&E	$150,000
2011-25-02-K2	405	PI & E	$240,000
2011-24-03-K3	2011	Training & Support-Technical	$205,000
2011-25-03-K2	405	Training & Support-Technical	$325,000
2011-20-05-OP	402	Enforcement-CIOT Mobilization,	$540,000
2011-25-05-K2	405	Enforcement	$1,250,000
2011-20-06-OP	402	Equipment-LE	$300,000
2011-24-06-K3	2011	Equipment-CSR	$200,000
2011-20-07-PM	402PM	Paid Media	$500,000
2011-25-09-K2	405	Evaluation – Surveys	$150,000
		Total 402	$930,000
		Total 402PM	$500,000
		Total 2011	$555,000
		Total 405	$1,965,000
		Total State	$15,000
		Program Total	**$3,965,000**

IMPAIRED DRIVING PROGRAM PLAN

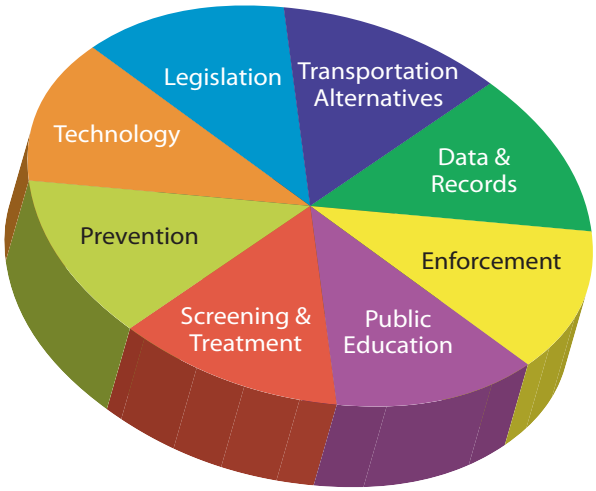
WISCONSIN DEPARTMENT OF TRANSPORTATION

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

As in years past, impaired driving continues to be a serious problem in Wisconsin. However, Wisconsin has a new law that went into effect on July 1, 2010. The highway safety office intends to fund projects that highlight these changes throughout all aspects of the program, including education, training, enforcement, and social marketing. Highlights of the new law include vehicle sanctions (Ignition interlock devices installed on all vehicles owned by any first-time offenders with a BAC above 0.15 and all subsequent offenders – also for all refusals), Driver sanctions and penalties (criminalizes first offense if a there is a child under age 16 in the vehicle; law also closes a loophole which existed for drivers with BAC levels between 0.08 and 0.10.), and it also includes the expansion of the current Winnebago County sentencing model for 2nd and 3rd offense OWI (probation with AODA treatment, in exchange for shorter mandatory minimum/maximum jail times).

Legislation is merely one of the tools that can affect change. The pie chart below continues to represent WisDOT's belief that no one solution for this problem exists. In 2010, we continue our effort to assess the needs of any given area. The pie graph illustrates the comprehensive approach that needs to be considered in each community. The size of the pie pieces does not reflect their relative import and would vary depending on where you are in the state.

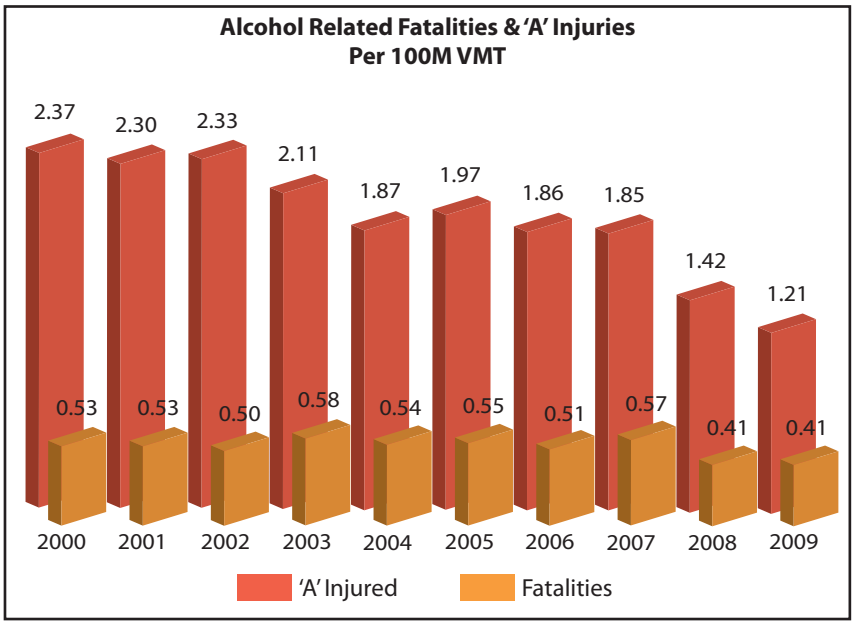


The economic loss caused by impaired driving is high. Economic loss is determined using national cost estimates obtained from the National Safety Council (NSC). Latest estimates are from 2008. If you apply our 2009 crash statistics to the most recent economic loss estimates, the cost to our state is significant.

Average Economic Cost per Death, Injury or Crash, 2009			
Statewide Crashes	Number	NSC $ Value	Total
Killed	284	$1,300,000	$369,200,000
A-Injuried	757	$67,200	$50,870,400
B-injuried	1,810	$21,800	$39,458,000
C-injuried	1,468	$12,300	$18,056,400
PD events*	6,745	$8,300	$55,983,500
		Total Economic Loss	$533,568,300

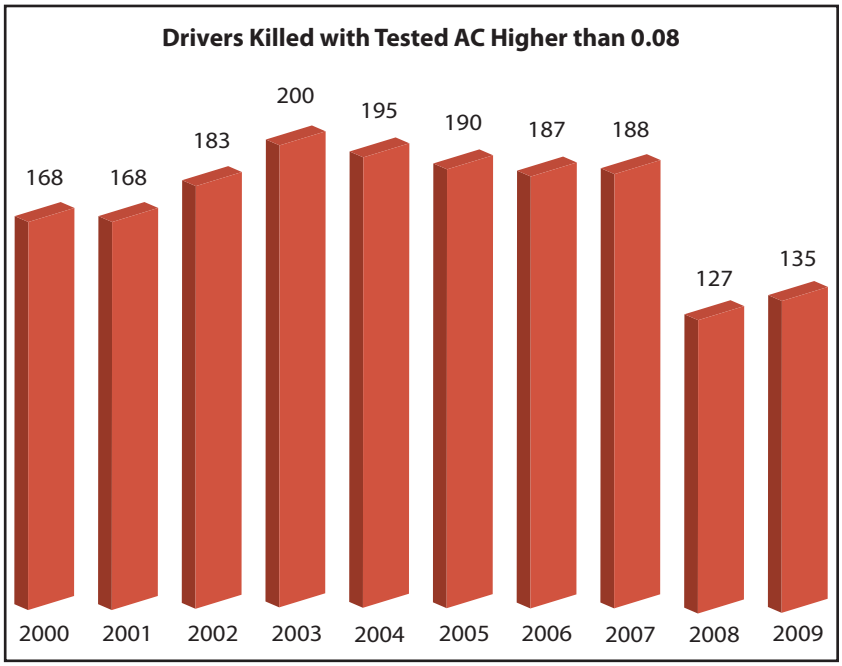
**Note that the injury categories are actual people injured, unlike the property damage crashes, which are events. All crashes - injury or not - have a property damage element. For a more complete explanation of items included in per occurrence estimates, visit www.nsc.org*

As illustrated in the graph below, combined alcohol-related fatalities and incapacitating ('A') injuries have declined since 2000, with a significant decrease in fatalities in 2008 and 2009. In 2000, the alcohol fatality rate was 0.53 per 100M VMT compared to 0.41 per 100M VMT in 2008 and 2009.

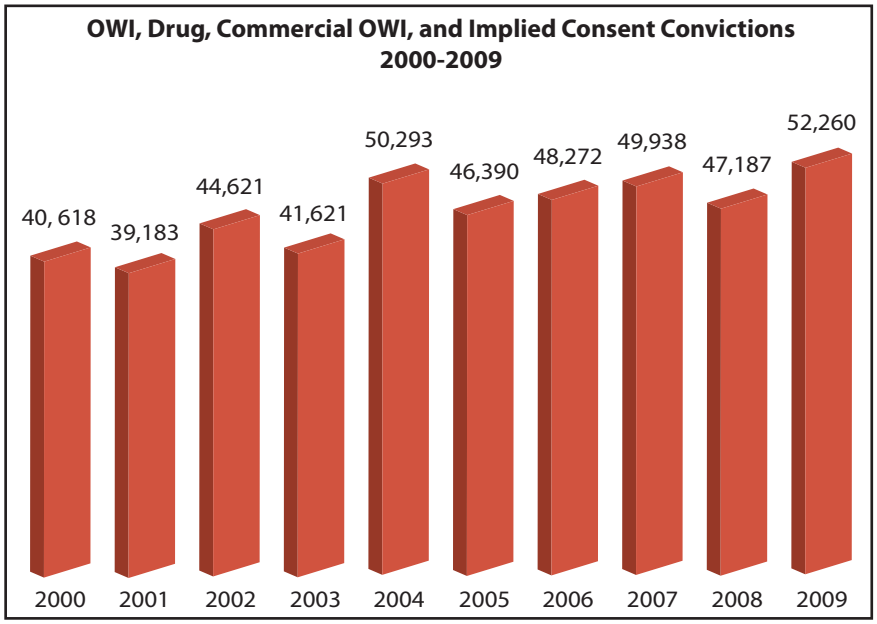


In another measure, Wisconsin's problem would appear to be decreasing in total, but not as a ratio of all deaths. In 2000 (Wisconsin's base year), 9,096 alcohol related crashes resulted in 301 deaths (38% of all deaths) and 6,836 injuries. In 2009, 6,429 alcohol related crashes resulted in 238 deaths (43.9% of all deaths) and 3,793 injuries.

The last graph provides the actual number of drivers killed each year since 2000 in crashes in which their alcohol concentration was above 0.08.



In 2009, 52,260 convictions for operating a motor vehicle while intoxicated were entered into driver records, compared to 47,187 in 2008.



A 5-year average, as displayed in the Performance Goals and Measures table, gives an idea of just how good a year Wisconsin had in 2009. It is yet to be determined whether 2009 was an anomaly. In 2008, 38.7% of all alcohol citations were for repeat offenders.

Performance Goals and Measures

Alcohol and Drug Related Motor Vehicle Crashes	
2004-08 Baseline	14.52/100M VMT
2009 Current	11.62/100M VMT
2010	11.04/100M VMT
Resulting Deaths and A Injuries	
2004-08 Baseline	2.44/100M VMT
2009 Current	1.79/100M VMT
2010	1.70/100M VMT
Proportion of Alcohol and Drug Related Fatalities	
2004-08 Baseline	46.01%
2009 Current	52.40%
2010	49.78%
Proportion of Alcohol and Drug Related Fatalities and 'A' Injuries	
2004-08 Baseline	24.34%
2009 Current	21.45%
2010	20.38%

PROGRAM MANAGEMENT AND STRATEGIC PLANNING

- Coordinate, plan, and manage the state impaired driving programs. Goals include 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. Wage and fringe, data processing, materials and supplies, training and travel, printing, and postage are included.

(402) 2011-30-01-AL **$180,000**

PREVENTION

- Develop relationships with targeted high-risk occupations organizations and businesses to develop, design and implement a program focusing on the impact of employers who employ staff with drinking problems especially as it relates to impaired driving, missed work time, and additional health and societal costs as a result of drinking.

(402) 2011-30-02-AL **$50,000**

Promote Transportation Alternatives

- Safe Ride Program. Collaborate with the Tavern League of Wisconsin and other municipalities to administer the Safe Ride Program throughout the state of Wisconsin.

(State 531) 2011-39-04 **$443,000**

- Provide weekend end, year round alternative transportation in communities that want to get customers, who have been drinking at their establishments, home safely. Includes publicity, transportation costs and advertising including utilizing the "Zero in Wisconsin" campaign on all marketing and advertising materials. In addition, provide alternative transportation programs so that people may safely return home after drinking at one-time special events that serve alcohol within their community.

(410) 2011-31-04-K8 **$160,000**

CRIMINAL JUSTICE SYSTEM

Enforcement

- Plan statewide participation, encourage voluntary participation, and provide overtime funding for the high-visibility Labor Day alcohol enforcement crackdown. Encourage 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.
- Plan and provide overtime and equipment funding for sustained Alcohol Saturation Patrols consisting of at least monthly Highly Visibility Enforcement (HVE) overtime patrols, accompanied by media publicity, in targeted jurisdictions covering at least 65% of the states population using 2009 population estimates. Provide guidance to agencies on how to properly execute HVE patrols and work effectively with local media.

(402) 2011-30-05-AL **$745,000**
(410) 2011-31-05-K8 **$1,200,000**

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

(410) 2011-31-03-K8 **$30,000**

CRIMINAL JUSTICE SYSTEM

Enforcment (cont.)

