



# Highway Safety Plan

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# State of Wisconsin Federal Fiscal Year 2014 Highway Safety Plan

## TABLE OF CONTENTS

<b>I. Highway Safety Plan</b>	<b>1</b>
• Mission Statement	
• Executive Summary	
• Highway Safety Planning Process	
• Highway Safety Planning Timeline	
• State-level Problem Identification	
<b>II. Highway Safety Plan by Program Area</b>	<b>7</b>
Provides: Justifications, Goals and Measures, Activities, and Budgets	
Planning & Administration	9
Occupant Protection Program	11
Impaired Driving & Youth Program	17
Police Traffic Program	25
Traffic Records Improvement	29
EMS Improvement	33
Motorcycle Safety	37
Pedestrian and Bicycle Safety	43
Community Traffic Safety	49
<b>III. Appendix</b>	
Appendix 1: <i>Appendix 1: Paid Media Plan</i>	54
Appendix 2: <i>Equipment—Preapproved and Not Allowable</i>	55
Appendix 3: <i>Safety: Partners, Committees, and Organizations</i>	56
Appendix 5: <i>Highway Safety Program Cost Summary “217PLAN”</i>	57
Appendix 6: <i>Detailed Budget</i>	58
Appendix 7: <i>Organizational Chart</i>	63
Appendix 8: <i>State Certifications and Assurances</i>	64
<i>See Supplement for other Appendices</i>	





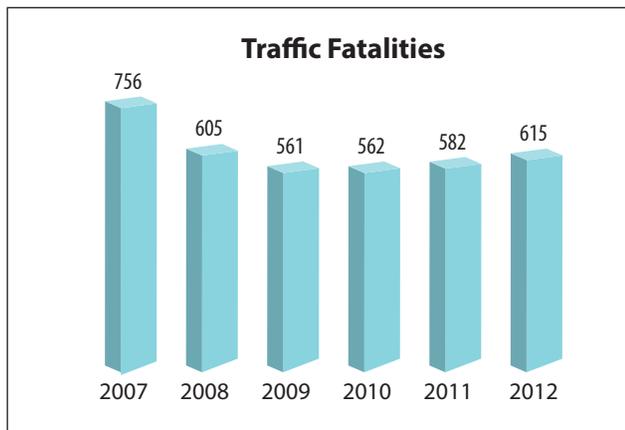
# Highway Safety Plan SECTION 1



## MISSION STATEMENT

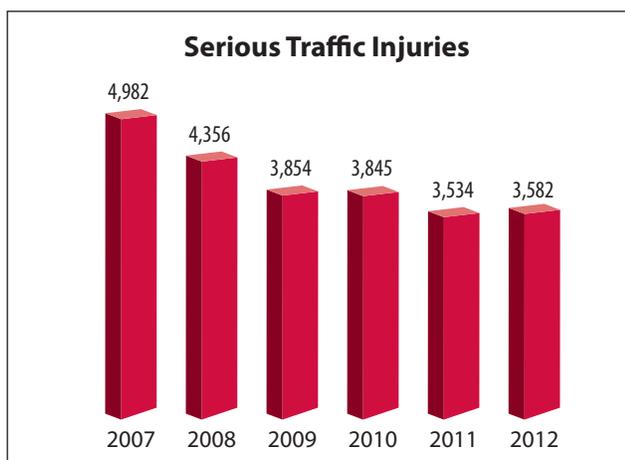
**Our mission is simple: zero fatalities on Wisconsin's roadways.**

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.



**Figure 1: Traffic Fatalities (FARS)**

**Goal C1:** To decrease traffic fatalities 5 percent from the 2008-2012 calendar year rolling average of 584 to 558 by December 31, 2014.



**Figure 2: Serious Traffic Injuries (State Crash Data)**

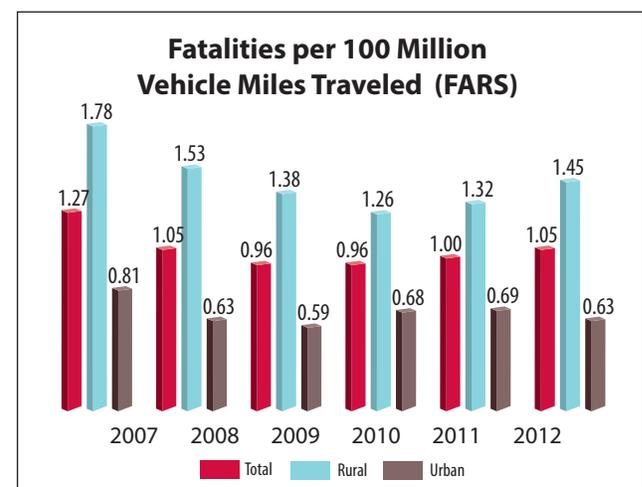
## EXECUTIVE SUMMARY

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 funds, and other resources. Funds are primarily used to change system users' behaviors 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 leaders, professionals, and organizations.

As Figure 1 indicates, the number of traffic fatalities has trended downwards over the previous six years. 2012 saw an increase over the prior year, but stayed right on the 5-year (2007-2011) moving average of 615. As Figure 2 indicates, serious injury crashes have steadily decreased since 2006 as well. 2012 saw 3,582 serious injuries, which was a 13% reduction from the 5-year average of 4,382.

Wisconsin achieved the national goal of one fatality per 100 million Vehicle Miles Traveled (VMT) in 2009, two years ahead of the national target date. In 2012, we were slightly above that goal, but are optimistic that 2013 will find us below it again.



**Figure 3: Column chart of fatalities per 100m VMT**

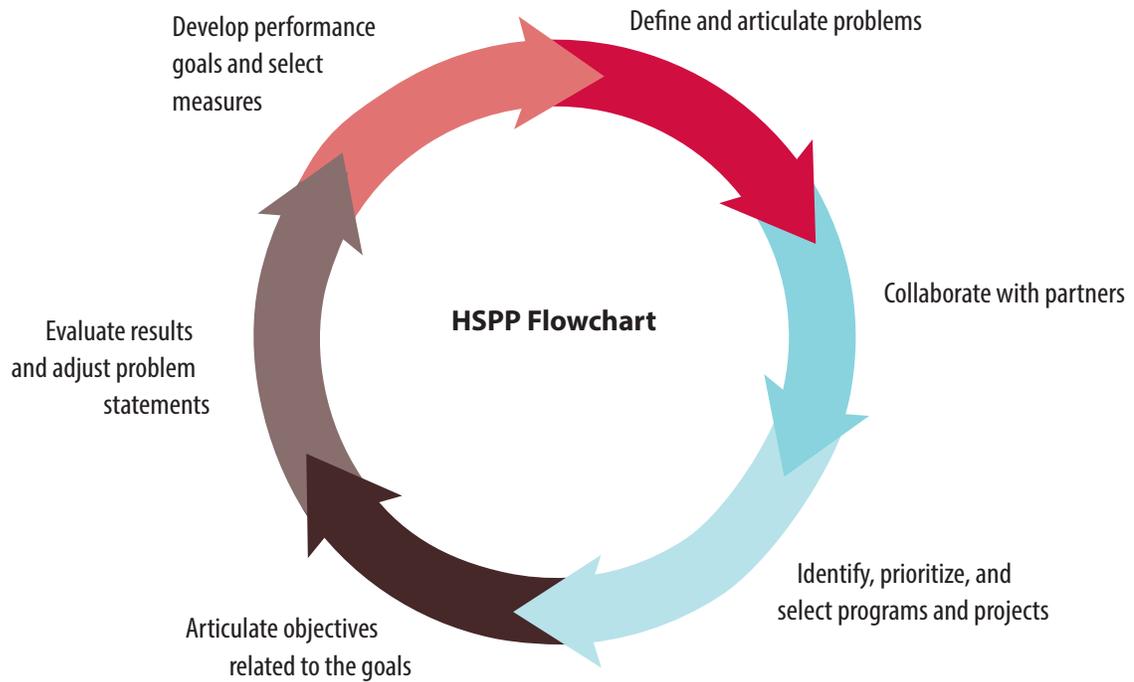
**Figure 4: Performance measures and goal statements developed by the GHSA and NHTSA.**

MEASURE	2007	2008	2009	2010	2011	2012	2007-2011 AVG	2013 GOAL	2014 GOAL
<b>C1. Traffic Fatalities (FARS)</b>	756	605	561	572	582	615	615.2	584	558
C1. To decrease traffic fatalities 5 percent from the 2008-2012 calendar year rolling average of 587 to 558 by December 31, 2014.									
<b>C2. Serious Traffic Injuries (State Crash Data Files)</b>	4,982	4,356	3,854	3,845	3,534	3,582	4,114.2	3,908	3,642
C2. To decrease serious traffic injuries 5 percent from the 2007-2011 calendar year rolling average of 4,114 to 3,908 by December 31, 2014.									
<b>C3a. Fatalities/VMT (FARS)</b>	1.27	1.05	0.96	0.96	1.0	1.1	1.1	1.0	.95
C3a. To decrease total fatalities/VMT, by 5 percent from the 2007-2011 calendar year rolling average of 1.048 to 0.99 by December 31, 2014.									
<b>C3b. Rural Fatalities/VMT (FARS)</b>	1.78	1.53	1.38	1.26	1.32	1.45	1.44	1.37	1.30
C3b. To decrease rural fatalities/VMT, by 5 percent from the 2007-2011 calendar year rolling average of 1.45 to 1.38 by December 31, 2014.									
<b>C3c. Urban Fatalities/VMT (FARS)</b>	0.81	0.63	0.59	0.68	0.69	0.63	0.68	0.64	0.62
C3c. To decrease urban fatalities/VMT, by 5 percent from the 2007-2011 calendar year rolling average of 0.68 to 0.64 by December 31, 2014.									
<b>C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)</b>	298	222	231	178	185	193	222.8	212	192
C4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from the 2007-2011 calendar year rolling average of 223 to 211 by December 31, 2014.									
<b>C5. Alcohol Impaired Driving Fatalities (FARS)</b>	314	205	209	205	218	152	230.2	219	188
C5. To decrease alcohol impaired driving fatalities 5 percent from the 2007-2011 calendar year rolling average of 230 to 218 by December 31, 2014.									
<b>C6. Speeding Related Fatalities (FARS)</b>	279	198	203	202	195	299	215.4	205	208
C6. To decrease speeding-related fatalities 5 percent from the 2007-2011 calendar year rolling average of 215 to 204 by December 31, 2014.									
<b>C7. Motorcyclist Fatalities</b>	109	89	84	105	95	117	96.4	92	93
C7. To decrease motorcyclist fatalities 5 percent from the 2007-2011 calendar year rolling average of 96 to 91 by December 31, 2014									
<b>C8. Un-helmeted Motorcyclist Fatalities (FARS)</b>	79	68	55	82	81	87	73.0	69	71
C8. To decrease un-helmeted motorcyclist fatalities 5 percent from the 2007-2011 calendar year rolling average of 73 to 69 by December 31, 2014.									
<b>C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)</b>	144	114	92	91	83	81	104.8	100	88
C9. To decrease drivers age 20 or younger involved in fatal crashes 5 percent from the 2007-2011 calendar year rolling average of 104 to 99 by December 31, 2014.									
<b>C10. Pedestrian Fatalities (FARS)</b>	58	53	38	52	61	45	52.4	50	47
C10. To reduce pedestrian fatalities 5 percent from the 2006-2010 calendar year rolling average of 52 to 49 by December 31, 2014.									
<b>B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)</b>	75.30%	74.20%	73.80%	79.20%	79.00%	79.90%	76.30%	80.12%	81.08%

Figure 4 provides the remaining performance measures and goal statements developed by the GHSA and NHTSA.

## HIGHWAY SAFETY PLANNING PROCESS

The highway safety planning process is 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 below 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 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 our counties to have a 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 3: Safety: Partners, Committees, and Organizations in appendix supplement). 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's 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 and trends for each program area. At the end of May, BOTS utilizes the data to generate targeting lists for enforcement grants. See Appendix supplement, OP-2: Law Enforcement Grant Targeting Methodology As It Relates to Alcohol, Speed, and Occupant Protection Grants.