- DRE (Drug Recognition Expert) including instructor wages, printing, postage, lodging and meals for students and instructors. Provide DRE Program Oversight Committee support. Contractor position. Support new DREs and DITEP Instructor. Compensate DREs and law enforcement partners travel expenses to the Impaired Driving Conference and the IACP Training Conference.

(410) 2011-31-03-K8 $75,000

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

(402) 2011-30-06-AL $125,000
(410) 2011-31-06-K8 $175,000

Publicizing High Visibility Enforcement

- Plan and contract for paid media for the High Visibility Enforcement and National Alcohol Crackdown periods.

(402PM) 2011-30-07-PM $500,000
(410PM) 2011-31-07-PM $250,000

Prosecution

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

(410) 2011-31-03-K8 $180,000

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

(410) 2011-31-03-K8 $150,000

Traffic Safety Resource Prosecutor

- Salary and fringes for state expert as the statewide Traffic Safety Resource Prosecutor as it relates to legal issues, OWI and prosecuting those clientele. Provide specialized training to prosecutors, judges, law enforcement, and others in the community.

(410) 2011-31-03-K8 $175,000

Adjudication

- OWI Courts. Start up costs for an OWI/drug court and implementing the program. Utilize best practices and lessons learned from the LaCrosse OWI drug court. Provide funding for community teams to attend DWI Court training. Travel costs include airfare, lodging, meals, and ground transportation (reimbursement process).

(410) 2011-31-03-K8 $200,000

COMMUNICATION PROGRAM

- Continue 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 for product and placement, printing and postage. Collaborate with partners, revise and update all information, identify specific needs and target information to various audiences including Spanish speaking customers. Use the Website more to reduce production costs. Develop and disseminate "Best Practices" information. Provide up-to-date educational materials and current data to the public. Collaborate with community prevention organizations to assist them in developing successful evidence based prevention programs.

(402) 2011-30-02-AL $100,000
(410) 2011-31-02-K8 $100,000

ALCOHOL AND OTHER DRUG MISUSE: SCREENING, ASSESSMENT, TREATMENT, AND REHABILITATION

- Continue to provide training statewide for trauma centers in the implementation of Screening and Brief Intervention and Treatment (SBIRT) practices and ongoing management of the program. Target colleges and universities, special populations and high risk areas.

(410) 2011-31-03-K8 $100,000

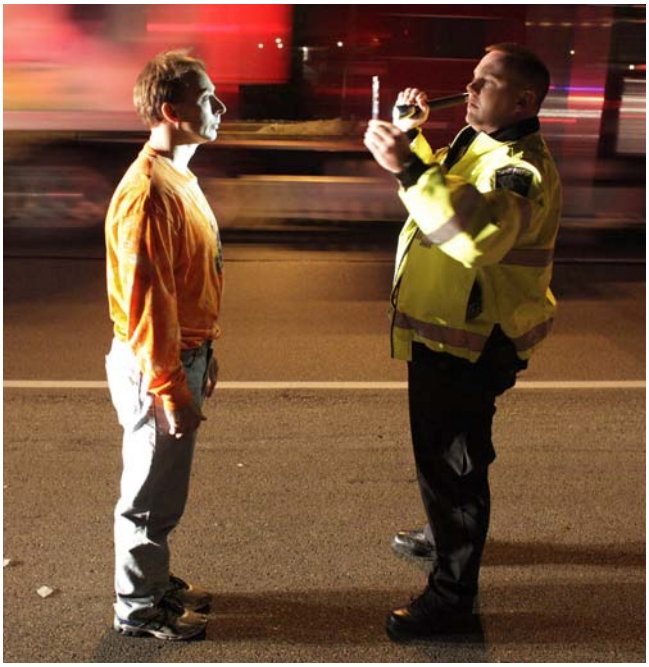
- Intensive Supervision Programs (ISP): This pretrial court intervention program provides funding to monitor, supervise and connect the repeat OWI offender with an assessment and treatment as soon as possibleafter the arrest and before conviction. Implement a standardized risk assessment tool at all agencies. Research how to decrease the workload by using continuous monitoring such as Scram or other technology.

(State 568) 2011-39-04 $715,600

PROGRAM EVALUATION AND DATA

- Evaluate paid media through DMV and phone surveys

(402) 2011-30-09-AL $40,000



IMPAIRED DRIVING – BUDGET SUMMARY			
2011-30-01-AL	402	Program Management/Delivery	$180,000
2011-30-02-AL	402	PI&E – 402 funded	$150,000
2011-31-02-K8	410	PI&E	$100,000
2011-31-03-K8	410	Training & Support Technical	$910,000
2011-31-04-K8	410	Training & Support Community	$160,000
2011-30-05-AL	402	Enforcement	$745,000
2011-31-05-K8	410	Enforcement	$1,200,000
2011-30-06-AL	402	Equipment	$125,000
2011-31-06-K8	410	Equipment	$175,000
2011-30-07-PM	402PM	Paid Media	$500,000
2011-31-07-PM	410PM	Paid Media	$250,000
2011-30-09-AL	402	Evaluate – Paid Media	$40,000
2011-39-04-W8	568	Pre-trial Intervention Community Project	$715,600
2011-39-04-W1	531	Tavern League Safe Ride Program	$443,000
		Total 402	$1,240,000
		402PM	$500,000
		Total 410	$2,545,000
		410PM	$250,000
		Total State	$1,158,600
		Program Total	**$5,693,600**

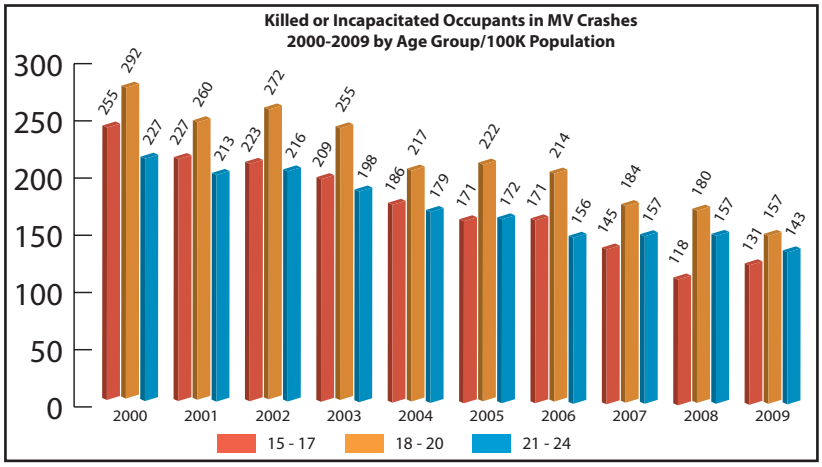
YOUNG DRIVERS & ENFORCING UNDERAGE DRINKING LAWS (EUDL) PROGRAM PLAN

WISCONSIN DEPARTMENT OF TRANSPORTATION

JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

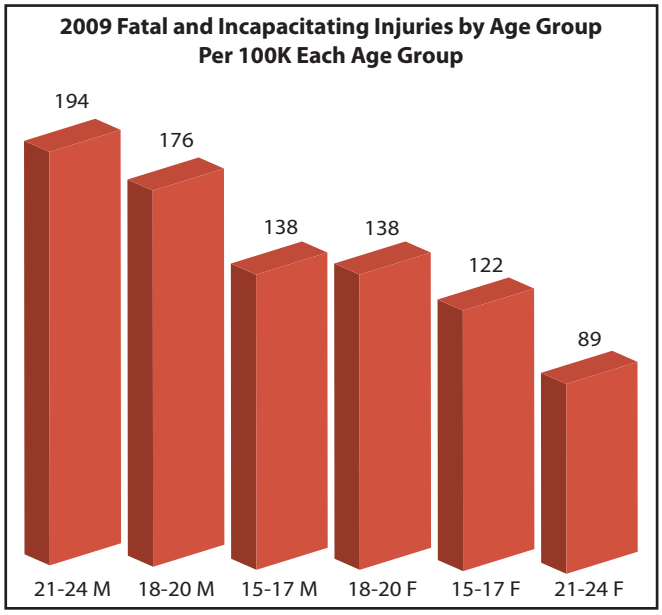
Justification

Motor vehicle crashes are the leading cause of death for young people 15 to 24 years old. Young drivers make many judgment errors, they take risks due to inexperience and peer pressure and they fail to wear safety belts on a regular basis. Young people are disproportionately killed or injured in collisions, both in proportion to their percentage of the state's population and in relation to their proportion of licensed drivers. Teen drivers, compared to drivers in other age groups, have more crashes involving high risk factors. In 2009, only 5.2% of all licensed drivers were between the ages of 16-19 years old. Yet, these drivers accounted for 11.6% of all drivers in crashes.



The graph above illustrates that while the number of 15-24 year old occupants killed or incapacitated in crashes (relative to their population) is declining, the 18-20 year old age group is significantly higher than the other two groups. After comparing how the age groups above divide between male and female, notice the chart below.

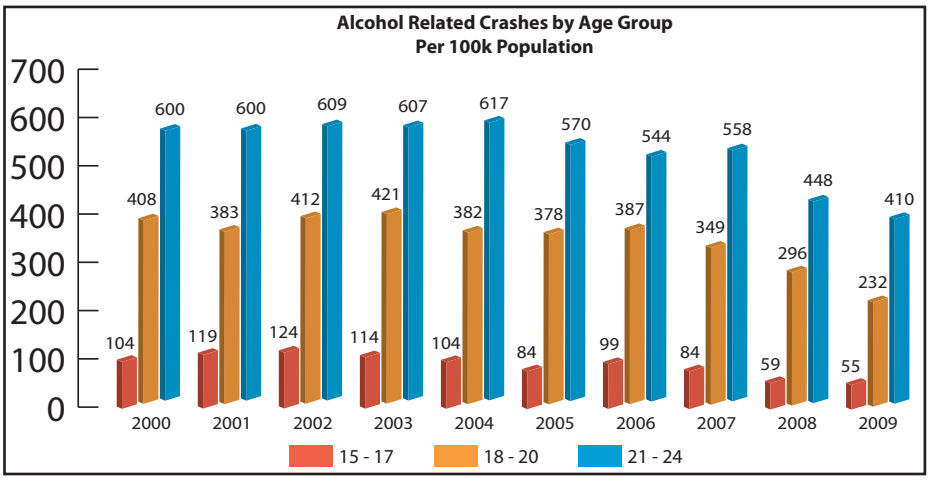
The graph below illustrates that 21-24 year old males had the most occupants killed or incapacitated.



In 2009, males constituted 57% of those injuries in the 18-20 year old age group. In the highest group, 21-24 year olds, males outnumber females for fatal and incapacitating injuries (69%).

In 2009, teen drivers accounted for 8% of all drivers in crashes who were listed as had been drinking and 10% of those suspected of using other drugs.

Until recently in Wisconsin, the number of alcohol related crashes in these three age groups has remained rather constant when weighted by the population of each age group.



Wisconsin remains high in self-reported underage alcohol consumption and binge drinking. The Century Council revealed that 65% of underage WI youth who drink obtain alcohol from family and friends. Only 7% of youth reported that they obtained alcohol from retailers who failed to check for identification.

Performance Goals and Measures

Combined Fatality and 'A' injuries (all ages combined)	
2004-08 Baseline	197.11/100K pop.
2009 Current	143.74/100K pop.
2010	136.55/100K pop.
Crashes involving alcohol (all ages combined)	
2004-08 Baseline	348.56/100K pop.
2009 Current	250.75/100K pop.
2010	238.21/100K pop.
Compliance checks	
Work to establish compliance check baselines.	
7,443 citations were issued in 2009. Total of 46 enforcement agencies participated in the 2009 CARD Program. Increase citations issued by 5% in 2011.	

PROGRAM MANAGEMENT

- Coordinate, plan, and manage the state Youth Driver and Enforcing Underage Drinking Laws program. Wage and fringe, DP costs, M&S, training and travel, printing and postage.
- Continue to provide leadership and technical assistance to agencies, local coalitions, organizations, and non-profit programs interested in youth alcohol issues.
- Act as a liaison and a partner with local communities, Regional Program Managers, various divisions of the DOT including law enforcement partners, the State Council on Alcohol and Other Drugs (SCAODA), the Department of Health Services (DHS), Department of Children and Families (DCS), Department of Public Instruction (DPI), Regional Prevention Centers of the Alliance for Wisconsin Youth, and the Wisconsin Prevention Network.
- Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

Funds included in Impaired Driving Section

PUBLIC INFORMATION AND EDUCATION

- Social Norms Marketing: Support effective programs/activities at the post-secondary level that are aimed at reducing impaired driving. Continue support for the University of Wisconsin System's partnerships with their two- and four-year campuses and with Wisconsin private and technical colleges to provide a network for distributing a toolbox of strategies, materials and program ideas addressing high-risk youth behaviors.

(EUDL) 2011-37-02-JX $60,000

- UW Law School Resource Center on Impaired Driving/DHFS - 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. Shared position with DHFS.

(EUDL) 2011-37-03-JX $45,000

- Provide access to up-to-date educational and/or motivational materials and current data to the general public, youth, and community prevention organizations/ collaborations that will assist them to develop successful prevention programs.

(EUDL) 2011-37-02-JX $25,000

- Develop and provide materials and supplies to the Wisconsin – "Parent's That Host Lose The Most" program. Maintain supplies of window clings, stickers, and posters for community distribution at DOT Materials Safety Distribution Center.