### April to June

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. Recommendations from state program assessments are integrated into program objectives and funded activities. A committee of the Bureau of Transportation Safety discusses project ideas suggested and determines which are feasible and will be included in this year's HSPP.

The annual HSPP is coordinated with state and national strategic plans and related operational plans and guidelines, and especially with the WisDOT Strategic Highway Safety Plan. The ten items of highest priority in the Department's 2011-13 Strategic Highway Safety Plan are listed in priority order below (HSPP-related goals bolded):

1. Improve Design and Operation of Intersections
2. **Reduce Speed-Related Crashes**
3. Reduce Head-On and Cross-Median Crashes / Prevent/Mitigate Roadway Departure Crashes
4. Create Safer Work Zones
5. **Reduce Alcohol/Drug Impaired Driving**
6. **Improve Driver Alertness / Reduce Driver Distraction**
7. **Improve Occupant Protection**
8. **Improve Teen Driver Performance / Ensure Drivers are Licensed and Competent / Sustain Proficiency in Older Drivers**



### 9. Improve Motorcycling Safety

### 10. Create More Effective Safety Decision Processes – Improve Incident Management/Safe Travel in Bad Weather

Failure to be ranked in the high priority highway safety issue areas for the 2011-2013 SHSP does not mean the topic is unimportant nor does it mean WisDOT will discontinue planned or on-going initiatives and programs to strive for continued progress in the safety performance. Initiatives such as curbing aggressive driving, **enhancing EMS to increase survivability**, **making walking/street crossing safer**, making truck travel safer, **ensuring safer bicycle travel**, and reducing deer and other animal crashes will still be pursued.

Wisconsin's 2014-16 Strategic Highway Safety Plan will be completed in the coming months. Priorities will be set as part of that process, but it is expected they will be similar to the priorities in our current plan. As with prior plans, performance measures will be reviewed and adjusted as participants see fit.

#### **Ongoing**

Feedback from NHTSA 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 2012, are reviewed and incorporated into the planning process as well. Other strategic plans are incorporated such as the 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. The latest version of NHTSA's *Countermeasures That Work* are used as part of project development.

#### **End of June**

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. Several program areas include plans for enforcement activities. It should be noted that law enforcement grants require individual grantees to set performance measures that take into account all contacts (citations, warning, and stops with no action) with the motoring public.



# Program Areas SECTION 2







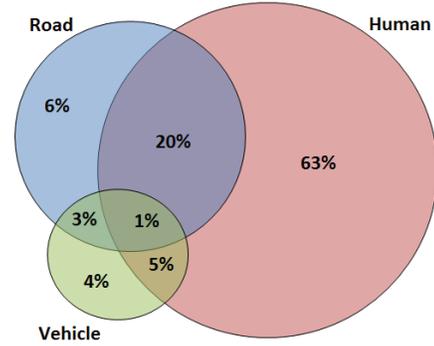
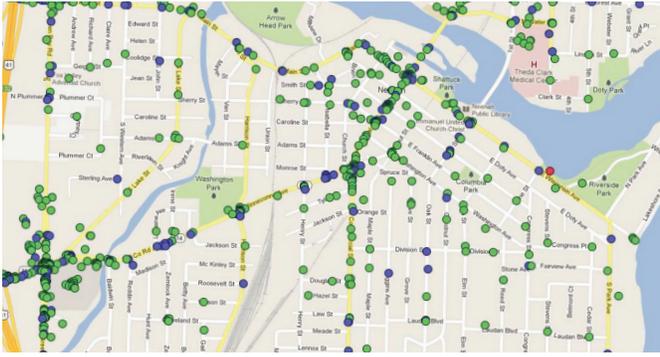
# Planning & Administration



Wisconsin Department of Transportation

## MAPSS Performance Dashboard

Mobility  
Accountability  
Preservation  
Service  
Safety



## PLANNING AND ADMINISTRATION

The management of the Bureau of Transportation Safety and the planning of activities are executed using both state and federal funds. Federal funds cover salaries and benefits of the Grants Management Supervisor, the Policy and Program Supervisor, two full-time Program Assistants, and two Limited Term Employees. Funds also cover out of state travel and training for these staff members.

State money for this program covers the salary and fringe of the Director, the Section Chief, and two full-time analysts.

Responsibilities of the staff that are categorized as Planning and Administration are to:

- Apply for all federal funding
- Act as representative for the State of Wisconsin as the Highway Safety Coordinator
- Identify high priority problem areas in the state
- Target for effective law enforcement grants
- Promote highway safety in Wisconsin
- Develop internal controls, monitoring policies, analysis
- Ensure grant shells have proper contract language
- Process grant reimbursement requests from grant partners, as well as reimbursement requests to the federal government.
- Organize and host the Governor’s Conference on Highway Safety
- Report on results of funding to NHTSA.
- Prepare report of grants subject to the Federal Funding Accountability and Transparency Act.



PLANNING AND ADMINISTRATION—BUDGET SUMMARY			
2014-10-01-PA	402	Administration	\$297,000
2014-19-01	State	Administration	\$530,000
<b>Program Total</b>			<b>\$827,000</b>



# Occupant Protection Program



## PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

### Justification



This section serves as Wisconsin's occupant protection program plan as required under MAP-21.

In 2000 (base year), Wisconsin's observed average statewide safety belt use was 65.4%, 1,148 persons were ejected or partially ejected in crashes, and 40.5% of crash victims who were not belted were either killed or incapacitated ('A' Injury).

In 2012, observed average statewide safety belt use was 79.9%. This rate is low compared to other states in our region and nationally, where the usage rate is estimated to be 86%. Our low

usage rate, in terms of funding, means that Wisconsin is required to meet more criteria in order to receive funding. The first criterion which we meet is that we have a primary enforcement law for all seating positions. Legal citation: 2009 Wisconsin Act 28, s. 347.48(2m), Wis. Stat. See Appendix Supplement, OP-1: Chapter 347 Equipment of Vehicles, page 3.

An additional criterion Wisconsin meets to qualify for MAP-21 is enforcement for two high-risk populations. For seatbelt enforcement grants, 50% of enforcement must be conducted during hours of darkness. Additionally, counties with a high number of pickup truck registrations are targeted specifically for seatbelt enforcement funding. More details can be found in Appendix Supplement, OP-2: Law Enforcement Grant Targeting Methodology, page 27, in the discussion on how grants are targeted.

Another requirement under MAP-21 is that Wisconsin submits a seat belt plan that documents how law enforcement will participate in the sustained seat belt enforcement to cover at least 70 percent of the state's population. The percentage of the population targeted by the enforcement programs is as follows:

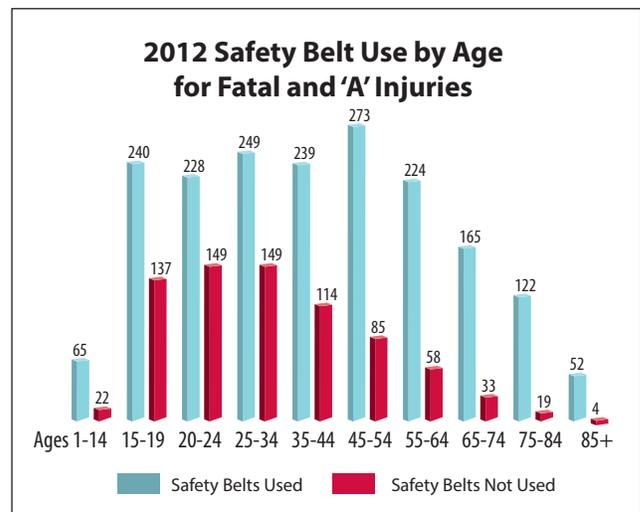


Targeting Type	Population	Wisconsin Census Population	Percentage Targeted
General (night-time) Seasonal	4,467,057	5,703,525	78.32%
Truck registration	72,018	5,703,525	1.26%
Total	4,539,075	5,703,525	79.58%

In 2012, there were 104,489 convictions for failure to fasten safety belts, a 23% increase over 2011; there were 4,207 convictions for child restraint violation, a 9% increase over 2011.

For the period 1994-2012, individuals not wearing a seatbelt were 48.5 times (8.14% vs. 0.17%) more likely to be ejected from their vehicle. In addition, they were 11.7 times (13.65% vs. 1.17%) more likely to be killed than someone wearing a shoulder and lap belt at the time of the crash. A 13.65% fatality rate equates to approximately a one in seven chance of being killed, given the constraints.

The graph to the right illustrates not only which age groups are involved in the majority of fatal and



## Performance Goals and Measures

Average Belt Use and Child Safety Seat Use	
2000 Baseline	65.4%
2012 Goal	79.4%
2012 Actual	79.9%
2013 Goal	80.1%
Unbelted Fatalities and 'A' injuries	
2007-11 Baseline	1.82/100M VMT
2012 Goal	1.97/100M VMT
2012 Actual	1.32/100M VMT
2013 Goal	1.73/100M VMT
Ejection Rate/Fatal and Injury Crashes	
2007-11 Baseline	1.72%
2012 Goal	1.71%
2012 Actual	1.62%
2013 Goal	1.63%

incapacitating crashes, but also their safety belt usage (when known) in 2012. Safety belt usage lags with the most inexperienced drivers/occupants; those between the ages of 15 and 34. After that point, usage rates increase for each age group and occupants in serious crashes are much more likely to be wearing their safety belts. The information on page 12 is from all occupants of passenger vehicles and utility trucks during 2012.

States are required to have child restraint inspection stations that service the majority of the population and must show evidence of outreach to underserved areas. Stations must be staffed with nationally certified CPS technicians during working hours. One technician may be responsible for multiple stations. A copy of the grant with WINS from our 2012 FFY is provided in Appendix Supplement, OP-3: WINS Grant, page 30, as evidence of our CPS ongoing plan. For a list of Wisconsin's network of child restraint inspection stations, please see Appendix Supplement, OP-4: Wisconsin Active Network of Child Restraint Inspection Stations, page 37.

## 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.

**(402) 2014-20-01-OP**

**\$90,000**

## 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 and pilot programs. The participation in Click It or Ticket is required under MAP-21 and Wisconsin has always had outstanding participation from our partners. Plan and



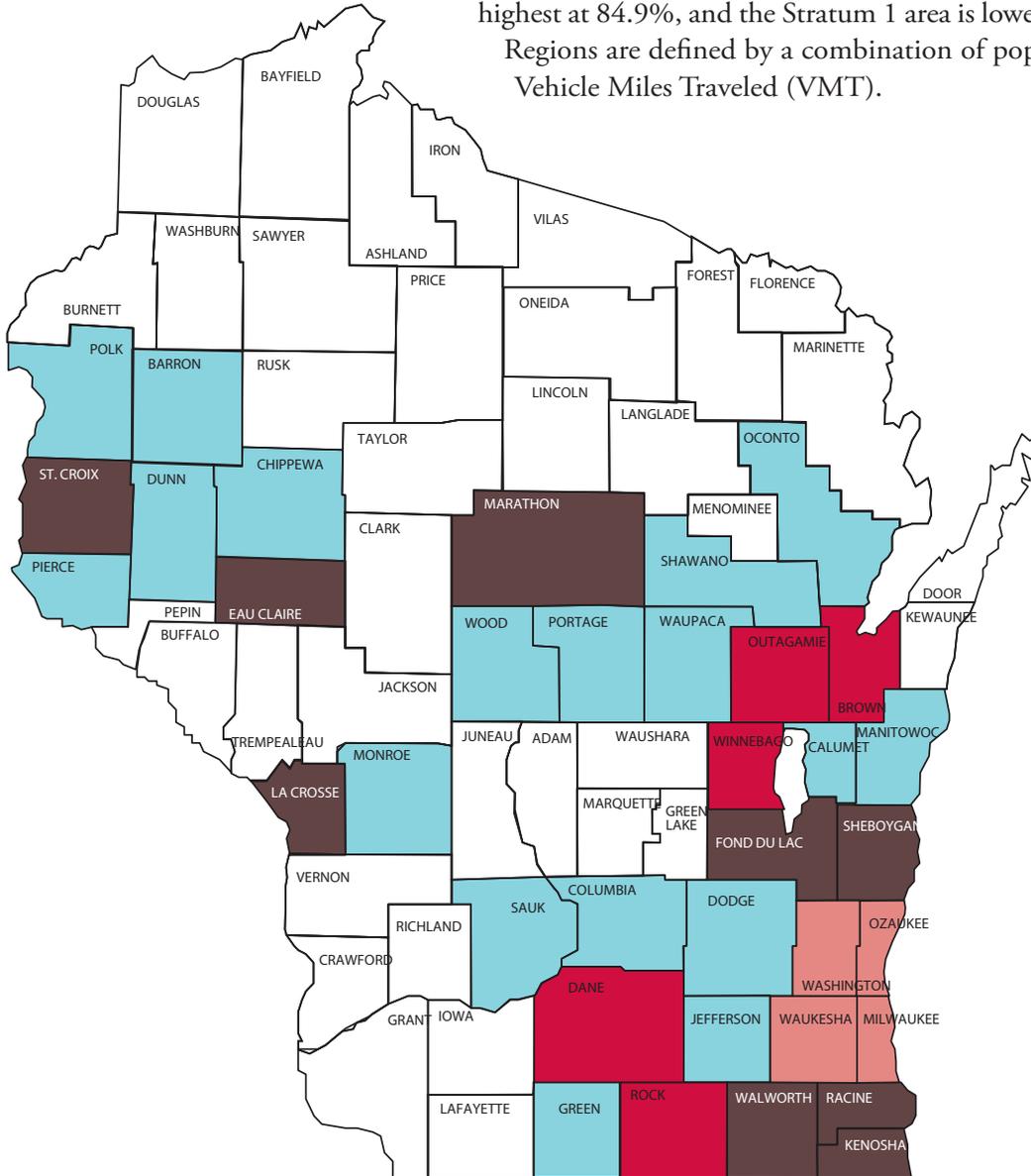
Still from CPS instructional video produced by WisDOT

## WISCONSIN SAFETY BELT SURVEY STRATA

### Belt Use by Region – Summer 2012

Belt use varies by 10.6% across the state. The Stratum 2 area is highest at 84.9%, and the Stratum 1 area is lowest at 74.3%.

Regions are defined by a combination of population and Vehicle Miles Traveled (VMT).



Strata	Belt Usage 2012 (%)
Stratum 1	74.3
Stratum 2	84.9
Stratum 3	77.5
Stratum 4	81.8

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

Source: WisDOA Demographic Services

implement multi-agency corridor projects providing overtime funding, increasing enforcement of Wisconsin's primary seat belt law.

**(405b) 2014-25-05-M2 \$400,000\***

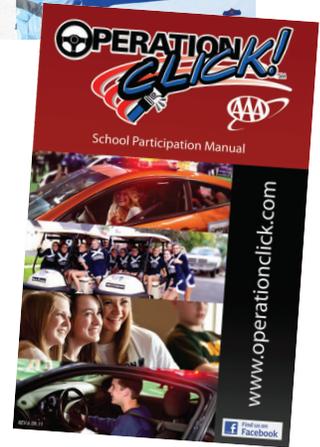
Non-overtime Equipment Grants.

**(402) 2014-20-06-OP \$192,000**



**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.
- Work with employers through the Wisconsin Compensation Rating Bureau and the Wisconsin Department of Workforce Development to encourage safety belt use for their employees by making it a work rule. Encourage law enforcement agencies that receive Federal Highway Safety program funds to develop and enforce an employee safety belt use policy.



**(405b) 2014-25-02-M2 \$100,000**

**(2011) 2014-24-02-K3 \$100,000**

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

**Funding for Paid Media will be found in the Community Programs Section**

**Child Passenger Safety (CPS)**

Support and administrative cost for statewide Child Passenger Safety Advisory Committee. Partnership with Wisconsin Information Network for Safety (WINS) to support and administer statewide CPS Training, ensuring that we recruit, train, and maintain a sufficient number of child passenger safety technicians. BOTS will work with WINS also to provide additional CPS training materials to community partners and local events.

**(2011) 2014-24-03-K3 \$135,000**

Grants for child safety restraints.

**(2011) 2014-24-06-K3 \$300,000**

CPS training for law enforcement agencies, judges and other safety partners.

**(405b) 2014-25-03-M2 \$75,000**

**Outreach Program**

Maintenance and upkeep for seatbelt and Rollover and upkeep, travel and 0.5 LTE.

**(405b) 2014-25-02-M2 \$40,000**

Youth and senior safety belt initiatives.

**(405b) 2014-25-03-M2 \$50,000**

\*Should additional dollars be available, more occupant protection enforcement will occur.

**Data and Program Evaluation**

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

**(405b) 2014-25-09-M2 \$110,000**

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

**(405b) 2014-25-09-M2 \$60,000**

<b>OCCUPANT PROTECTION—BUDGET SUMMARY</b>			
2014-20-01-OP	402	Program Management/Delivery	\$90,000
2014-24-02-K3	2011	CPS PI&E	\$100,000
2014-25-02-M2	405b	PI & E	\$140,000
2014-24-03-K3	2011	Training & Support-Technical	\$135,000
2013-25-03-K2	405b	Training & Support-Technical	\$125,000
2014-25-05-M2	405b	Enforcement	\$400,000
2014-20-06-OP	402	Equipment-LE	\$175,000
2014-24-06-K3	2011	Equipment-CSR	\$300,000
2014-25-09-M2	405b	Evaluation – Surveys	\$400,000
			<b>Total 402 \$265,000</b>
			<b>Total 405b \$835,000</b>
			<b>Total 2011 \$535,000</b>
			<b>Program Total \$1,635,000</b>

\*Amount obligated for enforcement activities may increase once we are informed of the amount of our award.



# Impaired Driving & Youth Program



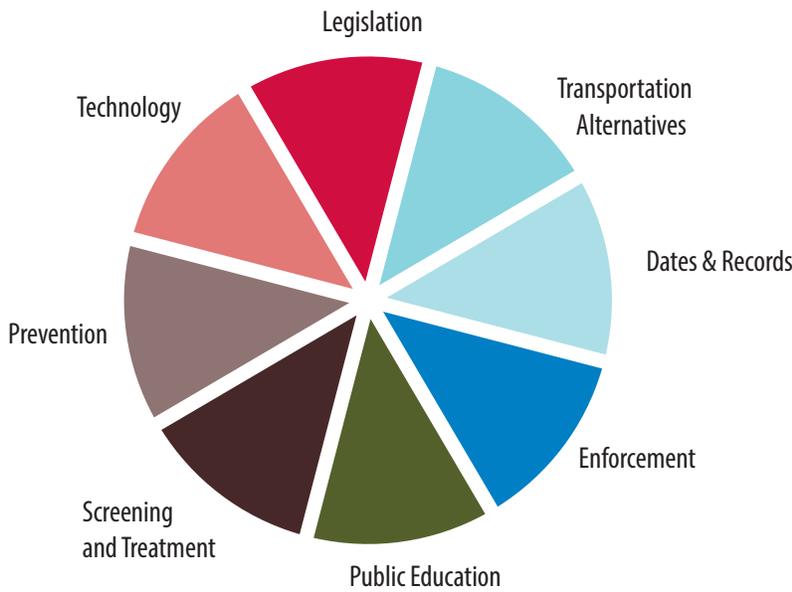
**Program Justification, Performance Goals and Measures**

As in years past, impaired driving continues to be a serious problem in Wisconsin.

The pie chart represents WisDOT’s belief that no one solution for this problem exists and illustrates the comprehensive approach that needs to be considered in each community. The size of the pie pieces does not reflect their relative importance which varies depending on where a community is located within the state. See the table below the pie chart, *Economic Loss from Traffic Crashes, 2012*.

Impaired driving has a high economic cost to the state, as determined using national cost estimates obtained from the National Safety Council (NSC). Applying this approach to 2012 crash statistics demonstrates the significant cost to the state.

**Comprehensive Approach to Addressing Impaired Driving**



In 2002 (Wisconsin’s base year), 8,922 alcohol related crashes resulted in 292 deaths (36% of all deaths) and 6,570 injuries. Wisconsin has seen an improvement—in 2012, 5,024 alcohol-related crashes resulted in 223 deaths and 2,907 injuries—but alcohol remains a factor in 37.1% of all deaths.

As the graph on the top right of page 19 illustrates, combined alcohol-related fatalities and incapacitating (‘A’) injuries have declined since 2003, with a significant decrease in fatalities each year between 2008 and 2012. In 2003, the alcohol fatality rate was 0.58 per 100M VMT compared to 0.38 per 100M VMT in 2011, a 34 percent decrease. The graph below provides the actual number of drivers killed each year since 2003 in crashes in which their alcohol concentration was above 0.08.

A five-year average, as displayed in the Performance Goals and Measures table, demonstrates Wisconsin’s success in 2012.

In 2012, 36,468 convictions for operating a motor vehicle while intoxicated were entered into driver records, compared to 39,330 in 2011. Please note that the final number of convictions in 2012 may

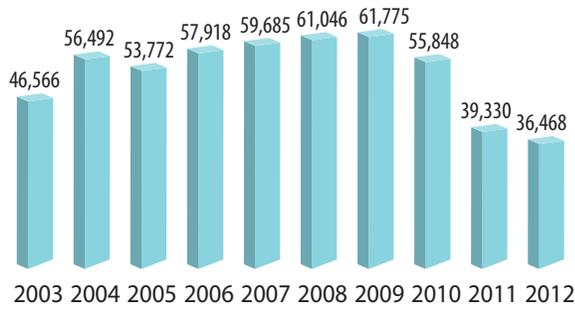
**Economic Loss from Traffic Crashes, 2012**

CRASH SEVERITY	TOTAL CRASHES	COST PER CRASH	TOTAL COST
Fatality (K)	223	\$1,441,000	\$321,434,000
Incapacitating (A)	508	\$71,600	\$36,372,800
Non-incapacitating (B)	1,377	\$23,000	\$31,671,000
Possible Injury (C)	1,022	\$13,000	\$13,286,000
Property Damage	5,024	\$9,200	\$46,220,800
<b>Total Economic Loss</b>			<b>\$448,893,600</b>

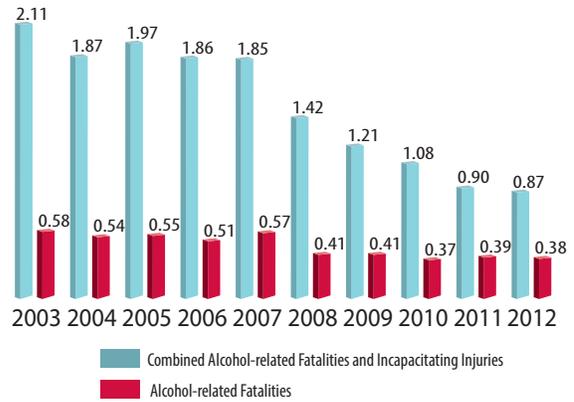
*\*Note that the injury categories are actual people injured, unlike the property damage crashes, which are events. All crashes—injury or not—have a property damage element. For a more complete explanation of items included in per occurrence estimates, visit [www.nsc.org](http://www.nsc.org).*

## Performance Goals and Measures

### OWI, Drug, Commercial OWI, and Implied Consent Convictions 2003-2012



### Alcohol Related Fatalities & 'A' Injuries Per 100M VMT



### Alcohol and Drug Related Motor Vehicle Crashes

2007-11 Baseline	11.84/100M VMT
2012 Goal	12.18/100M VMT
2012 Actual	9.40/100M VMT
2013 Goal	11.25/100M VMT

### Resulting Deaths and 'A' Injuries

2007-11 Baseline	1.88/100M VMT
2012 Goal	2.08/100M VMT
2013 Actual	1.54/100M VMT
2013 Goal	1.78/100M VMT