(EUDL) 2010-37-02-JX $30,000

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

(410) 2010-31-02-K8 $50,000

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

(402) 2010-30-02-AL $75,000

TRAINING, SUPPORT, AND OUTREACH

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

(EUDL) 2010-37-03-JX **$10,000**

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

(EUDL) 2010-37-04-JX **$10,000**

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

(EUDL) 2010-37-03-JX **$12,000**

- Pay costs for training related to Drug Impairment Training for Educational Professionals (DITEP) and partners training as deemed necessary to BOTS/DPI. Support the National Highway Traffic Safety Administration and BOTS related training and conference expenditures for DOT/Chemical Test Unit/BOTS personnel, community partners, state and local advocates, and enforcement/educational professionals.

(410) 2010-31-03-K8 **$35,000**

LAW ENFORCEMENT

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

(EUDL) 2010-37-05-JX **$350,000**
(410) 2010-31-04-K8 **$125,000**

EVALUATION PROGRAMS

- Surveys, Assessments, Research

(410) 2010-31-09-K8 **$50,000**

EUDL TWO YEAR GRANT

- The Wisconsin Department of Transportation – Bureau of Transportation Safety applied for and was awarded FY10 Enforcing Underage Drinking Laws Block Grant money in the amount of $360,000. The budget period is from June 1, 2010 - May 30, 2012. The goal of the grant is to support and enhance the State of Wisconsin efforts, in cooperation with local jurisdictions, to enforce laws prohibiting the sale of alcoholic beverages, or consumption of alcoholic beverages by minors. For the purpose of the program, minors are defined as individuals under 21 years of age. While there are plans for this money through the budget period, the plans are not relevant to this FFY and so are not reflected in this document.

(EUDL) **$360,000**

YOUNG DRIVERS & ENFORCING UNDERAGE DRINKING LAWS (EUDL) – BUDGET SUMMARY			
2011-30-02-AL	402	PI&E	$75,000
2011-31-02-K8	410	PI&E	$50,000
2011-37-02-JX	EUDL	PI&E	$115,000
2011-31-03-K8	410	Training and Support Technical	$35,000
2011-37-03-JX	EUDL	Training and Support Technical	$67,000
2011-31-04-K8	410	YA – Enforcement Program	$125,000
2011-37-04-JX	EUDL	Training and Support Community	$10,000
2011-37-05-JX	EUDL	Enforcing Underage Drinking	$350,000
2011-31-09-K8	410	Evaluation	$50,000
		402 Total	$75,000
		410 Total	$260,000
		Total USDOJ-EUDL	$542,000
		Program Total	**$877,000**
		Additional EUDL Award	**$360,000**

DENSITY OF CRIME AND TRAFFIC INCIDENTS IN THE CITY OF ASHLAND

DDACTS ZONES

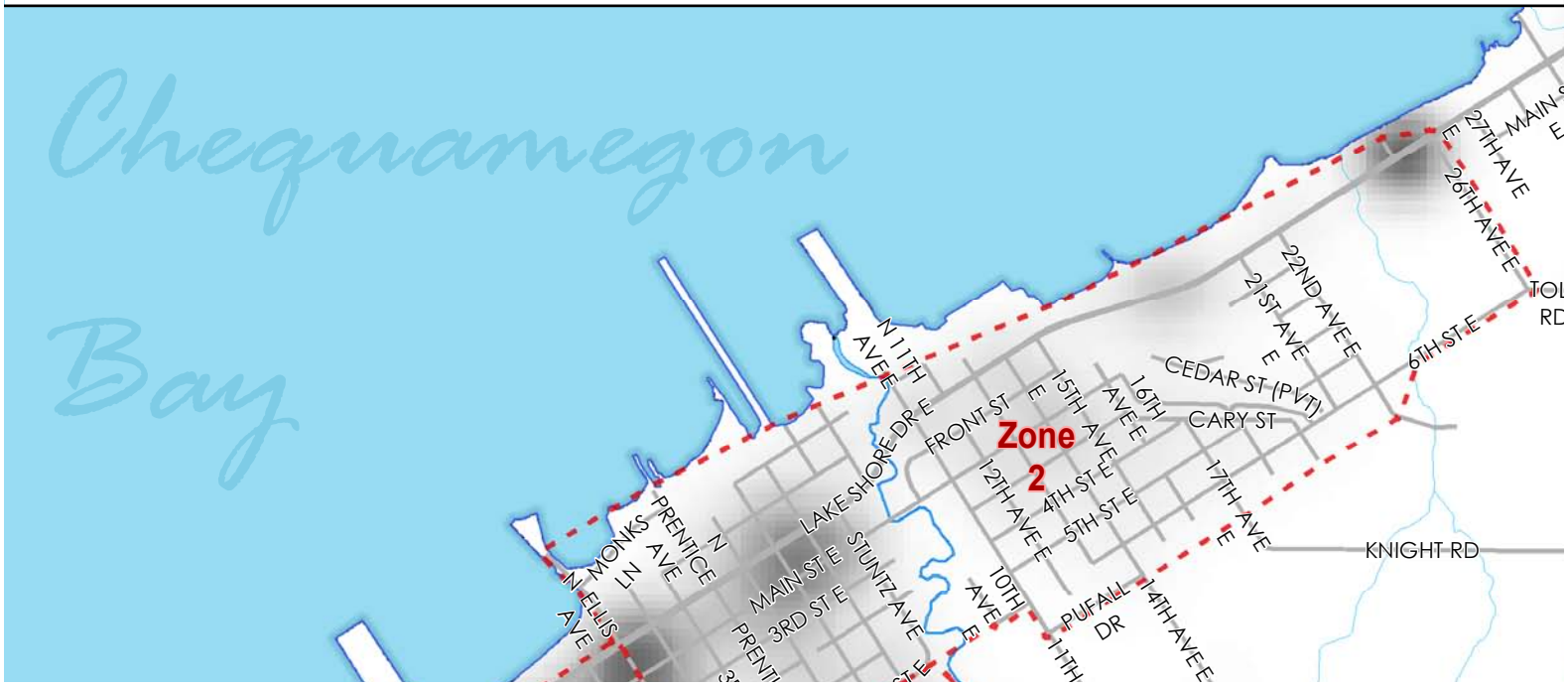
High — Low

City of Ashland
Dept. of Public Works
Geographic Information Systems Division
Created: 7/19/2010
Map for informational purposes only.

Ashland WISCONSIN

Lake Superior's HOMETOWN

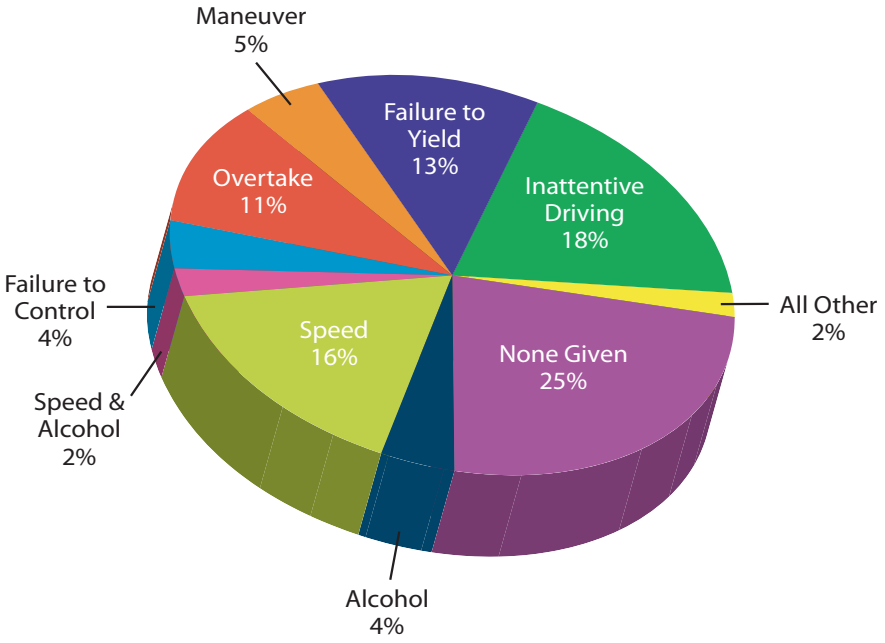
Crime and traffic data from 2007 to 2009. Density mapping created using CrimeStatIII as a weighted kernnel grid. The City of Ashland does not guarantee or warrant the accuracy, currency, completeness, suitability, reliability, or fitness of information depicted in this map. Information should not be relied upon to establish legal title, boundary lines, and locations of utilities and/or other improvements. No digital data, maps, or copies of maps obtained from the City of Ashland may be sold, reproduced, or distributed in whole or in part, in any form, without explicit written permission from the City of Ashland. By accepting this map, the recipient agrees to these terms and conditions.



POLICE TRAFFIC PROGRAM PLAN

WISCONSIN DEPARTMENT OF TRANSPORTATION

Currently, the number of crashes in which speed is recorded as a Possible Contributing Circumstance (see below) is thought to be very low. However, virtually all crashes have a speed component; otherwise, drivers would simply come to a stop to avoid a crash. With more accurate reporting, speed-related crashes will be more completely reported, and speed will be understood as intrinsic to crash causation, even when combined with other driver factors, allowing enforcement and social marketing resources to be used more effectively. With additional law enforcement training on the importance of thorough traffic crash investigation, the number of reported speed-related crashes is likely to increase.



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES: SPEED CRASHES

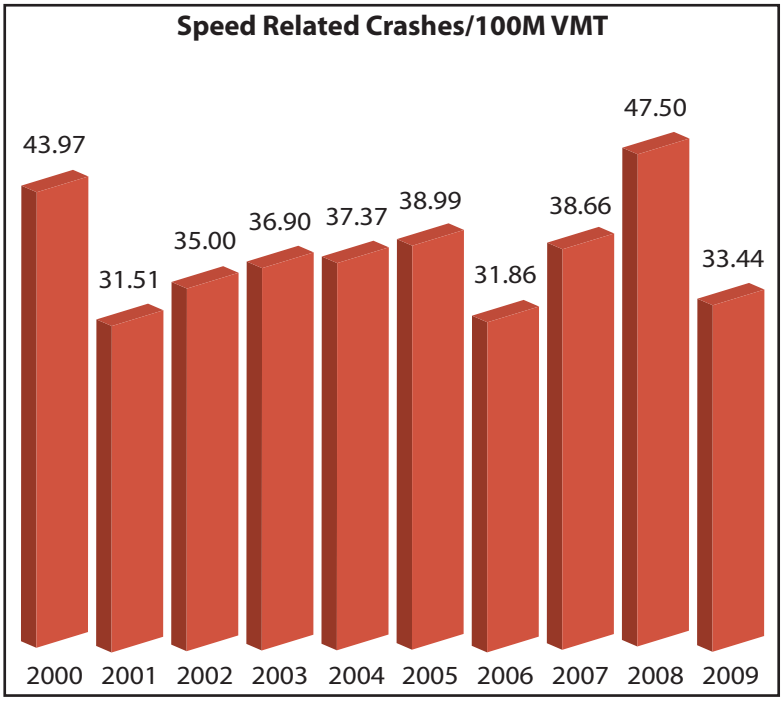
Justification

When considering what a speed related crash is, a person should look at more than simply the "Speed" PCC alone when assessing the problem. Other PCCs such as "Speed & Alcohol", "Failure to Control", "Overtake", and "Failure to Yield" also have speed related implications.

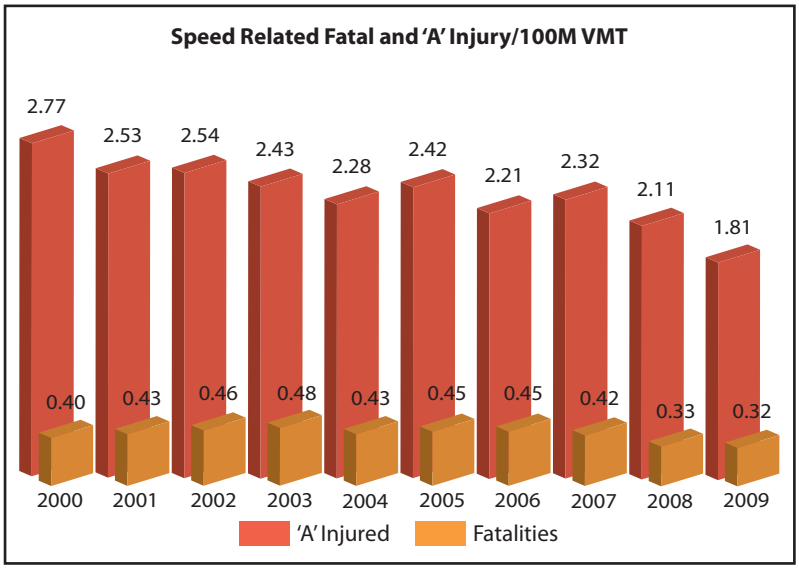
As law enforcement reports more crashes as speed related and methods of imputing crashes as speed related with other PCCs develop, a paradox is created and it is difficult to set a declining goal.