### Proportion of Alcohol and Drug Related Fatalities

2007-11 Baseline	48.88%
2012 Goal	45.68%
2012 Actual	53.24%
2013 Goal	46.44%

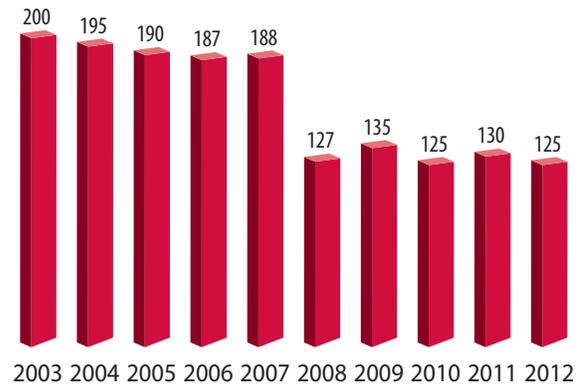
### Proportion of Alcohol and Drug Related Fatalities and 'A' Injuries

2007-11 Baseline	23.32%
2012 Goal	23.19%
2012 Actual	21.47%
2013 Goal	22.16%

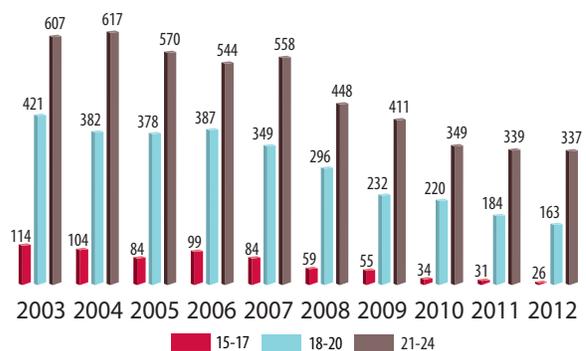
### Crashes Involving Alcohol (15-24 year olds)

2007-11 Baseline	261.85/100K pop.
2012 Goal	278.64/100K pop.
2012 Actual	195.19/100K pop.
2013 Goal	248.76/100K pop.

### Drivers Killed with Tested AC Higher than 0.08



### Alcohol Related Crashes by Age Group



yet increase, given the time it can take for the legal and technical processes to complete, before the actual conviction is posted to the DMV database.

Underage drinking and driving is also a problem that warrants a special, more tailored approach. In 2012, teen drivers accounted for 6% 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. BOTS will continue to aggressively address underage drinking.

Under MAP-21, Wisconsin is considered a mid-range state. As with other mid-range states, Wisconsin is required to convene a statewide impaired driving taskforce to develop a statewide impaired driving plan. That taskforce will convene on August 6, 2013 as part of the Bureau of Transportation Safety's Governor's Conference on Highway Safety. The plan will be completed and submitted by September 1, 2013.



**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) 2014-30-01-AL**

**\$90,000**

**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.

**(410) 2014-31-02-K8  
or 405d M5**

**\$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) 2014-39-04**

**\$500,000**

As an enhancement to law enforcement grants and efforts, additional funds will be provided to law enforcement agencies that coordinate alternative transportation in communities. Covered activity includes publicity, transportation costs and advertising including utilizing the “Zero in Wisconsin” campaign on all marketing and advertising materials. Targeted enforcement aimed to direct impaired event attendees to alternative transportation will also be considered. The UW Law School Resource Center on Impaired Driving provides checklists and assessment tools for communities to use when planning local festivals.

**(410) 2014-31-04-K8 or 405d M5**

**\$80,000**

**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. Provide overtime and equipment funding for sustained Alcohol Saturation Patrols consisting of at least monthly High Visibility Enforcement (HVE) overtime patrols, including nighttime enforcement, accompanied by media in targeted jurisdictions covering at least 65% of the states’ population using 2011 population estimates.

Communities that can demonstrate an underage drinking problem that creates a threat to youth and the public at large on Wisconsin roadways will be invited to submit proposals to prevent underage drinking and driving. Checklists and assessment tools will be

provided for communities to use when planning local festivals.

**(410) 2014-31-05-K8 or 405d M5**

**\$2,000,000**

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

**(402) 2014-30-06-AL**

**\$272,000**

**DRE (Drug Recognition Expert)**

The DRE Program supports a contracted coordinator position and includes expenses to train new DREs. In addition, costs are covered to provide continuous training and re-certification for existing DREs. DRE expenses, including instructor wages, travel to conferences, supplies (such as DRE kits), printing, postage, lodging and meals for students and instructors are covered. BOTS also supports DRE callouts to assist other agencies where a DRE evaluation is needed. In the case of a DRE evaluation where synthetic cannabinoids are suspected, BOTS will pay for the cost of the test.

Funding covers related programs including Advanced Roadside Impaired Driving Enforcement (ARIDE), Drugs that Impair Driving (8 hour drug block), Drug Impairment Training for Educational Professional (DITEP), and



Standard Field Sobriety Testing (SFST). For FY 2014, BOTS intends to expand the ARIDE program by increasing the number of classes to accommodate demand and to align with this national focus.

**(410) 2014-31-03-K8 or 405d M5                      \$200,000**

Drug Testing and Procedure Development—fund one FTE to continue to develop a procedure to enhance the efficient use of LC-MS/MS instrument. Once the procedure is developed, the State Lab of Hygiene will be in a better position to decrease its backlog and keep current with blood samples they receive from law enforcement. Funding also includes travel and training for State Lab of Hygiene scientists and funding to outsource 400 TSC blood samples.

**(410) 2014-31-03-K8 or 405d M5                      \$100,000**

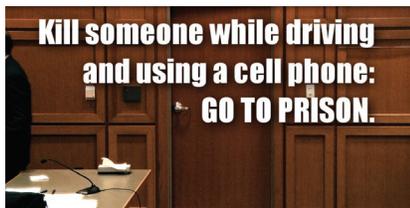
***Publicizing High Visibility Enforcement***

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

**Funding for Paid Media will be found in the Community Programs Section**

***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 offenders. Provide specialized training to prosecutors, judges, law enforcement, and others in the community. The “Traffic Safety Resource Prosecutor,” as defined by the federal rule, “means an individual or entity used by the State on a full-time basis to enhance the performance of a State’s judicial system by providing education and outreach programs and technical assistance to enhance the capability of prosecutors to effectively prosecute across-the-State traffic safety violations.” This position also provides technical assistance



to a wide variety of professionals such as law enforcement officers, Drug Recognition Experts, blood and alcohol testing staff, and policy development staff.

**(410) 2014-31-03-K8 or 405d M5                      \$180,000**

***Dane County Special Prosecutor on Traffic Crimes***

BOTS funds a specialized prosecutor to review, consult and prosecute serious and fatal crashes in Dane County. The dedicated prosecution team consists of members from the Dane County Sheriff’s Office, Madison Police Department, Wisconsin State Patrol, DOJ Victim Services, the Dane Co. DA’s Office, the Dane Co. Coroner’s Office. The team also works in conjunction with the NHTSA funded Traffic Safety Resource Prosecutor. Coordination of efforts result in consistent procedures for investigation and prosecution of crashes involving criminal charges. The purpose of this program is to not only provide better service in Wisconsin, but to disseminate lessons



learned throughout the state of Wisconsin through outreach and prosecutor trainings and conferences. This program also focuses heavily on earned and paid media to inform the public about the consequences of driving under the influence and other risky behaviors that could lead to prosecution for serious crimes.

**(410) 2014-31-03-K8 or 405d M5**

**\$150,000**

***Adjudication***

Work with DHS to fund start-up costs for OWI/drug court and implementing the program. Utilize best practices and lessons learned from the LaCrosse OWI drug court. Work with DHS to create a judicial liaison position modeled after the Traffic Safety Resource Prosecutor program. Partner with DHS to provide training for Screening and Brief Intervention and Treatment (SBIRT) practices targeting new and innovative programs.

**(410) 2014-31-03-K8 or 405d M5**

**\$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.

**(410) 2014-31-02-K8 or 405d M5**

**\$350,000**

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

BOTS will work with DHS to begin the process of evaluating the Wisconsin Assessment of the Impaired Driver (WAID) tool.

**(410) 2014-31-03-K8 or 405d M5**

**\$20,000**

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 possible after 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) 2014-39-04**

**\$731,600**

**Program Evaluation and Data**

Evaluate paid media through phone surveys

**(410) 2014-31-09-K8 or 405d M5**

**\$75,000**

**Youth Specific Program**

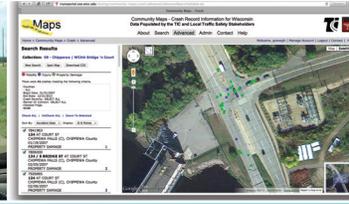
UW Law School Resource Center on Impaired Driving/DHS - Alcohol Policy support position - the role of this position has expanded to include the role public policy plays in shaping the alcohol environment as it relates to the underage drinker in Wisconsin. A large body of research indicates the public 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 DHS.

**(EUDL) 2014-37-05-JX**

**\$59,639**

<b>IMPAIRED DRIVING—BUDGET SUMMARY</b>			
2014-30-01-AL	402	Program Management/Delivery	\$90,000
2014-30-02-AL	402	PI&E	\$50,000
2014-31-02-M5	405d	PI&E	\$350,000
2014-31-03-M5	405d	Training & Support Technical	\$850,000
2014-31-04-M5	405d	Training & Support Community	\$80,000
2014-31-05-M5	405d	Enforcement	\$2,000,000
2014-30-06-AL	405d	Equipment	\$272,000
2014-39-04	568	Pre-trial Intervention Community Project	\$731,600
2014-39-04	531	Tavern League Safe Ride Program	\$500,000
2014-37-05-JX	EUDL	EUDL Training & Support Technical	\$59,639
2014-30-09-M5	405d	Evaluation	\$75,000
<b>Total 402</b>			<b>\$362,000</b>
<b>Total 405d</b>			<b>\$3,280,000</b>
<b>Total State</b>			<b>\$1,231,600</b>
<b>Total EUDL</b>			<b>\$59,639</b>
<b>Program Total</b>			<b>\$4,933,239</b>

Note: There may be \$410 carryover funds from the prior year. However, available carryover funds would be spent first in place of 405d-M5 funds.

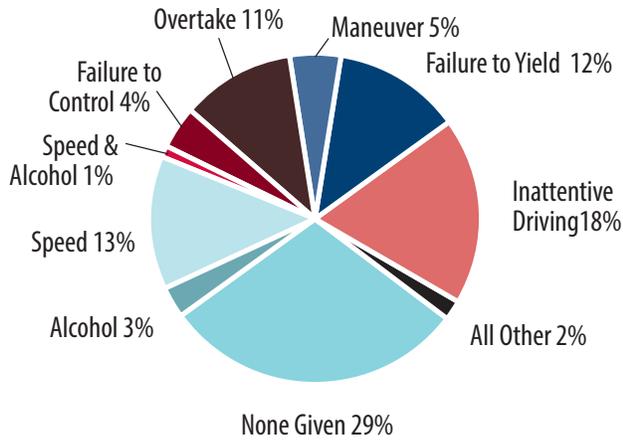


# Police Traffic Program



# PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

**2012 Possible Contributing Circumstances**

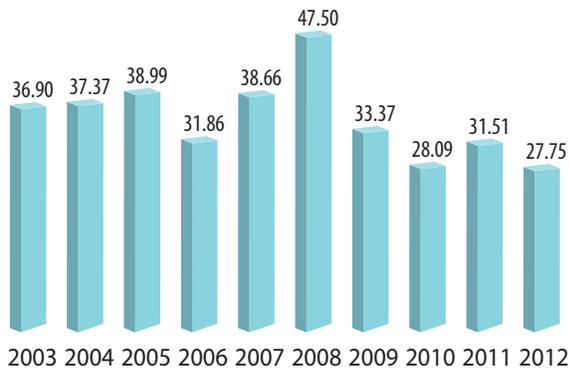


## Speed Crashes

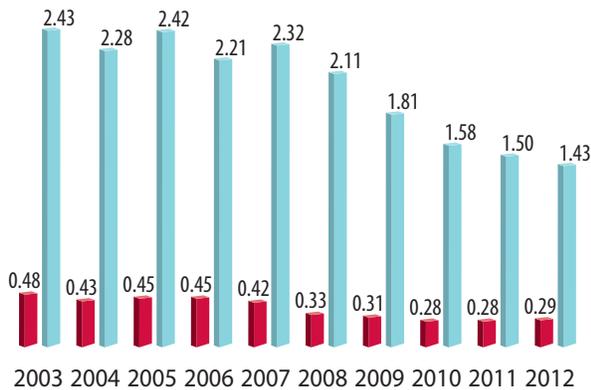
The number of crashes for which speed is recorded as a Possible Contributing Circumstance (PCC) is assumed to be far fewer than the number of crashes for which speed actually played a factor. This assumption is based on data that shows that speeding is the most commonly cited driver behavior and the most common type of driver-caused crash. Speed-related crashes resulted in 28% of all deaths and 18% of all injuries in 2012. In addition, 167 people died and 7,063 were injured in 16,169 speed-related crashes. In total, there were 192,653 convictions for speeding violations in 2012.