Speeding is the most commonly cited driver behavior and the most common type of driver-caused crash. Speed-related crashes resulted in 34% of all deaths and 21% of all injuries in 2009. In addition, in 2009, 183 people died and 8,626 were injured in 19,407 speed-related crashes. There were 201,404 convictions for speeding violations entered into driver records in 2008.

Overall, and as illustrated below, speed related crashes have declined since 2000.



As illustrated below, both speed related fatal injuries and 'A' injuries have been declining since 2000.



Performance Goals and Measures

Speed Related Crashes	
2004-08 Baseline	38.81/100M VMT
2009 Current	33.44/100M VMT
2010	31.77/100M VMT
Combined Fatalities and Serious 'A' injuries	
2004-08 Baseline	2.68/100M VMT
2009 Current	2.13/100M VMT
2010	2.02/100M VMT
Driver Possible Contributing Circumstances (PCC)	
Perception of risk of being ticketed for a speed violation will increase and speed will drop from the second most common driver PCC in 2000 to only 14% of driver PCC by 2011.	
2000 Baseline	16.2% of driver PCCs
2009 Current	15.9% of driver PCCs
2010	15.1% of driver PCCs

PROGRAM MANAGEMENT

- Coordinate, plan, and manage the state Enforcement and Aggressive Driving Program. Wage and fringe, DP costs, M&S, training and travel, printing and postage.
- Work 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.

(402) 2011-40-01-PT **$75,000**
(State) 2011-49-01 **$11,000**

PUBLIC INFORMATION, EDUCATION AND OUTREACH

- Work with partners (law enforcement professional organizations, Wisconsin Highway Safety Coordinators Association and others) to develop handouts, posters, presentations, conferences, other media campaigns and assure that information is up to date and meets needs.
- Develop aggressive driving PI&E and/or outreach materials.
- Promote speed-management as a public policy priority by creating a network of partners to carry the speed management message through use of communications with the Regional Program Managers and Law Enforcement Liaisons.

(402) 2011-40-02-PT **$150,000**

- Support Law Enforcement Liaison outreach to enforcement agencies to encourage participation in mobilizations and other safety activities.

(402) 2011-40-02-PT **$500,000**

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

(402) 2011-40-02-PT **$50,000**

TRAINING AND CAPACITY

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

(402) 2011-40-03-PT **$50,000**

LAW ENFORCEMENT

- Plan statewide participation, encourage voluntary participation and provide overtime funding for the speed and aggressive driving enforcement campaign.

(402) 2011-40-05-PT **$1,630,000**

- Plan to pilot a "Data Driven Approaches to Crime and Traffic Safety" (DDACTS) Program Grant in one or more urban areas.

(402) 2011-40-05-PT **150,000**

- Non-overtime Equipment Grants and Recognition for LE.

(402) 2011-40-06-PT **$300,000**

PAID MEDIA

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

(402PM) 2011-40-07-PM **$500,000**

EVALUATION PROGRAMS

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

Surveys included in CIOT and Alcohol Surveys

POLICE TRAFFIC – BUDGET SUMMARY			
2011-40-01-PT	402	Program Management - Federal	$75,000
2011-49-01	State	Program Management - State	$11,000
2011-40-02-PT	402	PI&E	$700,000
2011-40-03-PT	402	Training & Support - Technical	$50,000
2011-40-05-PT	402	Enforcement	$1,780,000
2011-40-06-PT	402	Equipment	$300,000
2011-40-07-PM	402PM	Paid Media	$500,000
		402 Total	$2,905,000
		Total 402PM	$500,000
		Total State	$11,000
		Program Total	**$3,416,000**

TRAFFIC RECORDS IMPROVEMENT PROGRAM PLAN

WISCONSIN DEPARTMENT OF TRANSPORTATION

JUSTIFICATION

Wisconsin's most recent Traffic Records Assessment (TRA) in May 2010 recommended improvements. Wisconsin will work to improve the following items: evaluation and analysis of data, work with partners to implement TraCS (Traffic and Criminal Software Application) and citation tracking, including funding equipment and training for law enforcement agencies, support CODES data reports and analysis and work with DTIM on a laser scanning pilot project.

Wisconsin received a FFY 2009 Section 408 Highway Safety Information System Improvement Grant late in the FY and implemented it simultaneously with the FFY 2010 Highway Safety Plan. The June 2010 Traffic Records Strategic Plan incorporates the recommendations of the 2005 and 2010 TRA's and will coordinated with many of the Data and Decision Support Systems strategies in WisDOT's 2004-2008 Strategic Highway Safety Plan. Implementation of the 2010 updates of both strategic plans will be coordinated with this Highway Safety Plan.

The Traffic Records Coordinating Committee and a TR Coordinator is administering the 408 Program. Projects underway using Section 408 grants include local TraCS/Citation Tracking improvements, Crash Outcomes Data Evaluation System (CODES) Report improvements, including working with Minnesota and Iowa on Wisconsin related crash data, a pilot Mobile Laser Scanning program, and review and updating of crash data reports. The FFY2010 TR plan continues much of this work.

PERFORMANCE GOALS AND MEASURES

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

The *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. The TRCC is in the process of finalizing the 2010-2014 Strategic Plan this federal fiscal year.

PROGRAM MANAGEMENT/ANALYSIS

- Coordinate, plan and manage the traffic records program. Administer Integrated TRSP and SHSP Data Sections. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage.

  (402) 2011-50-01-TR **$5,000**

- TRCC Meetings and Strategic Plan Development

  (402) 2011-50-01-TR **$20,000**

- Program Evaluation Analyst 1.0 FTE

  (402) 2011-50-01-TR **$92,000**

AUTOMATION/BADGERTRACS (TRAFFIC & CRIMINAL SOFTWARE) IMPLEMENTATION

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

(406) 2011-54-06-K4	**$900,000**
(408) 2011-58-06-TR	**$200,000**
(1906) 2011-56-06-K10	**$749,000**

SAFETY RESOURCE DATA PORTAL

- Update the Resource Guide organizing the six core types identified in the GAO report, adding a catch all category for other items. Build on the current Resource Guide, making the data more readily available and enhancing usability. Making the guide readily updatable, facilitate linkages with data contacts/resources, and providing web portal access for users.

(408) 2011-58-03-TR **$35,800**

CODES DATA LINKAGE

- Support DHS linkage of 2009 data.

(402) 2011-50-03-TR **$25,000**
(408) 2011-58-03-K9 **$15,000**

- Support 2009 CODES analyses, reports, and updates to Internet site.

(408) 2011-58-03-K9 **$17,000**

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

(408) 2011-58-03-K9 **$42,000**

SAFETY DATA INFORMATION SYSTEM

- UW TOPS Lab – Extend and improve the use of Wisconsin crash data to state and local agencies, improving awareness of the system across the state and to provide better resources to end-users of the data. The project will increase the overall average access to the system and the percentage of outside users on the system.

(408) 2011-58-03-K9 **$50,000**

- UW TOPS Lab- MV4000 data quality assessment. Review set of crashes (at least 50) in Dane/Rock County area to check the accuracy of the information provided. This project will identify geometric factors that are frequently miscoded which will help address the accuracy and completeness of the data set, which will be updated in the MV4000 training manual.

(408) 2011-58-03-K9 **$50,000**

- UW TOPS Lab: Data Warehouse pilot and Automate Crash Facts book.

(408) 2011-58-02-K9 **$250,000**

- UW TOPS Lab- Investigate CODES, CIREN and MV4000 crash data. Examine certain crash types and link the vehicle types to the CODES and CIREN databases checking the outcomes expected according to CIREN, match the real world performance of the vehicles in crashes and identify trends in the real world performance and direct CIREN for further areas of development.

(408) 2011-58-03-K9 **$75,000**

MOBILE LASER SCANNING (LIDAR)

- Support DTIM/Bureau of State Highway Programs through a pilot project to gauge the feasibility in terms of both collection and use of mobile laser scanning to determine the viability of Light Detection and Ranging (LiDAR) datasets. Mobile laser scanning technology can potentially provide an efficient means for calculating shoulder slope and identifying encroachments to the "clear zone", minimizing rollovers, impacts and injuries when a vehicle leaves the roadway.

(408) 2011-58-03-K9 **$125,000**

TRAFFIC RECORDS IMPROVEMENT – BUDGET SUMMARY			
2011-50-01-TR	402	Program and Planning	$117,000
2011-58-02-TR	408	PI&E	$250,000
2011-50-03-TR	402	CODES Support	$25,000
2011-58-03-K9	408	Training, Support, and Development	$409,800
2011-58-06-K9	408	TraCS Hardware-Equipment	$200,000
2011-54-06-K4	406	TraCS Hardware-Equipment	$900,000
2011-56-06-K10	1906	TraCS Hardware-Equipment	$749,000
		402 Total	$142,000
		406 Total	$900,000
		408 Total	$859,800
		1906 Total	$749,000
		Program Total	**$2,650,800**

EMS IMPROVEMENT PROGRAM PLAN

WISCONSIN DEPARTMENT OF TRANSPORTATION

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

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.

Improve traffic crash survivability and injury outcome by improving the availability, timeliness and quality of pre-hospital care, especially in high-risk rural areas of the state.

Performance Goals and Measures

Injury to Death Ratios	
2006-08 Statewide 3 year average Baseline	72.5 to 1
2009 Current	76.7 to 1
2010	80.5 to 1
Safety Belt Use Rate in Personal Injury and Fatal Crashes Will Increase	
2000 Statewide Baseline	65.4%
2009 Statewide Usage	73.8%
2010	77.5%

Regional Program Managers will work with rural counties that have a low injury to death ratio to provide funding for training and equipping local first responders.

PUBLICITY AND OUTREACH

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

(402) 2011-60-02-EM **$25,000**

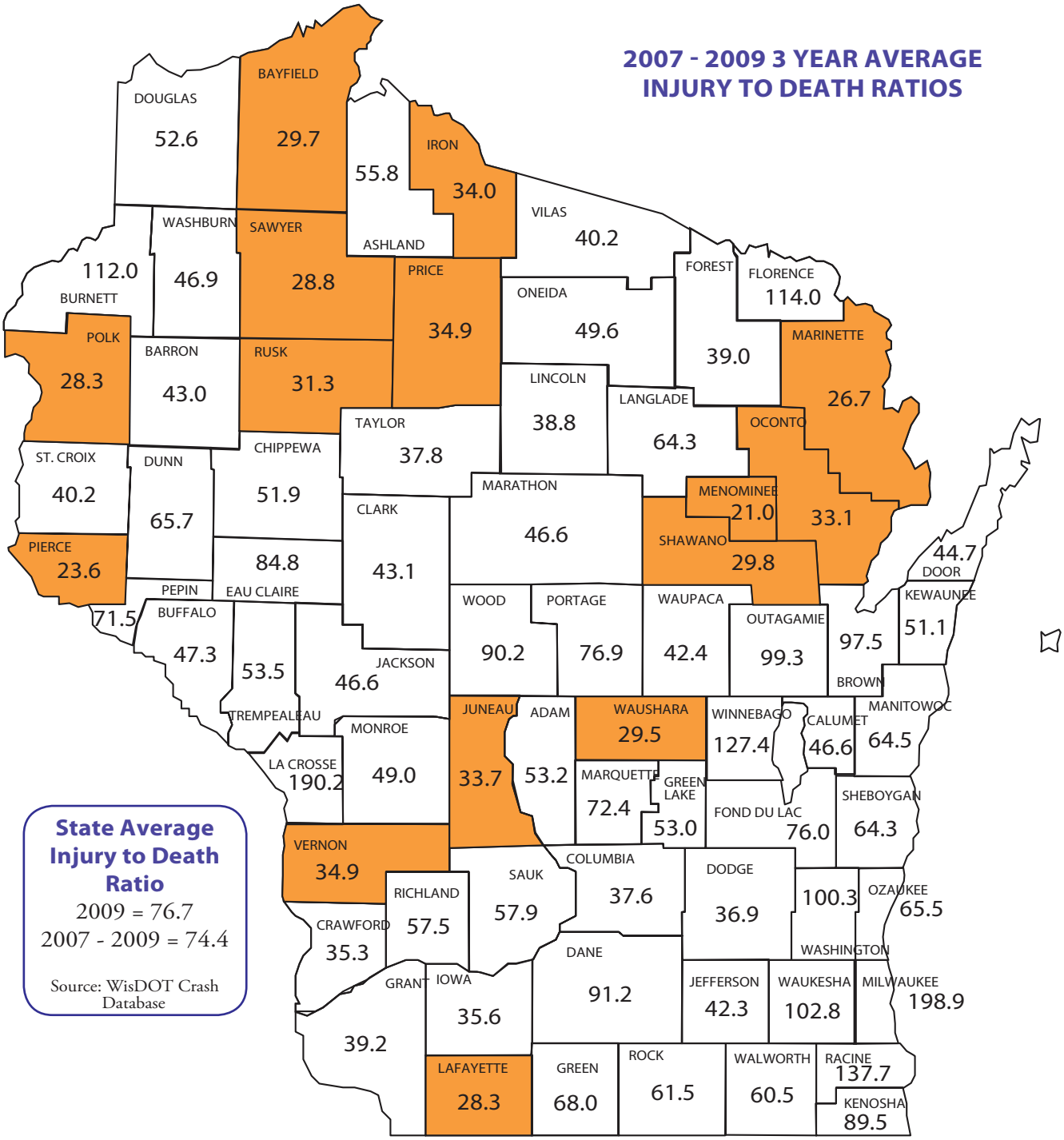
RURAL EMERGENCY RESPONSE PROGRAMS, EQUIPMENT & TRAINING

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

(402) 2011-60-03-EM **$150,000**

EMS IMPROVEMENT – BUDGET SUMMARY			
2011-60-02-EM	402	PI&E	$25,000
2011-60-03-EM	402	Training – Equipment	$150,000
		Program Total	**$175,000**

2007 - 2009 3 YEAR AVERAGE INJURY TO DEATH RATIOS



State Average Injury to Death Ratio

2009 = 76.7

2007 - 2009 = 74.4

Source: WisDOT Crash Database

Shaded counties averaged at least 1 death per every 35 injuries over the past 3 years

MOTORCYCLE SAFETY PROGRAM PLAN

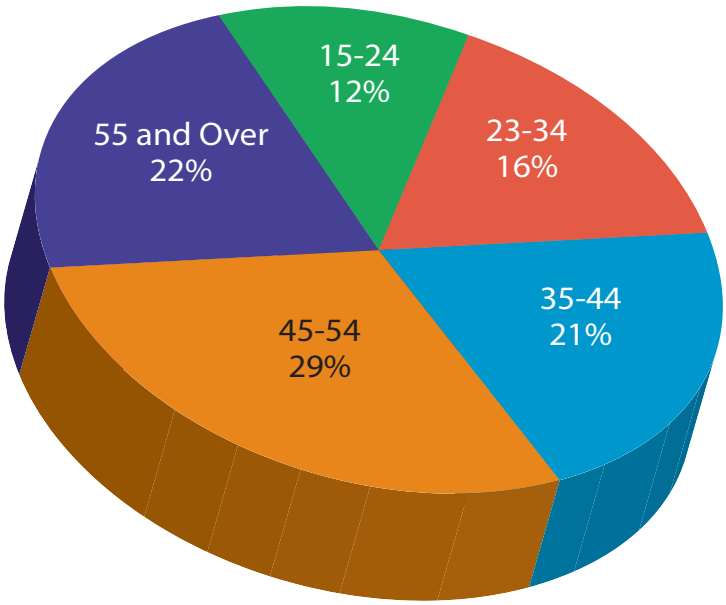
WISCONSIN DEPARTMENT OF TRANSPORTATION

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

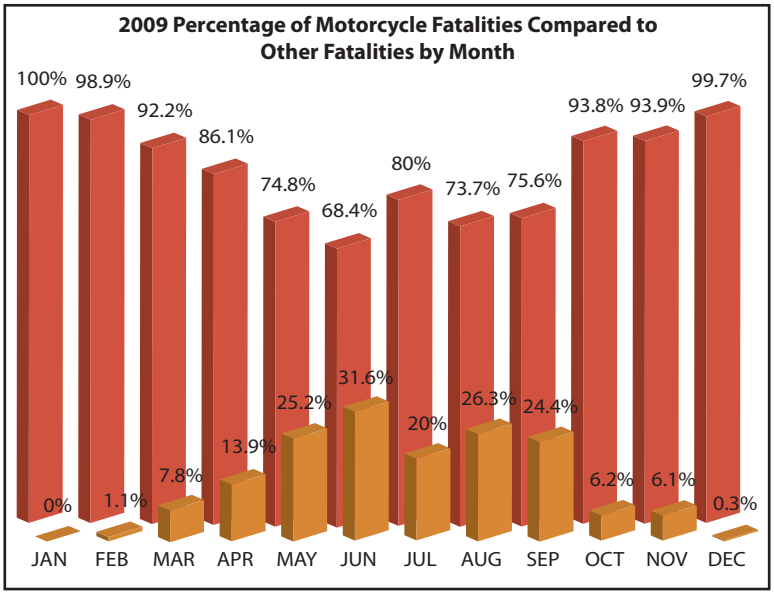
Justification

Using a five-year rolling average, annually 92 people die and 718 people are seriously injured in motorcycle crashes in Wisconsin. In 2009, 601 persons were seriously injured and 84 were killed in 2,345 reported motorcycle crashes. If you were in a motorcycle crash in 2009, you were most likely injured – only 351 cycle crashes did not result in injury. The chart below shows that 72% of the motorcycle fatalities and incapacitating injuries occur to individuals 35 years old and older.

2009 'K' & 'A' Injuries by Age Group

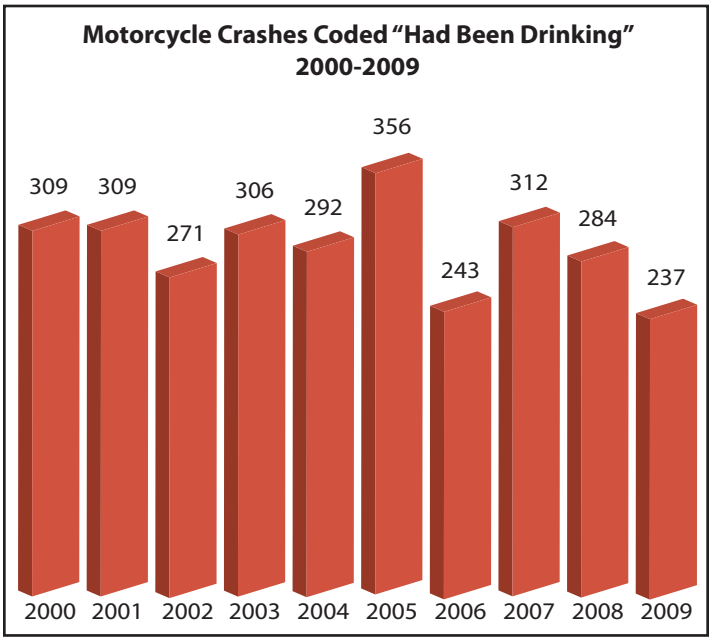


Motorcycling for the vast majority of riders is a seasonal endeavor. Very rarely does Wisconsin have a warm enough winter for even the most avid rider to continue around-the-year use. Motorcycle fatalities none-the-less accounted for 15% of total fatalities on Wisconsin roads in 2009. The graph below illustrates when those fatalities occurred and what a large share of the total fatalities, motorcyclists were (and are each year) during those months.



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

As discussed in the Impaired Driving section, alcohol is also a significant concern in the motorcycle community. Of the 84 motorcyclists killed in 2009, 28(38%) had a positive Blood Alcohol Content (BAC). The graph below includes fatal and incapacitating crashes in which the motorcycle operator was coded "had been drinking.



As indicated in the table below, the percent of improperly licensed motorcyclists in fatal crashes has declined since last year, which could indicate that more and more people are getting properly licensed before riding a motorcycle.

Percentage of Improperly Licensed Riders in Fatal Crashes 2007-2009		
2007	2008	2009
41%	35%	29%

Wisconsin's Motorcycle Rider Education Program has been a successful program for over 28 years. Four RiderCoach Trainers, 42 Lead RiderCoaches and Quality Assurance Specialists, and over 200 RiderCoaches must be routinely updated and kept current on Motorcycle Safety Foundation (MSF) and Wisconsin Motorcycle Safety Program curriculum and policy and procedure changes as well as quality improvement initiatives. Funding needed by local training sites is expected to increase, creating an additional workload for the Motorcycle Safety Program. The success of the program is reflected in the results of recent surveys, which indicate that 49% of respondents are familiar with our brochures and posters, bumper and helmet stickers, and 23% said the item(s) did make a difference in their attitude.

Percentage of Riders in Fatal Crashes Not Wearing a Helmet 2001-2009								
2001	2002	2003	2004	2005	2006	2007	2008	2009
79%	80%	75%	75%	77%	75%	77%	77%	66%

** The chart above indicates that the percentage of riders in fatal crashes that chose not to wear a helmet remains high.*

Performance Goals and Measures

Motorcycle Crashes	
2004-08 Baseline	2,632
2009 Current	2,345
2010	2,228
Combined Fatalities and Serious 'A' injuries	
2004-08 Baseline	826
2009 Current	697
2010	662
Motorcycle Injuries	
2004-08 Baseline	2,606
2009 Current	2,275
2010	2,161

PROGRAM MANAGEMENT

- Coordinate, plan, and manage the state Motorcycle Rider Safety program. Assist the WI Rider Education Program and Motorcycle Safety Program through continued clerical support to training sites. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage.
- Collect and analyze data on motorcycle crashes, injuries, and fatalities. Identify and prioritize the State's motorcycle safety problem areas.
- Evaluate rider education program guidelines, policies and procedures, and curriculum needs. Routinely evaluate motorcycle safety programs and services.
- Collaborate with and act as a liaison between local communities, law enforcement agencies, and various divisions of the DOT.

(402) 2011-70-01-MC $65,000
(State 562) 2011-79-01 $110,000

PERSONAL PROTECTIVE EQUIPMENT, CONSPICUITY, AND MOTORIST AWARENESS

- Encourage motorcycle operators and passengers to use protective equipment through an aggressive communication campaign. Equipment includes: helmets that meet Federal Helmet Standards; proper clothing, including gloves, boots, long pants, and a durable long-sleeved jacket; and eye and face protection.

(State 562) 2011-79-02 $5,000

- Expand "May is Motorcyclist Safety & Awareness Month" media campaign to encompass the most active segment of the riding season promoting motorists' awareness of motorcycles as well as motorcyclist conspicuity.

(402) 2011-70-02-MC $50,000

MOTORCYCLE RIDER EDUCATION AND TRAINING

- Professional Development of RiderCoaches, Lead RiderCoaches, Quality Assurance Specialists, and RiderCoach Trainers through a statewide conference and/or regional Professional Development Workshops. Conduct Lead RiderCoach and Quality Assurance Specialist workshops and Motorcycle Safety Foundation workshops to update various coaches in new rider education curriculums. Address current curriculum issues, program quality issues, and establish continuity among the rider training providers as prescribed in the 2007 WI Motorcycle Safety Program Technical Assessment, the MSF, NHTSA, and Trans 129, in FFY 2011-2012.

(402) 2011-70-03-MC $80,000

- Provide Scholarships for RiderCoach Trainers and select Lead RiderCoaches/Quality Assurance Specialists to attend the State Motorcycle Safety Administrators (SMSA) and/or the MSF annual national conferences and workshops and workshops or NHTSA conferences during FFY 2011-2012.

(402) 2011-70-03-MC $10,000

- WI Motorcycle Rider Education Program: Administer classroom and hands-on rider training program through the WI Technical College System/funded, Private/Non-Funded, and Rider's Edge training sites, that meet MSF and WMSP requirements for basic motorcycle/scooter, new, seasoned, and advanced riders.

(State 562) 2011-79-04 $414,000

- Section 2010 Training and Outreach Incentive Grants are to be used for purchase of training cycles, scooters, state-of-the-art EF-Bike Motorcycle and/or other motorcycle simulators, as well as other training and support equipment and materials.

(2010) 2011-72-06-K6 $250,000

MOTORCYCLE OPERATION UNDER THE INFLUENCE OF ALCOHOL OR OTHER DRUGS

- Distribute motorcycle specific DVD alcohol and drug related training-aid/audio visual materials (Bars to Bars and Your Ultimate Nightmare) and dovetail with ZERO in Wisconsin and 5=ZERO initiatives. Revise, update, duplicate, and distribute alcohol and drug related informational and educational materials.

(410) 2011-31-02-K8 $100,000

- Expand the 5=ZERO initiative and impaired motorcycle campaign. The 5=ZERO program addresses the five specific motorcycle related tasks that need to be accomplished by a rider to minimize the risk of a motorcycle related crash. Utilization of the Mobile Classroom is key to this activity. Produce a motorcycle specific social marketing campaign, such as the Green-Yellow-Red project that is designed to reduce impaired motorcycle riding and the resulting crashes that perpetuate injuries and fatalities.

(402) 2011-70-02-MC $250,000

LAW ENFORCEMENT

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

(402) 2011-70-03-MC $20,000

- Participate in High Visibility Enforcement and deterrence activities where there is the highest occurrence of motorcycle fatalities.
- Local, county, and state LE participates in statewide motorcycle events promoting the ZERO in Wisconsin and 5=ZERO initiatives.

(402) 2011-70-05-MC $100,000

COMMUNICATION

- Expand the role of the Mobile Classroom and the number of activities it participates in to promote all aspects of motorcycle safety and awareness. Offer a variety of motorist and motorcyclist related training activities as well as promote proper Class M Endorsement for owners of all on-road motorcycles. In addition, integrate motorist awareness and motorcycle safety messages in all forms of Wisconsin Department of Transportation and Division of Motor Vehicles traffic safety campaigns.