The challenge of accurately quantifying the speeding problem begins with recognizing that it is not enough to simply look for crashes where the PCC is marked as “speed.” Instead, one must consider other PCCs for which speed likely contributed: “Speed & Alcohol”, “Failure to Control”, “Overtake”, and “Failure to Yield,” to name a few. There continues to be a need for outreach and education to law enforcement officers to consider all the PCCs relevant to a crash, instead of noting only the most obvious PCC (e.g. alcohol).

**Speed Related Crashes/100M VMT**



**Speed Related Fatal and 'A' Injuries/100M VMT**





The inevitable result of improving crash categorization is to see an increase in crashes reported as speed-related. This makes it difficult to set and achieve a declining goal, but accuracy in reporting is paramount.

### Program Management

Coordinate, plan, and manage the state Enforcement and Aggressive Driving Program. Wage and fringe, data processing costs, 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) 2014-40-01-PT \$75,000**  
**(State) 2014-49-01 \$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.

#### Funding for PI&E will be located in Community Programs

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

**(402) 2014-40-02-PT \$275,000**

## PERFORMANCE GOALS AND MEASURES

Speed Related Crashes	
2007-11 Baseline	35.78/100M VMT
2012 Goal	34.04/100M VMT
2012 Actual	27.75/100M VMT
2013 Goal	33.99/100M VMT
Combined Fatalities and Serious 'A' injuries	
2007-11 Baseline	2.19/100M VMT
2012 Goal	2.24/100M VMT
2012 Actual	1.71/100M VMT
2013 Goal	2.08/100M VMT
Driver Possible Contributing Circumstances (PCC)	
Perception of risk of being ticketed for a speed violation will increase and speed will drop from the third most common driver PCC in 2002 to only 13% of driver PCC by 2013.	
2002 Baseline	13.8% of driver PCCs
2012 Goal	14.2% of driver PCCs
2012 Actual	13.4% of driver PCCs
2013 Goal	12.7% of driver PCCs





**Law Enforcement**

Plan statewide participation, encourage voluntary participation, and provide overtime funding for the speed and aggressive driving enforcement campaign and encourage coordination between county and local law enforcement by supporting HVE task-forces.

**(402) 2014-40-05-PT                      \$1,000,000**

Non-overtime Equipment Grants and Recognition for LE.

**(402) 2014-40-06-PT                      \$130,000**

**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.

**Paid Media will be located in Community Programs**

**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. Evaluate the effectiveness of the funding provided. Attempt to determine if speed related crashes were reduced in areas where agencies were funded.

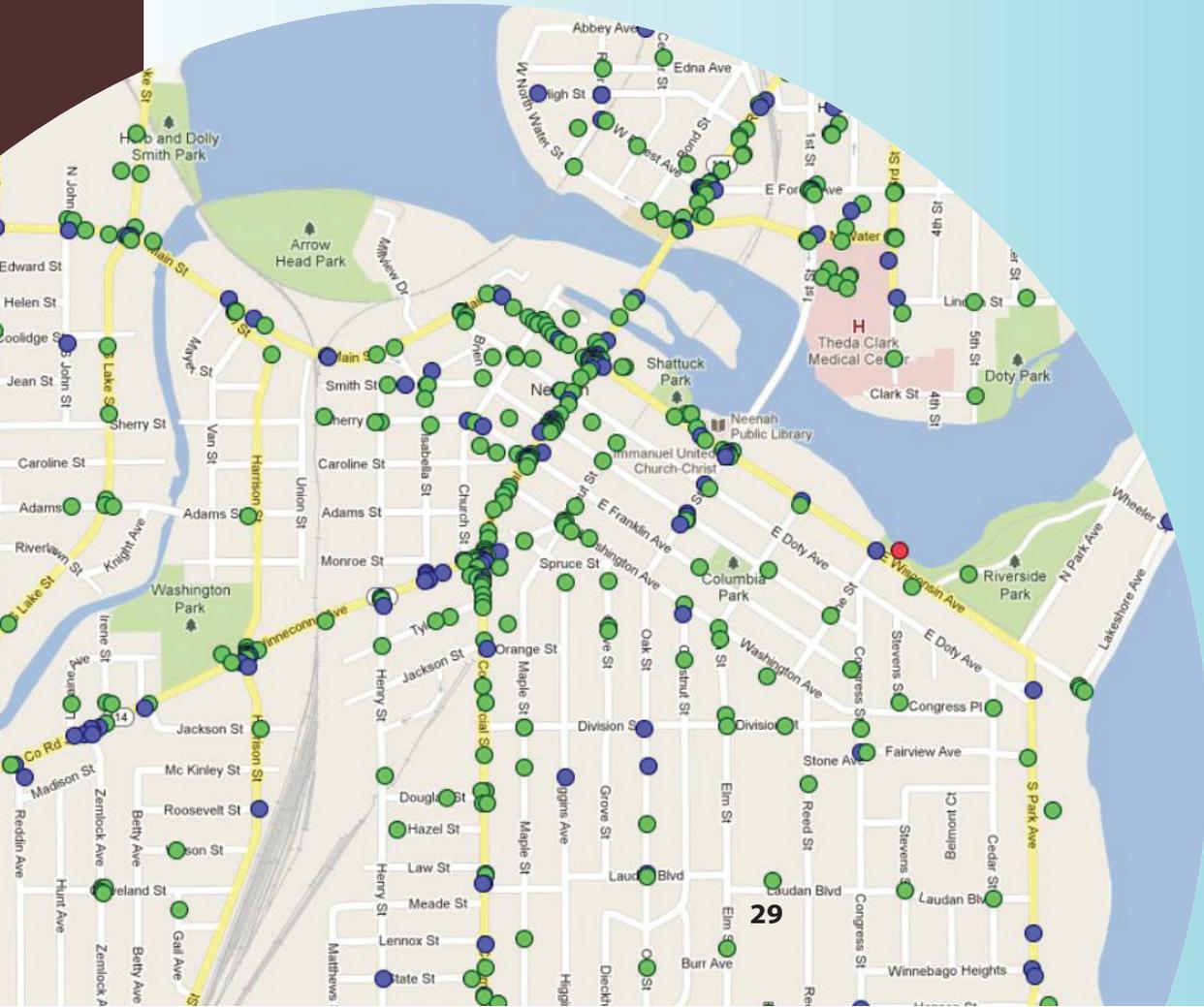
**Surveys included in CIOT and Alcohol surveys**

<b>POLICE TRAFFIC PROGRAM— BUDGET SUMMARY</b>			
2014-40-01-PT	402	Program Management - Federal	\$75,000
2014-49-01	State	Program Management - State	\$11,000
2014-40-02-PT	402	PI&E	\$275,000
2014-40-05-PT	402	Enforcement	\$1,000,000
2014-40-06-PT	402	Equipment	\$130,000
<b>402 Total</b>			<b>\$1,480,000</b>
<b>Total State</b>			<b>\$11,000</b>
<b>Program Total</b>			<b>\$1,491,000</b>

Location	
City/County	City/Municipality
On Hwy #	On Hwy St
Estimated Distance From Intersection	Direction From Intersection
From/To Hwy Type	From/To Street Name
Structure Type	Structure Number
Latitude	X Coordinate
Longitude	Y Coordinate
Address Control	Traffic Way
Travel Lanes	Road Curvature
Right of Way	Roadway Terrain
Roadway Class	Roadway Zone
Urban Road Factor	Urban Road Class
May Class	Day Class
Pop Class	Pop Class
On Roadway Link Other	



# Traffic Record Improvement Plan



# PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

## Justification

As with SAFETEA-LU, MAP-21 requires states to have a Traffic Records Coordinating Committee (TRCC) and a Traffic Records Coordinator to administer the Traffic Records Program. Members of the TRCC include owners, operators, collectors, and users of traffic records and public health and injury control data systems; highway safety, highway infrastructure, law enforcement, adjudication officials, public health, EMS, and other organizations. A list of the TRCC members can be found in appendix TR-1. The members of the TRCC have review and approval authority with respect to state highway safety data and systems. The TRCC members make decisions concerning membership, the Coordinator, changes to the state's multi-year Strategic Plan, and performance

measures used to demonstrate progress. Appendix TR-2 provides a copy of the Strategic Plan and appendix TR-3 is a Progress Report. All documents for prior 12 months are contained in Appendix supplement TR-4. Meetings are scheduled for July 2013, October 2013, January 2014, and May 2014. States are allowed to use grant funds for making data program improvements to core highway safety databases related to quantifiable, measurable, progress in any of the significant data program attributes of accuracy, completeness, timeliness, uniformity, accessibility, or integration. Following are a list of the project concepts that the TRCC has approved for grant funding.



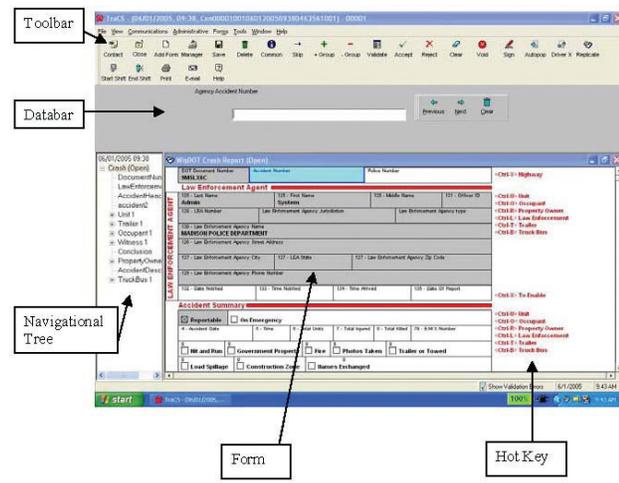
Crash Reports Retrieval Facility, Version 0.0.2, JULY 5, 2008

This is a pilot site. MVACC00 crash reports are available for 2003 and 2004. Click on the green download icon to retrieve a single crash report (PDF format). A red icon indicates there is no digitized crash report available. To download more than one report at a time (ZIP format), select the checkbox for each report and click Download Selected Reports (ZSR). Click the Help link for more information.

The Total Number of Records for this Query is 384.