(402) 2011-70-04-MC **$250,000**

EVALUATION

- Evaluate Wisconsin's MREP by analyzing the reportable crash experience of Rider Education graduates and non-Rider Educated riders to determine which group is involved in more crashes. Analyze other factors such as driver records for citations and by model of motorcycle.
- Conduct periodic audits of Wisconsin Rider Education training sites issuing the MV3575 Motorcycle Skills Test Waiver Authorization to ensure: the security of the distribution process and accurate student record keeping; the appropriate delivery of all rider education curriculums; the maintenance of a safe learning environment; the proper maintenance and care of the motorcycles and training equipment; harmonious relationship of rider education staff with site administrative personnel.
- Evaluate the effectiveness of grant funding provided. Develop a method by which activity levels can be measured. Require the reporting of rider education staff attendance at various grant funded activities.
- Track the use of the safety materials provided, eliminate materials that are not being current and up-to-date, or appropriate.

(402) 2011-70-09-MC **$15,000**

WisDOT's new mobile motorcycle safety classroom: THE REF (Transportable High-End Rider Education Facility)

MOTORCYCLE SAFETY – BUDGET SUMMARY			
2011-70-01-MC	402	Program Management	$65,000
2011-79-01	562	Program Support - State	$110,000
2011-70-02-MC	402	Public Information, social marketing	$300,000
2011-31-02-K8	410	PI&E	$100,000
2011-79-02	562	PI&E State	$5,000
2011-70-03-MC	402	Training and Support Technical	$110,000
2011-70-04-MC	402	Training and Support Community	$250,000
2011-79-04	562	Training and Support Community - State	$414,000
2011-70-05-MC	402	Enforcement	$100,000
2011-72-06-K6	2010	Equipment	$250,000
2011-70-09-MC	402	Evaluation	$15,000
		Total 402	$840,000
		Total 410	$100,000
		Total 2010	$250,000
		Total State	$529,000
		Program Total	**$1,719,000**

PEDESTRIAN AND BICYCLE SAFETY PROGRAM PLAN

WISCONSIN DEPARTMENT OF TRANSPORTATION

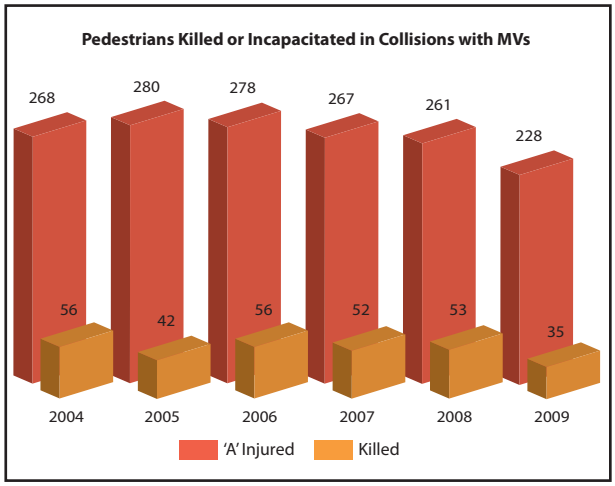
PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES: PEDESTRIAN CRASHES

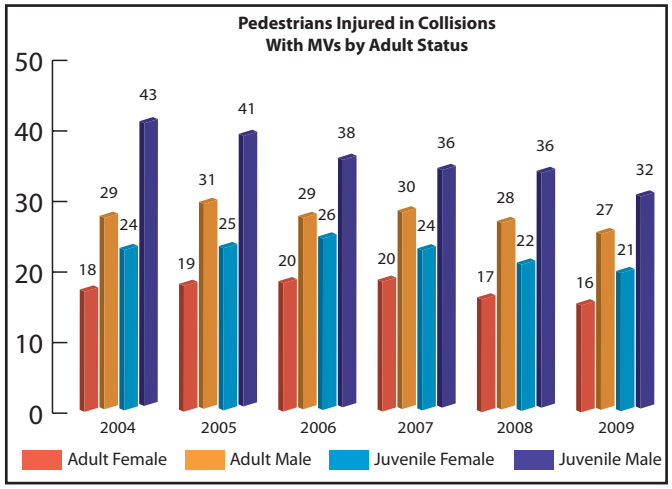
Justification

To date, there is no reliable measure for pedestrian activity in Wisconsin. It is important to consider this when comparing data from one year to the next. In setting goals and measures, a rate per 100,000 people was used.

In 2009, 35 pedestrians died in pedestrian-motor vehicle crashes. This is a 31.9% decrease from the most recent 5-year average. Fatalities decreased by 32.7% from 2008. As illustrated below in the graph to the left, pedestrians killed or incapacitated in 2009 totaled 263 people. This represents a 17.9% decrease from the most recent 5-year average.

It should be noted that while the majority of 'A' injuries and deaths occur in urban areas – presumably where the majority of the activity is – a person in a rural area is two times more likely to die in a serious accident than a person in an urban area. Likely, the combination of higher speeds and a delay in transport to a trauma center explains this difference.





There were 1,184 total pedestrian injuries reported in 2009, which is an 11.3% reduction from the most recent 5-year average of 1,335 injuries.

Adult men and women make up the largest number of pedestrians injured in collisions, but as a rate per 100,000 for each group, male and female juveniles are most represented.

Performance Goals and Measures

Pedestrian-Motor Vehicle Crashes	
2004-08 Baseline	24.45/100K pop.
2009 Current	21.18/100K pop.
2010	20.12/100K pop.
Combined Fatalities and Serious 'A'Injuries	
2004-08 Baseline	5.70/100K pop.
2009 Current	4.60/100K pop.
2010	4.37/100K pop.
Pedestrian-Motor Vehicle Crashes	
2004-08 Baseline	24.68/100K pop.
2009 Current	21.30/100K pop.
2010	20.23/100K pop.

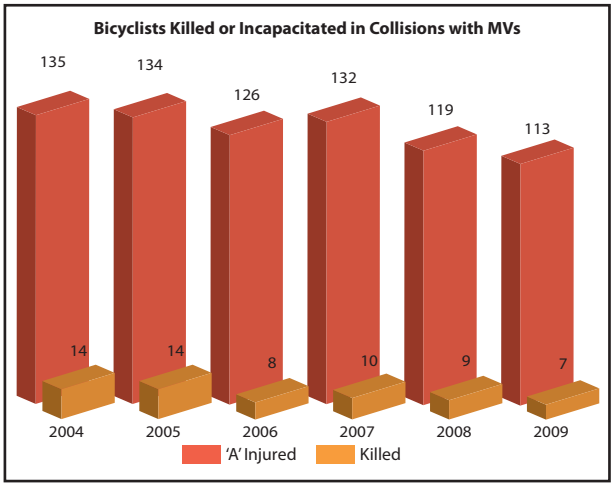
PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES: BICYCLE CRASHES

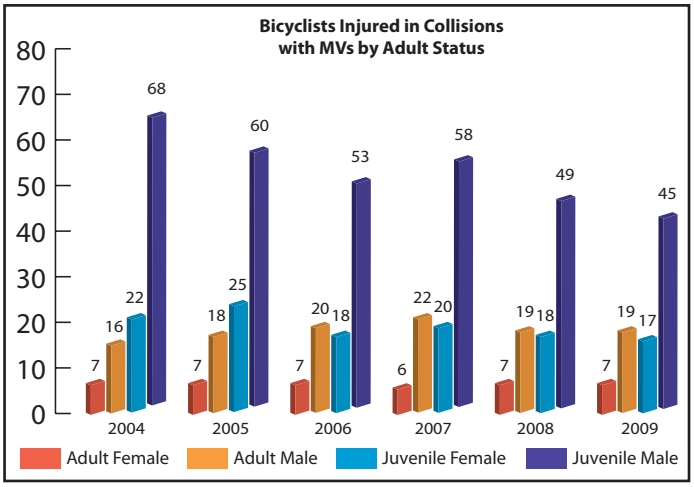
Justification

For motor vehicles, a rate is calculated using vehicle miles traveled (VMT); as for pedestrians, there is no reliable method for determining the activity rate for bicyclists. In setting goals and measures, a rate per 100,000 people was used.

In 2009, 7 bicyclists died in bicycle-motor vehicle crashes. This is a 36.4% decrease from the most recent 5-year average. Fatalities decreased 22.2% from 2008. As illustrated below in the graph to the left, bicyclists killed or incapacitated in 2009 totaled 120 people. This represents a 14.0% decrease from the most recent 5-year average.

As the fatality numbers are so few for bicyclists, it would be meaningless to break out into urban versus rural.





There were 976 total bicyclist injuries reported in 2009, which is a 10.6% reduction from the most recent 5-year average of 1,092 injuries.

Adult and juvenile males make up the largest number of bicyclists injured in collisions, but as a rate per 100,000 for each group, male juveniles are clearly overrepresented in injuries as indicated in the chart to the left.

Performance Goals and Measures

Bicycle-Motor Vehicle Crashes	
2004-08 Baseline	18.59/100K pop.
2009 Current	18.05/100K pop.
2010	17.15/100K pop.
Combined Fatalities and Serious 'A' Injuries	
2004-08 Baseline	2.49/100K pop.
2009 Current	2.10/100K pop.
2010	1.99/100K pop.
Bicycle Injuries	
2004-08 Baseline	19.45/100K pop.
2009 Current	17.05/100K pop.
2010	16.20/100K pop.

PROGRAM MANAGEMENT

- Coordinate, plan, and manage the state Pedestrian & Bicycle Safety Programs. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage.
- Continue to provide leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in pedestrian and bicycle education and training.
- Work closely with all programs involved in the pedestrian/bicycle grant programs.
- Act as a liaison between local communities, law enforcement agencies, engineers, planners, bike and pedestrian advocacy programs, and various divisions of the DOT. Collaborate with these groups to promote safe environments for pedestrians and bicyclists.
- Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.
- Coordinate, plan and manage the Traffic Records Program. Working closely with all agencies involved in traffic records grant funding that collect and make available crash data information.
- Manage the development of the annual 408 grant application, updating the projects and strategic plan on a regular basis.

(402) 2011-80-01-PS **$5,000**
(State) 2011-89-01 **$75,000**

PUBLIC INFORMATION AND EDUCATION

- Work with partners to keep information up-to-date, add training brochures/ information to DOT website.

(State) 2011-89-02 **$10,000**

- Continue to work with the variety of Drivers Education Programs to ensure beginning drivers receive the correct pedestrian/bicycle training.

(State) 2011-89-02 **$1,000**

- Work closely with DMV, AAA, AARP, law enforcement, and other programs to educate veteran motorists, pedestrians, and bicyclists on pedestrian and bicycle laws,

(402) 2011-80-02-PS **$10,000**

- Continue to develop new material that educates all people involved in pedestrian/ bicycle safety.

(State) 2011-89-02 **$30,000**
(402) 2011-80-02-PS **$70,000**

TRAINING AND OUTREACH PROGRAM

- Work with Teaching Safe Bicycling (TSB) instructors and the Safe Routes to School (SRTS) program to develop a detailed bicycle and a pedestrian training course that will train elementary and middle school teachers to include Bicycle and Pedestrian safety training sessions in their classes.

(402) 2011-80-03-PS **$10,000**

- Schedule Teaching Safe Bicycling workshops for after school program facilitators, youth organizations, non-profits, law enforcement, and other programs that will be or have the opportunity to instruct bicycling training courses/rodeos.

(402) 2011-80-04-PS **$15,000**

- Assist local communities in the organization and implementation of Walking Workshops. Train community members to organize and run walking workshops in their communities.

(402) 2011-80-03-PS **$5,000**

- Provide two pedestrian safety training workshops, working with engineers, law enforcement, health, planners, and advocacy programs defining and improving pedestrian safety issues in communities that have not received the training to date.

(402) 2011-80-03-PS **$15,000**

- Work with local communities and organizations to hold bicycle training courses and rodeos.

(402) 2011-80-04-PS **$5,000**

- Pedestrian Safety targeted neighborhood model projects based on Complete Street, Walking Workshops, facilities mapping, and NHTSA pilot projects.

(402) 2011-80-04-PS **$15,000**

LAW ENFORCEMENT

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

(402) 2011-80-05-PS **$80,000**

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

(402) 2011-80-03-PS **$10,000**

EVALUATION PROGRAMS

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

(402) 2011-80-09-PS **$5,000**

PEDESTRIAN AND BICYCLE SAFETY – BUDGET SUMMARY			
2011-80-01-PS	402	Program Management - Federal	$5,000
2011-89-01	562	Program Management - State	$75,000
2011-80-02-PS	402	PI&E – Federal	$80,000
2011-89-02	562	PI&E – State	$41,000
2011-80-03-PS	402	Training and Support Technical	$40,000
2011-80-04-PS	402	Training and Support Community	$35,000
2011-80-05-PS	402	Enforcement	$80,000
2011-80-09-PS	402	Evaluation	$5,000
		402 Total	$245,000
		State	$116,000
		Program Total	**$361,000**

COMMUNITY TRAFFIC SAFETY PROGRAM PLAN

WISCONSIN DEPARTMENT OF TRANSPORTATION

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

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 work with and assist local governmental agencies to develop and implement highway safety improvement programs within their jurisdictions. Some of these local efforts are assisted with federal highway safety grant funds and some of these programs are 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 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.