Subselect All | Clear Selection | Download Selected Reports [PDF] | Download Result Set [Excel/CSV]

#	DOCTNM#	ACCDTMR	MCLFNMBR	ACCIDATE	COUNTY	MUNICIPALITY	HUNIMTYE	ONHWYDR	ONHWYDIR	ONHWY	ONHWY	ATHWY	ATHWY
<input type="checkbox"/>	1	6547041	030106460	03060310526	01/19/2003	BAYFIELD	BAYFIELD	C	013	N	013	FRONT	FRONT
<input type="checkbox"/>	2	6547042	030106461	03060310528	01/20/2003	BAYFIELD	BAYFIELD	C				N 3 ST	WASHINGTON
<input type="checkbox"/>	3	6547044	030203057	0306090193	01/22/2003	BAYFIELD	BAYFIELD	C				7 ST SOUTH	WETTEM
<input type="checkbox"/>	4	6547046	030402176	03191060105	04/01/2003	BAYFIELD	BAYFIELD	C				BALLFIELD RD	4 ST
<input type="checkbox"/>	5	6547047	030403010	03191070465	04/07/2003	BAYFIELD	BAYFIELD	C				N BROAD ST	WASHB
<input type="checkbox"/>	6	6547048	030405524	03211180806	04/18/2003	BAYFIELD	BAYFIELD	C				WASHINGTON AVE	N 2 ST
<input type="checkbox"/>	7	6547052	030510562	03291620417	05/25/2003	BAYFIELD	BAYFIELD	C				OLD DUMP RD	WASHB
<input type="checkbox"/>	8	6547053	030601950	03291630338	06/03/2003	BAYFIELD	BAYFIELD	C				BITTERHOOR AV	3 ST
<input type="checkbox"/>	9	6547057	030804270	03432400441	08/22/2003	BAYFIELD	BAYFIELD	C	013	N	013	MAVY P	MAVY P
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<input type="checkbox"/>	12	6567406	030406010	03211180698	04/19/2003	BAYFIELD	HUGHES	T				WASHINGTON AVE	REDWA
<input type="checkbox"/>	13	6567407	031012865	03613211964	01/29/2003	BAYFIELD	KEYSTONE	T					H
<input type="checkbox"/>	14	6567408	031105509	03623800537	11/12/2003	BAYFIELD	KEYSTONE	T	002	E	002		FEDERA
<input type="checkbox"/>	15	6567514	030100733	03030141674	01/09/2003	BAYFIELD	GRAND VIEW	T				D	LAKE OWEN DR
<input type="checkbox"/>	16	6567515	030104649	03060310544	01/24/2003	BAYFIELD	MASON	T				E	FOUR C
<input type="checkbox"/>	17	6567517	030106894	03060310548	01/25/2003	BAYFIELD	CABLE	T				M	63
<input type="checkbox"/>	18	6567518	030307294	03160601174	03/22/2003	BAYFIELD	CABLE	T					SILVER
<input type="checkbox"/>	19	6567627	030100150	03060310222	01/13/2003	BAYFIELD	KEYSTONE	T	002	E	002		SILVER
<input type="checkbox"/>	20	6567627	030100150	03060310222	01/13/2003	BAYFIELD	KEYSTONE	T	002	E	002		SILVER



## Program Management/Analysis

Coordinate, plan, and manage the traffic records program. Administer integrated TSRP and SHSP data sections. Attend TRCC meetings, participate in Strategic Plan development, and travel to national conference.

**(408) 2014-58-01-K9 or 405c M3 \$10,000**

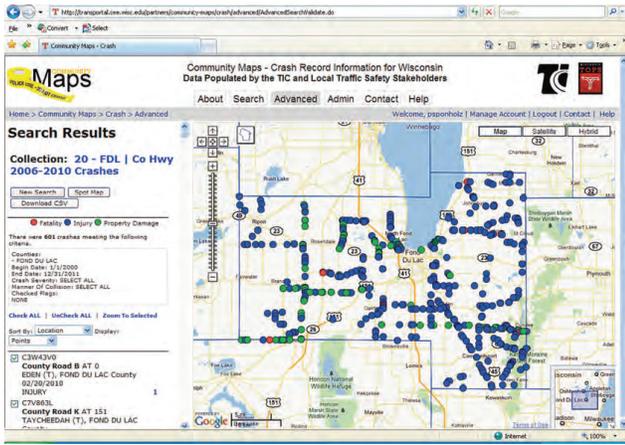
## Program Evaluation Analyst 1.0 FTE

**(402) 2014-50-01-TR \$90,000**

## Data Requirements Training

Department of Health Services will get a grant to train EMTs to ensure they are capturing and reporting all required data elements.

**(408) 2014-58-03-K9 or 405c M3 \$15,000**



### **TraCS/MACH Enhancements**

The Traffic and Criminal Software (TraCS) is a data collection tool used by law enforcement to submit crash, citation and other pertinent data electronically. WisDOT is receiving close to 95% of all citations and crashes electronically through TraCS. The Mobile Architecture for Communications Handling (MACH) software is a data collection and dissemination tool to be utilized by public safety agencies within Wisconsin. MACH provides patrol officers, law enforcement dispatchers and other public safety users with real time event and resource data displayed on a shared interactive map. Both TraCS

and MACH will need to incorporate new features and enhancements from both the state and national level.

**(408) 2014-58-03-K9 or 405c M3 \$176,150**

### **Safety Resource Data Portal**

Continue funding for the development and maintenance of the TRCC's multi-year Traffic Safety Data Resource Portal project.

**(408) 2014-58-03-K9 or 405c M3 \$33,800**

### **CODES Data Linkage**

Support improvements in collection of hospital inpatient and emergency data.

**(408) 2014-58-03-K9 or 405c M3 \$30,000**

Support implementation of linking Department of Health Services data with CODES.

**(408) 2014-58-03-K9 or 405c M3 \$42,000**

Support CODES analyses, reports, and updates to Internet site. Support data access as part of interstate cooperative agreements.

**(408) 2014-58-03-K9 or 405c M3 \$103,150**

### **Automation/ BadgerTraCS (Traffic and Criminal Software) Implementation**

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

**(1906) 2014-56-06-K10 \$148,845**

Operation and maintenance for Community maps.

**(408) 2014-58-03-K9 or 405c M3 \$40,000**

Development of prototype law enforcement traffic records data warehouse and retrieval system.

**(408) 2014-58-03-K9 or 405c M3 \$100,000**

Pilot test Wisconsin Wireless Rover (WiRover)—which would provide high-speed internet access to moving vehicles—in ambulance services in West Allis, WI.

**(408) 2014-58-03-K9 or 405c M3 \$100,000**



Support development of administrative interface for Research, Outreach, and Data Support (ROaDS) system, which captures public safety data directly from TraCS. Continue support and development of Community Maps, the statewide crash mapping project.

**(408) 2014-58-04-K9 or 405c M3**  
**\$203,900**

***Automated License Plate Reader Data***

Demonstration grant in which BOTS will pay one-third of the cost of a server for capturing data that is acquired

through license plate readers. This is being done in partnership with the Milwaukee Area ALPR Consortium.

**(408) 2014-58-06-K9 or 405c M3** **\$8,000**

***Safety Data Information System***

Research to facilitate guidance of effective and accurate assessment of KABCO Crash Severity Scale and the crash scene.

**(408) 2014-58-09-K9 or 405c M3** **\$70,000**

Investigate possibility of obtaining electronic crash data from Menominee Nation and incorporating that data for analysis with other MV4000 (crash) data.

**(408) 2014-58-09-K9 or 405c M3** **\$40,000**

<b>TRAFFIC RECORDS IMPROVEMENTS—BUDGET SUMMARY</b>			
2014-58-01-K9	408	Program and Planning	\$10,000
2014-50-01-TR	402	Evaluation Analyst	\$90,000
2014-58-03-K9	408	Training and Support - Technical	\$640,100
2014-58-04-K9	408	Training and Support - Community	\$203,900
2014-58-06-K9	408	Server - Equipment	\$8,000
2014-56-06-K10	1906	TraCS Hardware-Equipment	\$148,845
2014-58-09-K9	408	Assessments/Research	\$110,000
		<b>402 Total</b>	<b>\$90,000</b>
		<b>408 Total</b>	<b>\$972,000</b>
		<b>1906 Total</b>	<b>\$148,845</b>
		<b>Program Total</b>	<b>\$1,210,845</b>



# EMS Improvement Plan



## PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES



### Performance Goals and Measures

Injury to Death Ratios	
2009-11 Statewide 3 year average Baseline	73.5 to 1
2012 Goal	80.5 to 1
2012 Actual	65.3 to 1
2013 Goal	68.6 to 1
Safety Belt Use Rate in personal injury and fatal crashes will increase.	
2000 Statewide Baseline	65.4%
2012 Goal	83.2%
2012 Actual Usage	79.9%
2013 Goal	80.1%



### 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.

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 (Emergency Response)

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) 2014-60-02-EM**

**\$25,000**

### Rural Emergency Response Programs, Equipment & Training

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

**(402) 2014-60-03-EM**

**\$150,000**

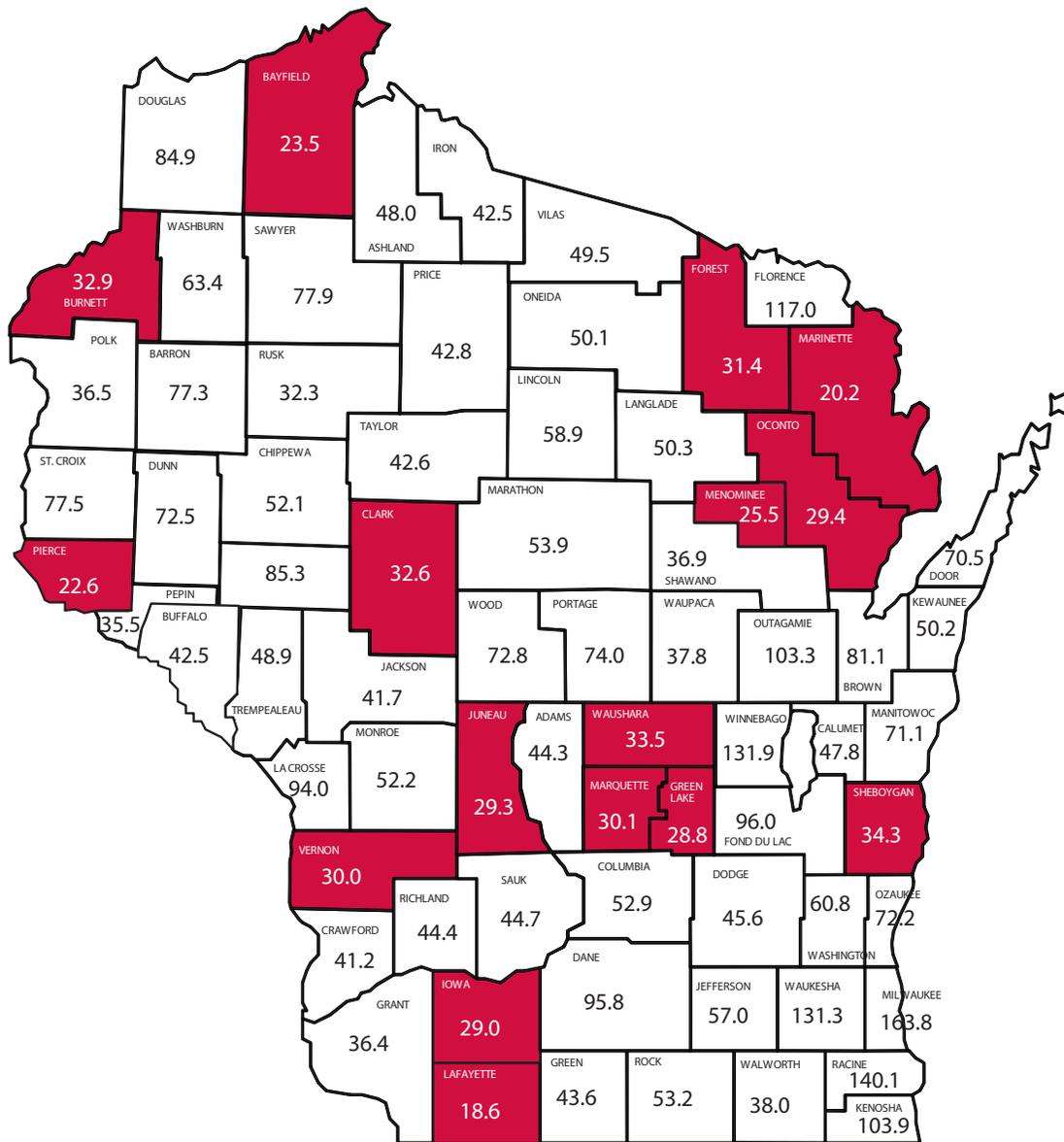
### One-Person Helmet Removal Study

Study two-person helmet removal as current practice, and one-person removal as an alternative. Project will include crash lab time and will yield a white paper of results.