Performance Goals and Measures

Attendance at County/City Traffic Safety Commission Meetings
90% of meetings scheduled in 72 Counties and City of Milwaukee
Grant Monitoring by BOTS staff
100% of law enforcement and other contracts entered into with local units of government
Overall Goal
Increase local participation in state-administered and locally developed highway safety activities

PROGRAM MANAGEMENT

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

(402) 2011-90-01 $340,000

OUTREACH PROGRAM

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

(402) 2011-90-04 $62,000

PUBLIC INFORMATION AND EDUCATION

- Community PI & E (development, reproduction, mailing).

(402) 2011-90-02 $200,000

- BOTS will team up with schools and businesses to provide outreach information on all of our program areas to teens through sporting events.

(402) 2011-90-02-CP $90,000

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

(402) 2011-90-02 $60,000

CONFERENCES AND MEETINGS

- Governor's Conference on Highway Safety.

(402) 2011-90-04 $52,000

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

(402) 2011-90-04 $5,000

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

(402) 2011-90-04 $6,000

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

(402) 2011-90-04 $105,000

COMMUNITY TRAFFIC SAFETY – BUDGET SUMMARY			
2011-90-01-CP	402	Program Management - Community Outreach/ Monitoring	$340,000
2011-90-02-CP	402	PI&E	$350,000
2011-90-04-CP	402	Training and Support - Community	$230,000
		Program Total	**$920,000**

APPENDIX 1: PAID MEDIA PLAN

The Bureau of Transportation Safety (BOTS) will utilize the **Click It or Ticket** and **Drunk Driving. Over the Limit. Under Arrest**, logos as designed by NHTSA. We will try to use them on materials that are developed for the May Mobilization and August Crackdown. BOTS will incorporate the **Zero in Wisconsin** brand with the ads that are used.

BOTS will follow the NHTSA schedule of May 23- June 5, 2011 for paid media for the May Mobilization and August 18- September 5 , 2011 for the Alcohol Crackdown. BOTS is scheduling other highly visible enforcement efforts throughout the FFY and will work to schedule paid media to coincide with those efforts. BOTS will contract with an agency to purchase the media time for these events. BOTS will provide the agency with information and demographics on the target audience, based on NHTSA guidelines, for each period. This will coincide with the major enforcement efforts that are planned. Radio, TV, cinema, website and other media used by the target audience, will be utilized during these times. Urban and Spanish messaging will be included in the markets that fit these populations. BOTS will also explore methods to reach the 16-34 year old age group as they tend to use electronic devices for information and messages.

The contractor will work with BOTS and The Tombras Group or other designated NHTSA media contractor to ensure that each media buy meets NHTSA's requirements for demographic audience, reach and frequency of messages. BOTS will submit the paid media plans to the NHTSA Regional office for review and comment prior to the purchase of broadcast time.

BOTS will contract with an evaluator to provide a phone evaluation of Wisconsin residents on the messages that are aired. This will be similar to the ones that have been conducted in the past.

ZERO IN WISCONSIN
A VISION WE CAN ALL LIVE WITH

5=ZERO
ZERO in Wisconsin

CLICK IT OR TICKET

DRUNK DRIVING
OVER THE LIMIT. UNDER ARREST.

AAA www.autoclub.com//

AARP www.aarp.org

Alcohol and Other Drug Abuse Program
dpi.wi.gov/sspw/aodaprog.html

Bicycle Federation of Wisconsin
www.bfw.org/

The Century Council
www.centurycouncil.org/

DOT- Division of Motor Vehicles

DOT-Planning

Driving Skills for Life – The Ford Motor Company
www.drivingskillsforlife.com/

Federal Highway Administration
www.fhwa.dot.gov/

Office of Juvenile Justice and Delinquency Prevention
ojjdp.ncjrs.org/

Law Enforcement Agencies

Governor's Bicycle Coordinating Council

Governor's Council Subcommittee

HSP stakeholder input: April and May, 2008

ISP granting agencies

La Crosse OWI Treatment Court
www.co.lacrosse.wi.us/humanservices/js/owi.htm

MADD www.madd.org/

Marshfield Clinic – Center for Community Outreach
www.marshfieldclinic.org/Patients/?page=cco

Medical College of Wisconsin - Injury Research Center

National Highway Traffic Safety Administration
www.nhtsa.dot.gov/

OWI Town Hall Meetings with MADD and UWRC

Pacific Institute for Research and Evaluation
www.pire.org/

Safe Routes to School
www.dot.wisconsin.gov/localgov/aid/saferoutes.htm

State Council On Alcohol and Other Drug Abuse
www.scaoda.state.wi.us/

Substance Abuse and Mental Health Services Administration
www.samhsa.gov/index.aspx

Tavern League of Wisconsin
www.tlw.org/

Traffic Records Coordinating Committee

UW Milwaukee

UW Resource Center on Impaired Driving
www.law.wisc.edu/rcid

University of Wisconsin System Administration

WE Bike www.bfw.org/

Wisconsin Department of Children and Families
dcf.wi.gov/

Wisconsin Clearinghouse for Prevention Resources
wch.uhs.wisc.edu/

Wisconsin Department of Health Services
dhs.wisconsin.gov/

Wisconsin Juvenile Officers Association
www.wjoa.com/

Wisconsin Department of Justice
www.doj.state.wi.us/

Wisconsin Office of Justice Assistance
oja.state.wi.us/

Wisconsin Department of Natural Resources
www.dnr.state.wi.us/

WI-PAN (Wisconsin Partnership for Activity and Nutrition)

Wisconsin Safety Patrol Congress

Wisconsin Safety Patrols, Inc.

Wisconsin State Lab of Hygiene
www.slh.wisc.edu/

Wisconsin Technical College System

Wisconsin Department of Tourism
www.agency.travelwisconsin.com/

Wisconsin Walks
www.wisconsinwalks.org/

** This is not an exclusive list*

INTEROFFICE MEMORANDUM

TO: DENNIS HUGHES

FROM: NEIL MAY

SUBJECT: TARGETING WISCONSIN LOCATIONS TO RECEIVE FFY10-11 SPEED FUNDS

DATE: 8/13/2010

CC: DAN LONSDORF, DON HAGEN, TOM KNOOP

Accompanying this cover letter please find a list of Wisconsin municipalities, grouped by population and displayed by descending degree of apparent speed crash problem within those groups. Before using the list, please take a moment to review the following, which summarizes the larger steps taken in generating that list.

The Division of Motor Vehicles' Traffic Accident files were queried for instances of speed-related crashes, as noted on the MV4000 crash report form, in Wisconsin cities, villages and townships during calendar years 2007, 2008, and 2009 (Preliminary). Three years of data were collected to disguise some of the natural fluctuations from year to year. Not all locations in Wisconsin have recorded speed-related crashes during the past three years; those locations were immediately excluded from further investigation. Also excluded were property damage-only speed-related crashes involving deer.

Reported crashes on public roads were matched with the people involved in the crashes, after assigning numeric weights to reported injuries. The numeric weights assigned were:

Fatal injury = 20
Incapacitating injury = 20
Non-incapacitating injury=10
Possible injury = 5
Unknown or no injury = 1

Numeric weights of the injuries were summed by crash and by city, village or township. That value was named *Calculated Score for Injuries*. A *Normalized Score* for injuries was calculated by matching the *Calculated Score for Injuries* with final January 1, 2009 population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center. Population estimates are based on the 2000 census and an analysis of more current data such as housing units and automobile registrations. 2009 population data was used because it is the most recent available.

Cities, villages, and townships were assembled into three peer groups those with populations under 5,000 are in the *small* group, places with populations equal to or greater than 25,000 are in the *large* group, all others are in the *medium* group.

The *Normalized Score* determines the display rank of each location within its population group. The average *Normalized Score* for each of the three population groups is printed just below the lowest-ranking location in each population group. Locations with normalized scores that fall outside one standard deviation from the population group's average are displayed against a lightly shaded background. Locations with normalized scores that fall outside two standard deviations from the population group's average are displayed against a more darkly shaded background.

Please note that municipalities located in multiple counties have been combined, thus only appear once in the listings. The county containing the largest percentage of the municipality's population has been designated the county of record for the listings. If counties in which a municipality exists are needed, please reference the worksheet named "2009MuniInMultiCounties", in the MS Excel file named "11 spdtrgt.xls".

The procedures used to produce this analysis exactly replicate those used last year.

Please note that the Village of Bristol (Kenosha County) was created from the Town of Bristol (Kenosha County) as of 12/1/2009, but only the Town of Bristol is included in the "11 alctrgt.xls".

V	Bristol	Kenosha	Created from part of the Town of Bristol	30104	12/1/2009

Let me know if further clarification is needed about the structure of the report. Also, I am available to supply more detail about the procedures used to acquire and process the data.

INTEROFFICE MEMORANDUM

TO: DENNIS HUGHES

FROM: NEIL MAY

SUBJECT: TARGETING WISCONSIN LOCATIONS TO RECEIVE FFY10-11 ALCOHOL FUNDS

DATE: 8/13/2010

CC: DAN LONSDORF, DON HAGEN, TOM KNOOP, BLINDA BEASON, JANET NODORFT

Accompanying this cover letter please find a list of Wisconsin municipalities, grouped by population and displayed by descending degree of apparent alcohol crash problem within those groups. Before using the list, please take a moment to review the following, which summarizes the larger steps taken in generating that list.

The Division of Motor Vehicles' Traffic Accident files were queried for instances of alcohol-related crashes, as noted on the MV4000 crash report form, in Wisconsin cities, villages and townships during calendar years 2007, 2008, and 2009 (Preliminary). Three years of data were collected to disguise some of the natural fluctuations from year to year. Not all locations in Wisconsin have recorded alcohol-related crashes during the past three years; those locations were immediately excluded from further investigation. Also excluded were property damage-only alcohol-related crashes involving deer.

Reported crashes on public roads were matched with the people involved in the crashes, after assigning numeric weights to reported injuries. The numeric weights assigned were:

Fatal injury = 20
Incapacitating injury = 20
Non-incapacitating injury=10
Possible injury = 5
Unknown or no injury = 1

Numeric weights of the injuries were summed by crash and by city, village or township. That value was named *Calculated Score for Injuries*. A *Normalized Score* for injuries was calculated by matching the *Calculated Score for Injuries* with final January 1, 2009 population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center. Population estimates are based on the 2000 census and an analysis of more current data such as housing units and automobile registrations. 2009 population data was used because it is the most recent available.

Cities, villages, and townships were assembled into three peer groups those with populations under 5,000 are in the *small* group, places with populations equal to or greater than 25,000 are in the *large* group, all others are in the *medium* group.

The *Normalized Score* determines the display rank of each location within its population group. The average *Normalized Score* for each of the three population groups is printed just above the highest-ranking location in each population group. Locations with normalized scores that fall outside one standard deviation from the population group's average are displayed against a lightly shaded background. Locations with normalized scores that fall outside two standard deviations from the population group's average are displayed against a more darkly shaded background.

Municipalities located in multiple counties have been combined, thus only appear once in the listings. The county containing the largest percentage of the municipality's population has been designated the county of record for the listings. If counties in which a municipality exists are needed, please reference the worksheet named "2009MuniInMultiCounties", in the MS Excel file named "11 alctrgt.xls".

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V	Bristol	Kenosha	Created from part of the Town of Bristol	30104	12/1/2009

Let me know if further clarification is needed about the structure of the report. Also, I am available to supply more detail about the procedures used to acquire and process the data.

Highway Safety Program Cost Summary

HS217 "217PLAN"

State: WISCONSIN Number: PLAN Estimate Date: August, 2010
FFY: 2011 Highway Safety Plan

Program Area	Approved Program Costs	Basis for % Change	State/Local Funds	Previous Balance	Federally Funded Programs			Federal Share to Local
					Increased/ (Decreased)	% Chng	Current Balance	
PA	799,000.00	265,000.00	534,000.00	0.00	265,000.00	0%	265,000.00	66,250.00
OP	1,357,000.00	930,000.00	427,000.00	0.00	930,000.00	0%	930,000.00	637,500.00
PM	1,800,000.00	1,500,000.00	300,000.00	0.00	1,500,000.00	0%	1,500,000.00	750,000.00
AL	1,852,500.00	1,315,000.00	537,500.00	0.00	1,315,870.00	0%	1,315,870.00	1,037,500.00
PT	3,488,000.00	2,905,000.00	583,000.00	0.00	2,905,000.00	0%	2,905,000.00	2,473,750.00
TR	228,000.00	142,000.00	86,000.00	0.00	142,000.00	0%	142,000.00	41,750.00
EM	187,000.00	175,000.00	12,000.00	0.00	175,000.00	0%	175,000.00	87,500.00
MC	953,000.00	840,000.00	113,000.00	0.00	840,000.00	0%	840,000.00	575,000.00
PS	502,000.00	245,000.00	257,000.00	0.00	245,000.00	0%	245,000.00	177,500.00
CP	1,310,000.00	920,000.00	390,000.00	0.00	920,000.00	0%	920,000.00	517,500.00
Total 402	**12,476,500.00**	**9,237,000.00**	**3,239,500.00**	**0.00**	**9,237,870.00**	**0.00**	**9,237,870.00**	**6,364,250.00**
405-K2	2,048,000.00	1,965,000.00	83,000.00	0.00	1,965,000.00	0%	1,965,000.00	1,682,500.00
408-K9	1,204,800.00	859,800.00	345,000.00	0.00	859,800.00	0%	859,800.00	644,850.00
1906	804,000.00	749,000.00	55,000.00	0.00	749,000.00	0%	749,000.00	749,000.00
2011-K3	629,000.00	555,000.00	74,000.00	0.00	555,000.00	0%	555,000.00	302,500.00
2010-K6	270,000.00	250,000.00	20,000.00	0.00	250,000.00	0%	250,000.00	250,000.00
410-K8	3,614,000.00	3,155,000.00	459,000.00	0.00	3,155,000.00	0%	3,155,000.00	2,197,500.00
ALL FUNDS	**21,046,300.00**	**16,770,800.00**	**4,275,500.00**	**0.00**	**16,771,670.00**	**0.00**	**16,771,670.00**	**12,190,600.00**

State Officials Authorized Signature:

Name: _____
Title: _____
Date: _____

Federal Official(s) Authorized Signature:

NHTSA - Name: _____
Title: _____
Date: _____
Effective Date: _____

FHWA - Name: _____
Title: _____
Date: _____

FFY 2011 Highway Safety Performance Plan Budget

PLANNING & ADMINISTRATION 10						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
11-10-01	Planning & Administration	265,000	2,000	2,000	269,000	66,250
402	**(PA)**	**265,000**	**2,000**	**2,000**	**269,000**	**66,250**
State 562	402 Match	0	530,000	0	530,000	0
State	**(562)**	**0**	**530,000**	**0**	**530,000**	**0**
TOTAL PLAN & ADMIN FUNDS		**265,000**	**532,000**	**2,000**	**799,000**	**66,250**
OCCUPANT PROTECTION 20						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
11-20-01	Program Mgmt	90,000	15,000	2,000	107,000	22,500
11-20-05	Enforcement	540,000	5,000	100,000	645,000	540,000
11-20-06	Equipment	300,000	5,000	300,000	605,000	75,000
402	**(OP)**	**930,000**	**25,000**	**402,000**	**1,357,000**	**637,500**
11-20-07 PM	Paid Media (402PM)	500,000	10,000	200,000	710,000	250,000
11-24-02	PI&E	150,000				
11-24-03	Training - Technical	205,000	2,000	50,000	257,000	102,500
11-24-06	CPS Equipment	200,000	2,000	20,000	222,000	200,000
2011	**(2011 - K3)**	**555,000**	**4,000**	**70,000**	**479,000**	**302,500**
11-25-02	PI&E	240,000	8,000	10,000	258,000	120,000
11-25-03	Training - Technical	325,000	5,000	30,000	360,000	162,500
11-25-05	Enforcement	1,250,000	5,000	10,000	1,265,000	1,250,000
11-25-09	Evaluation	150,000	5,000	10,000	165,000	150,000
405 Incentive	**(405-K2)**	**1,965,000**	**23,000**	**60,000**	**2,048,000**	**1,682,500**
TOTAL OCC PROTECT FUNDS		**3,950,000**	**62,000**	**732,000**	**4,594,000**	**2,872,500**
IMPAIRED DRIVING - ALCOHOL and OTHER DRUGS (30)						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
11-30-01	Program Mgmt	180,000	30,000	10,000	220,000	45,000
11-30-02	PI&E	150,000	5,000	150,000	305,000	75,000
11-30-05	Enforcement	745,000	12,500	75,000	832,500	745,000
11-30-06	Equipment	125,000	5,000	100,000	230,000	125,000
11-30-09	Evaluation	40,000	10,000	100,000	150,000	10,000
402	**(AL)**	**1,240,000**	**62,500**	**435,000**	**1,737,500**	**1,000,000**
11-30-07 PM	Paid Media (402PM)	500,000	5,000	40,000	545,000	250,000
11-31-02	PI&E	100,000	2,000	2,000	104,000	25,000
11-31-03	Training- Technical	910,000	5,000	3,000	918,000	455,000
11-31-04	Training - Community	160,000	2,000	10,000	172,000	160,000
11-31-05	Enforcement	1,200,000	5,000	20,000	1,225,000	1,200,000
11-31-06	Equipment	175,000	8,000	5,000	188,000	175,000
410	**(K8)**	**2,545,000**	**22,000**	**40,000**	**2,607,000**	**2,015,000**
11-31-07 PM	Paid Media - (410-K8PM)	250,000	5,000	40,000	295,000	125,000
State 568	Pre-trial Intervention	0	715,600	12,470	728,070	715,600
State 531	Safe Ride Programs	0	443,000	10,000	453,000	443,000
State	**(562, 531 and 568)**	**0**	**1,158,600**	**22,470**	**1,181,070**	**1,158,600**
TOTAL IMPAIRED DRIVING FUNDS		**4,535,000**	**1,253,100**	**577,470**	**6,365,570**	**4,548,600**

YOUTHFUL DRIVERS - IMPAIRED DRIVING (31)						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
11-30-02	Youth PI&E	75000	15000	25000	115,000	37,500
402	**AL**	**75,000**	**15,000**	**25,000**	**115,000**	**37,500**
11-31-02	Youth PI&E	50,000	15,000	20,000	85,000	25,000
11-31-03	Training- Technical	35,000	1,000	150,000	186,000	17,500
11-31-04	Training - Community	125,000	10,000	118,000	253,000	125,000
11-31-09	Evaluation	50,000	3,000	35,000	88,000	12,500
410	**(K8)**	**260,000**	**29,000**	**323,000**	**612,000**	**180,000**
11-37-02	PI & E	115,000	5,000	50,000	170,000	57,500
11-37-03	Training - Technical	67,000	1,000	150,000	218,000	33,500
11-37-04	Training - Community	10,000	1,000	25,000	36,000	10,000
11-37-05	Enforcement	350,000	5,000	25,000	380,000	350,000
USDOJ	**(DOJ - JX)**	**542,000**	**12,000**	**250,000**	**804,000**	**451,000**
TOTAL YOUTH FUNDS		**877,000**	**41,000**	**573,000**	**1,416,000**	**631,000**
AGGRESSION, SPEED & TRAFFIC ENFORCEMENT (PTS) 40						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
11-40-01	Program Mgmt	75,000	11,000	2,000	88,000	18,750
11-40-02	PI & E	700,000	20,000	25,000	745,000	350,000
11-40-03	Training - Technical	50,000	5,000	5,000	60,000	25,000
11-40-05	Enforcement	1,780,000	60,000	50,000	1,890,000	1,780,000
11-40-06	Equipment	300,000	5,000	400,000	705,000	300,000
402-PT	**402-PT**	**2,905,000**	**101,000**	**482,000**	**3,488,000**	**2,473,750**
11-40-07 PM	Aggression Pd Media	500,000	5,000	40,000	545,000	250,000
TOTAL	**SPEED/ AGGRESSION**	**3,405,000**	**106,000**	**522,000**	**4,033,000**	**2,723,750**
HIGHWAY SAFETY INFORMATION (Traffic Records) 50						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
11-50-01	Program Mgmt	117,000	5,000	5,000	127,000	29,250
11-50-03	Training - Technical	25,000	75,000	1,000	101,000	12,500
402	**(TR)**	**142,000**	**80,000**	**6,000**	**228,000**	**41,750**
11-58-02	PI&E	250,000			250,000	125,000
11-58-03	Training - Technical	409,800	85,000	200,000	694,800	204,900
11-58-06	Equipment	200,000	10,000	50,000	260,000	200,000
408	**(K9)**	**859,800**	**95,000**	**250,000**	**1,204,800**	**644,850**
11-54-06	Equipment	900,000	225,000	0	1,125,000	900,000
406	**(K4)**	**900,000**	**225,000**	**0**	**1,125,000**	**900,000**
11-56-06	Equipment	749,000	5,000	50,000	804,000	749,000
1906	**(K10)**	**749,000**	**5,000**	**50,000**	**804,000**	**749,000**
TOTAL RECORDS FUNDS		**2,650,800**	**405,000**	**306,000**	**3,361,800**	**2,335,600**
INJURY CONTROL - EMERGENCY RESPONSE 60						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
11-60-02	PI & E	25,000	3,000	2,000	30,000	12,500
11-60-03	Training - Technical	150,000	2,000	5,000	157,000	75,000
402	**(EM)**	**175,000**	**5,000**	**7,000**	**187,000**	**87,500**

MOTORCYCLE SAFETY 70						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
11-70-01	Prog Mgmt	65,000	10,000	20,000	95,000	16,250
11-70-02	PI&E	300,000	5,000	3,000	308,000	150,000
11-70-03	Training - Technical	110,000	5,000	15,000	130,000	55,000
11-70-04	Training - Community	250,000	5,000	15,000	270,000	250,000
11-70-05	Enforcement	100,000	8,000	10,000	118,000	100,000
11-70-09	Evaluation	15,000	2,000	15,000	32,000	3,750
402	**(MC)**	**840,000**	**35,000**	**78,000**	**953,000**	**575,000**
11-31-02	PI&E	100,000	3,000	10,000	113,000	50,000
410	**(AL)**	**100,000**	**3,000**	**10,000**	**113,000**	**50,000**
11-72-06	Equipment	250,000	10,000	10,000	270,000	250,000
2010	**(K6)**	**250,000**	**10,000**	**10,000**	**270,000**	**250,000**
State 562	MC Rider Education	0	419,000	200,000	619,000	419,000
	MREP Admin	0	110,000	27,500	137,500	27,500
State	**(562)**	**0**	**529,000**	**200,000**	**619,000**	**446,500**
TOTAL MOTORCYCLE FUNDS		**1,190,000**	**574,000**	**288,000**	**1,842,000**	**1,271,500**
PEDESTRIAN, BICYCLE & SCHOOL BUS SAFETY 80						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
11-80-01	Program Management	5,000	2,000	10,000	17,000	1,250
11-80-02	PI&E	80,000	4,000	50,000	134,000	40,000
11-80-03	Training - Technical	40,000	4,000	14,000	58,000	20,000
11-80-04	Training - Community	35,000	2,000	70,000	107,000	35,000
11-80-05	Enforcement	80,000	10,000	60,000	150,000	80,000
11-80-09	Evaluation	5,000	1,000	30,000	36,000	1,250
402	**(PS)**	**245,000**	**23,000**	**234,000**	**502,000**	**177,500**
State 562	Program Management	0	75,000	0	75,000	18,750
State 562	PI&E & Bike Laws	0	41,000	0	41,000	20,500
State	**(562)**	**0**	**116,000**	**0**	**116,000**	**39,250**
TOTAL PED/BIKE FUNDS		**245,000**	**139,000**	**234,000**	**618,000**	**216,750**
COMMUNITY TRAFFIC SAFETY 90 Community Activity						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
11-90-01	Program Mgmt	340,000	75,000	25,000	440,000	170,000
11-90-02	PI & E	350,000	10,000	75,000	435,000	175,000
11-90-04	Community Programs	230,000	5,000	200,000	435,000	172,500
402	**(CP)**	**920,000**	**90,000**	**300,000**	**1,310,000**	**517,500**
FUND TOTALS	**402 TOTAL**	**9,237,000**	**978,500**	**2,266,000**	**12,906,500**	**6,364,250**
	410 TOTAL	**3,155,000**	**56,000**	**403,000**	**3,514,000**	**2,197,500**
	2011 Total	**555,000**				
	405 Total	**1,965,000**				
	1906 Total	**749,000**				
	408 Total	**859,800**				
	2010 Total	**250,000**				
	TOTAL NHTSA FUNDS	**16,770,800**				
	EUDL	**542,000**				

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

Certifications and Assurances

Section 402 Requirements

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the

State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- **National law enforcement mobilizations,**
- **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

(23 USC 402 (b)(1)(E));

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(l)).

Other Federal Requirements

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

Federal Funding Accountability and Transparency Act

The State will report for each **sub-grant** awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;

  (i) the entity in the preceding fiscal year received—

  (I) 80 percent or more of its annual gross revenues in Federal awards; and(II) $25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by the Office of Management and Budget in subsequent guidance or regulation.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42

USC § 12101, *et seq.;* PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(41 U.S.C. 702;):

The State will provide a drug-free workplace by:

a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;

b. Establishing a drug-free awareness program to inform employees about:

   1. The dangers of drug abuse in the workplace.

   2. The grantee's policy of maintaining a drug-free workplace.

   3. Any available drug counseling, rehabilitation, and employee assistance programs.

   4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.

c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).

d. Notifying the employee in the statement required by paragraph (a) that, as a

condition of employment under the grant, the employee will --

1. Abide by the terms of the statement.

2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.

e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.

f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -

1. Taking appropriate personnel action against such an employee, up to and including termination.

2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.

g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT).

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.

2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.

3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification , in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that is it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its

principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

POLICY TO BAN TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

(1) Adopt and enforce workplace safety policies to decrease crashed caused by distracted driving including policies to ban text messaging while driving—
   a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
   b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.

(2) Conduct workplace safety iniatives in a manner commensurate with the size of the business, such as –
   a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and

b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

Frank J. Busalacchi
Governor's Representative for Highway Safety

Wisconsin
State or Commonwealth

2011
For Fiscal Year

8/23/10
Date