**(402) 2014-60-09-EM**

**\$58,000**

## MAP 07-02: 2009-2011 3-Year Average Injury-to-Death Ratios



State Average Injury-to-Death Ratio	
2012	65.3
2009-2011	73.5

Shaded counties averaged at least one death per every 35 injuries over the past three years.

Source: WisDOT Crash Database

<b>EMERGENCY MEDICAL RESPONSE— BUDGET SUMMARY</b>			
2014-60-02-EM	402	PI&E	\$25,000
2014-60-03-EM	402	Training – Equipment	\$150,000
2014-60-09-EM	402	Evaluation	\$58,000
<b>Program Total</b>			<b>\$233,000</b>



# Motorcycle Safety



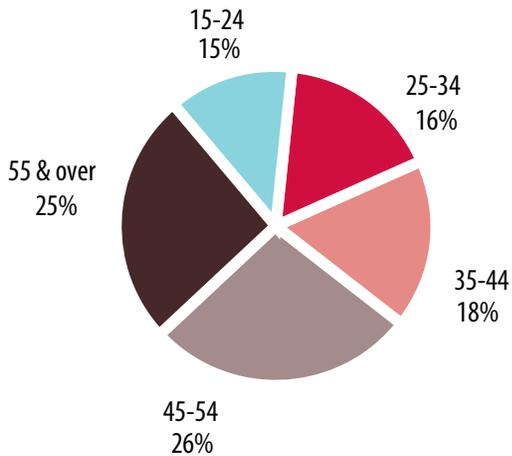
## PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Using a five-year rolling average (2008-2012), 95 people die and 713 people are seriously injured in motorcycle and moped crashes in Wisconsin. In 2012, 717 persons were seriously injured and 117 were killed in 2,964 reported crashes, involving motorcycles and mopeds. If you were a motorcyclist/mopedist in a reportable motorcycle or moped crash in 2012, you were most likely injured—only 440 motorcycle and moped crashes did not result in injury. The majority of these injuries are to people over the age of 35 years old. The chart below shows that 70% of the motorcycle fatalities and incapacitating injuries occur to individuals 35 years old and older.

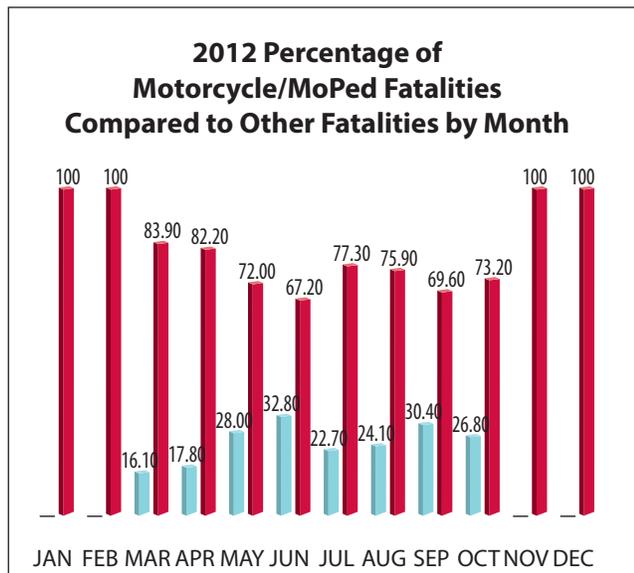


Motorcycling/Mopeding for the vast majority of riders is a seasonal endeavor. Very rarely does Wisconsin have a warm enough winter for even the most avid rider to continue around-the-year use. Motorcycle fatalities nonetheless accounted for 18% of total fatalities on Wisconsin roads in 2012. The graph following illustrates when those fatalities occurred and what a large share of the total fatalities, motorcyclists were (and are each year) during those months.

**2012 'K' & 'A' Injuries by Age Group**



**2012 Percentage of Motorcycle/MoPeds Fatalities Compared to Other Fatalities by Month**



As discussed in the Impaired Driving section, alcohol is also a significant concern in the motorcycle community. Of the 102 motorcycle and moped operators killed in 2012, 92 (91.2%) were tested for alcohol, and 32 (34.4%) of them had a positive blood alcohol content. The most disturbing part about motorcycle crashes is the percentage of injuries (including fatalities) over the total number of motorcycle crashes. Over the prior five years, 86% of motorcycle/moped crashes resulted in fatality or injury.

Another interesting thing that Wisconsin has been working on is the proper licensing of motorcyclists. As indicated below, the percent of improperly licensed motorcyclist/moped operators killed in fatal crashes has increased since last year.

Wisconsin's Motorcycle Rider Education Program has been a successful program for 30 years as of 2012. 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

**Percentage of Known Improperly Licensed Motorcycle/Moped Operators Riders Killed in Fatal Crashes 2010-2012**

2010	2011	2012
38%	39%	42%



training sites is expected to increase, creating an additional workload for the Motorcycle Safety Program. MAP-21 applications require that States provide the following relative to Motorcycle Riding Training Courses:

1. Copy of official state document identifying the designated state authority over motorcyclist safety issues – A copy of Wisconsin’s relevant Transportation Administrative Manual, Section RS-110 is located in appendix MC-1
2. Document showing the designated State authority approved the training curriculum that includes instruction in crash avoidance and other safety-oriented operational skills for both in-class and on-the-motorcycle is included in Wisconsin Administrative Code in chapter TRANS 129. A copy is located in appendix MC-2
3. Document regarding locations of the motorcycle rider training course being offered in the State is documented in appendix MC-3
4. Document showing that certified motorcycle rider training instructors teach the motorcycle rider training course is included in TRANS 129 in appendix MC-2
5. Description of the quality control procedures to assess motorcycle rider training courses and instructor training courses and actions taken to improve courses is included in the Wisconsin Motorcycle Safety Program Policy and Procedure Manual on pages 37-39 and is included in appendix MC-4

Requirements under MAP-21 also include the following requirements for Motorcyclist Awareness Program:

## PERFORMANCE GOALS AND MEASURES

<b>Motorcycle/MoPed Crashes</b>	
2007-11 Baseline	2,752
2012 Goal	2,632
2012 Actual	2,964
2013 Goal	2,614
<b>Combined Fatalities and Incapacitating Injuries in Motorcycle/MoPed Crashes</b>	
2007-11 Baseline	808
2012 Goal	791
2012 Actual	834
2013 Goal	767
<b>Motorcycle/MoPed Injuries</b>	
2007-11 Baseline	2,679
2012 Goal	2,584
2012 Actual	2,826
2013 Goal	2,545



1. Copy of official State document identifying the designated State authority over motorcyclist safety issues is included in Wisconsin's Transportation Administrative Manual, Section RS-110 is located in appendix MC-1.
2. Letter from the Governor's Representative for Highway Safety regarding the development of the motorcyclist awareness program is provided in appendix MC-5
3. Data used to identify and prioritize the State's motorcyclist safety program areas is provided in appendix MC-6 and MC-6a
4. Description of how the State achieved collaboration among agencies and organizations regarding motorcycle safety issues and organizations regarding motorcycle safety issues is provided in appendix MC-5.
5. Major Huxtable's letter in appendix MC-7 discusses the strategic communications plan.



Percentage of Riders in Fatal Crashes Not Wearing a Helmet 2002-2011									
2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
75%	78%	76%	74%	76%	78%	65%	77%	92%	78%

### Program Management

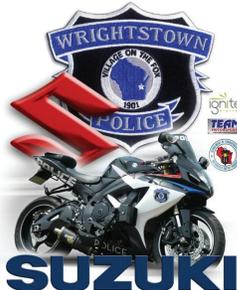
Coordinate, plan, and manage the Wisconsin Motorcycle Safety Program (WMSP). Assist the Wisconsin rider education program and WMSP through continued clerical support to training sites. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage. SMSA Membership Dues and Insurance.

**(State 562) 2014-79-01                      \$190,500**

### Personal Protective Equipment, Conspicuity, and Motorist Awareness

“May is Motorcyclist Awareness & Safety Month” media campaign. Aggressively promote motorists’ awareness of motorcycles as well as motorcyclist conspicuity and riding within one’s limitations. Duplicate and distribute the Motorcycle DVD.

**(402) 2014-70-02-MC                      \$100,000**





**Motorcycle Rider Education and Training**

Expand rider education courses to address novice, intermediate, and seasoned motorcyclists. Disseminate new Basic Rider Course 2013 curriculum.

**(2010) 2014-72-03-K6 or 405f M9 \$75,000**

Professional development of Rider Coach Trainers including conferences and workshops.

**(2010) 2014-72-03-K6 or 405f M9 \$10,000**

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

**(State 562) 2014-79-04 \$463,000**

Section 2010 will be used for the purchase of training motorcycles, three-wheel motorcycles/trikes, scooters, traffic (motorcycle) simulators and/or other motorcycle trainers and/or traffic simulators, as well as new training and support equipment, materials and motorcycle awareness.

**(2010) 2014-72-06-K6 or 405f M9 \$100,000**

**Motorcycle Operation Under the Influence of Alcohol or Other Drugs**

**Law Enforcement**

Participate in Impaired driving (HVE) High Visibility Enforcement and deterrence activities where there is the highest occurrence of motorcycle crashes and fatalities involving impaired motorcyclists.

**(410) 2014-31-05-K8 \$100,000**

**Communication and Outreach**

Continue expansion of the role Transportable High-End Rider Education Facility (THE REF) plays and the number of activities it participates in to promote all aspects of motorcycle awareness, safety, and rider education. Offer a variety of motorist and motorcyclist related training and awareness activities as well as promote appropriate Class M Endorsement for owners of all on-road motorcycles. Placement and promotion of SMARTrainers

**(402) 2014-70-04-MC \$220,000**

**Evaluation**

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 and events.

**(2010) 2014-72-09-K6 or 405f M9 \$15,000**

**Motorcycle Awareness and Motorist Education**

Using revenue generated from the sale of specialized Harley Davidson license plates, the Wisconsin Motorcycle Safety Program will develop a specific media campaign to aggressively promote motorists’ awareness of motorcycles. The campaign will be targeted to coincide with major motorcycling events occurring during the most active segment of the riding season.

**(State 562) 2014-79-07 \$90,000**

<b>MOTORCYCLE SAFETY—BUDGET SUMMARY</b>			
2014-79-01	562	Program Support - State	\$190,500
2014-70-02-MC	402	Public Information, Social Marketing	\$100,000
2014-72-03-K6	2010	Training and Support Technical	\$85,000
2014-70-04-MC	402	Training and Support Community	\$220,000
2014-79-04	562	Training and Support Community	\$463,000
2014-31-05-K8	410	Enforcement	\$100,000
2014-72-06-K6	2010	Equipment	\$100,000
2014-72-09-K6	2010	Evaluation	\$15,000
2014-79-07	562	Paid Media	\$90,000
<b>Total 402</b>			<b>\$320,000</b>
<b>Total 410</b>			<b>\$100,000</b>
<b>Total 2010</b>			<b>\$200,000</b>
<b>Total State 562</b>			<b>\$743,500</b>
<b>Total</b>			<b>\$1,363,500</b>



# Pedestrian and Bicycle Safety



## PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

### Pedestrian Crashes

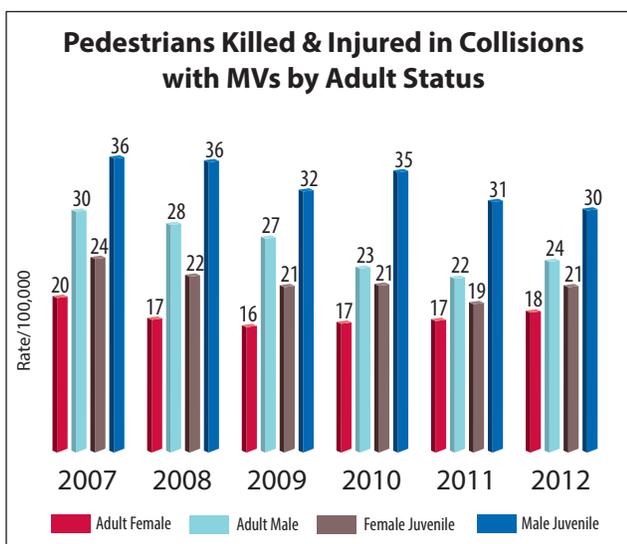
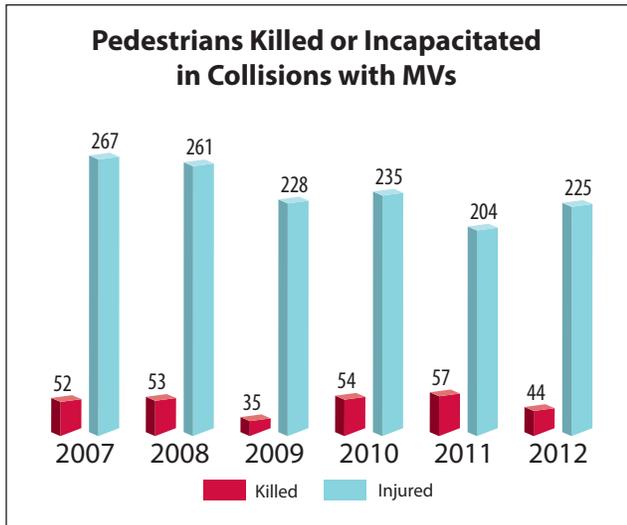
#### Justification

In 2012, 44 pedestrians died in pedestrian-motor vehicle crashes. This is a 12.0% decrease from the most recent 5-year average. Fatalities decreased by 22.8% from 2012. As illustrated in the graph, pedestrians killed or incapacitated in 2012 totaled 269 people. This represents a 63% 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 crash 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 1,236 pedestrian injuries reported in 2012, which is a 1.0% increase from the most recent five-year average. 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 usually most represented.



#### PERFORMANCE GOALS AND MEASURES

Pedestrian-Motor Vehicle Crashes	
2007-11 Baseline	22.35/100K pop.
2012 Goal	21.97/100K pop.
2012 Actual	22.39/100K pop.
2013 Goal	21.23/100K pop.
Combined Fatalities and Serious ‘A’ Injuries	
2007-11 Baseline	5.06/100K pop.
2012 Goal	5.06/100K pop.
2012 Actual	4.72/100K pop.
2013 Goal	4.80/100K pop.
Pedestrian Injuries	
2007-11 Baseline	22.43/100K pop.
2012 Goal	22.04/100K pop.
2012 Actual	22.44/100K pop.
2013 Goal	21.31/100K 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.

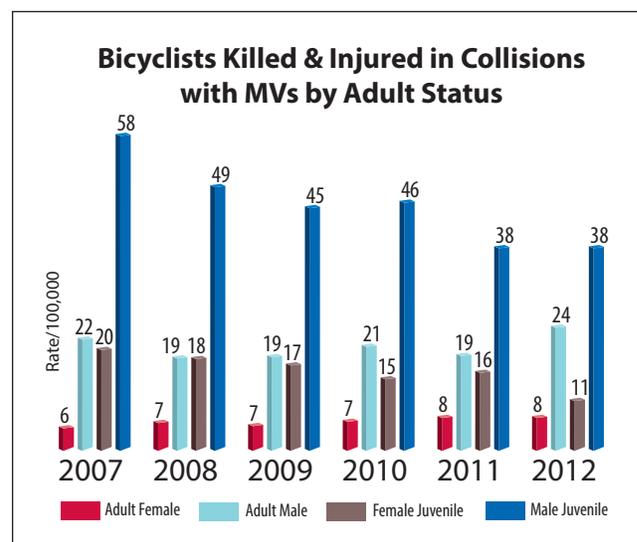
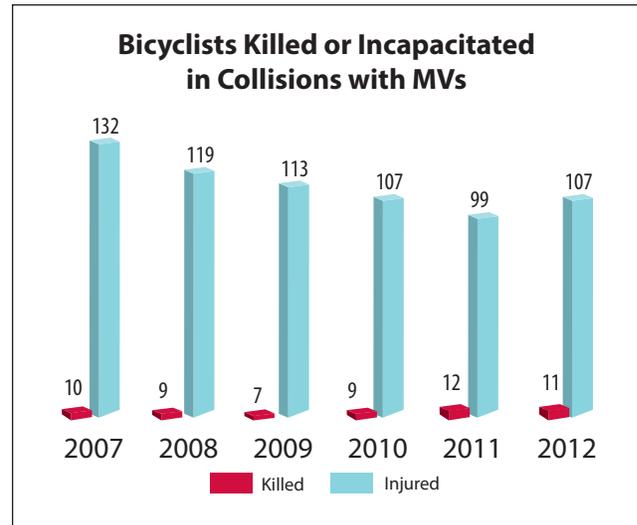
In 2012, 11 bicyclists died in bicycle-motor vehicle crashes. This is a 17% increase from the most recent 5-year average. Fatalities decreased 8.3% from 2011. As illustrated in the graph, bicyclists killed or incapacitated

in 2012 totaled 118 people. This represents a 3.9% decrease from the most recent 5-year average.

There were 1,049 total bicyclist injuries reported in 2012, which is a 3.1% increase from the most recent 5-year average. 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 right.

## PERFORMANCE GOALS AND MEASURES

Bicycle-Motor Vehicle Crashes	
2007-11 Baseline	18.98/100K pop.
2012 Goal	18.22/100K pop.
2012 Actual	20.09/100K pop.
2013 Goal	18.04/100K pop.
Combined Fatalities and Serious 'A' Injuries	
2007-11 Baseline	2.16/100K pop.
2012 Goal	2.14/100K pop.
2012 Actual	2.07/100K pop.
2013 Goal	2.05/100K pop.
Bicycle Injuries	
2007-11 Baseline	18.09/100K pop.
2012 Goal	17.51/100K pop.
2012 Actual	18.58/100K pop.
2013 Goal	17.18/100K 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. 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.

**(State) 2014-89-01** **\$75,000**

**Public Information and Education**

Work with partners to keep information up-to-date, add training brochures/information to DOT website. Continue to work with the variety of Drivers Education Programs to ensure beginning drivers receive the correct pedestrian/bicycle training. Build out program for pedestrian and bicycle conspicuity.

**(State) 2014-89-02** **\$11,000**

Continue to develop new material that educates all people involved in pedestrian/bicycle safety. Work in cooperation with Share and be Aware to develop new training/educational materials.

**(State) 2014-89-02** **\$30,000**

**(402) 2014-80-02-PS** **\$70,000**

**Training and Outreach Program**

Work with Teaching Safe Bicycling (TSB) instructors and the Safe Routes to School (SRTS) program to train elementary and middle school teachers on Bicycle and Pedestrian safety training sessions in their classes.

**(402) 2014-80-03-PS** **\$10,000**

A Pedestrian/Bicycle Ambassador Program to improve traffic safety by educating pedestrians and bicyclists as to State Law and Municipal Ordinance that regulates the movement of pedestrians and bicyclists within a different city in Wisconsin, potentially Milwaukee or La Crosse. This program seeks to educate the public using a variety of approaches including, public events, neighborhood rides, youth education, SRTS and collaborating with local police departments for enforcement efforts.

**(402) 2014-80-04-PS** **\$20,000**

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) 2014-80-03-PS** **\$10,000**

Work statewide with Safe Kids in to develop and pilot a pedestrian training program. Pilot program will work with five to ten schools, including training materials, handouts





and stop sign's, cross walk signals and other equipment. Program will be used to teach the teachers how to educate students on walking safely. The focus will likely be 6-10 year olds.

**(402) 2014-80-03-PS \$50,000**

Provide two or three training workshops on the organization and implementation of Walking Workshops. Train community members to organize and run walking workshops in their communities.

**(402) 2014-80-03-PS \$10,000**

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) 2014-80-03-PS \$20,000**

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

**(402) 2014-80-04-PS \$5,000**

The Wisconsin Statewide Bicycle and Pedestrian Safety Education project is a statewide road safety education campaign that will educate bicyclists, pedestrians, and motorists across the state to improve conditions and safety for people who bike and walk. A team of local Ambassadors will work across Wisconsin providing resources, tools, and support to local communities. Through this project, the Wisconsin Bike Federation will inform and inspire local citizens in every corner of the state to be safer road users. Local Ambassadors will promote road safety and etiquette through outreach at local community events, road safety classes, bicycle/pedestrian safety articles, media interviews, employee presentations at local businesses, and education of local law enforcement.

**(HSIP) 2014-89-04 \$255,000**

**Law Enforcement**

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

**(402) 2014-80-05-PS \$80,000**

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

**(402) 2014-80-03-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. Collect information on HVE in La Crosse and attempt to evaluate. Any evaluation will likely be done by internal staff.

**(402) 2014-80-09-PS**

**\$5,000**

<b>PEDESTRIAN &amp; BICYCLE SAFETY—BUDGET SUMMARY</b>			
2014-89-01	562	Program Management - State	\$75,000
2014-80-02-PS	402	PI&E - Federal	\$70,000
2014-89-02	562	PI&E - State	\$41,000
2014-80-03-PS	402	Training and Support Technical	\$110,000
2014-80-04-PS	402	Training and Support Community	\$25,000
2014-89-04	HSIP	Training and Support Community	\$255,000
2014-80-05-PS	402	Enforcement	\$80,000
2014-80-09-PS	402	Evaluation	\$5,000
<b>402 Total</b>			<b>\$290,000</b>
<b>State 562</b>			<b>\$116,000</b>
<b>HSIP Total</b>			<b>\$255,000</b>
<b>Program Total</b>			<b>\$661,000</b>



# Community Traffic Safety



**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. 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 WisDOT 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**

<b>Attendance at County/City Traffic Safety Commission Meetings</b>
90% of meetings scheduled in 72 Counties and City of Milwaukee
<b>Grant Monitoring by BOTS Staff</b>
100% of law enforcement and other contracts entered into with local units of government
<b>Overall Goal</b>
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) 2014-90-01-CP**

**\$284,000**



**Grant Management System Maintenance and Hosting**

(402) 2014-90-04-CP \$137,850

**Outreach Program**

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

(402) 2014-90-04-CP \$50,000

**Public Information and Education**

Contract with DaneNET for production of Traffic Safety Reporter, Web design and distribution costs.

(402) 2014-90-02-CP \$50,000

**Public Information and Education**

Multiple program information outreach

(402) 2014-90-02-PM \$535,000

**Paid Media**

Contract for Paid Media for all major behavioral areas.

(402) 2014-90-07-PM \$800,000

(410) 2014-31-07-PM \$400,000

**Conferences and Meetings**

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

(402) 2014-90-04-CP \$50,000

COMMUNITY TRAFFIC SAFETY PROGRAMS—BUDGET SUMMARY			
2014-90-01-CP	402	Program Management - Community Outreach/Monitoring	\$284,000
2014-90-02-CP	402	PI&E	\$585,000
2014-90-04-CP	402	Training and Support - Community	\$237,850
2014-31-07-PM	410	Paid Media	\$400,000
2014-90-07-PM	402	Paid Media	\$900,000
<b>402 Total</b>			<b>\$2,006,850</b>
<b>410 Total</b>			<b>\$400,000</b>
<b>Program Total</b>			<b>\$2,406,850</b>





# Appendix

## Section III



APPENDIX 1:

# PAID MEDIA PLAN WISDOT BUREAU OF TRANSPORTATION SAFETY



The Bureau of Transportation Safety (BOTS) will utilize the Click It or Ticket and Drive Sober or Get Pulled Over 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 2014 schedule for paid media for the May Mobilization and the August 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.

## APPENDIX 2: EQUIPMENT—PREAPPROVED AND NOT ALLOWABLE

Note: To verify equipment eligibility for your grant, contact your SPM or RPM.

### ELIGIBLE, "CAN"

#### **Speed/Safety Enforcement**

48" Fluorescent Enforcement Zone Signs  
 Cage bars for squads  
 Cones – reasonable amount  
 Direction Flashlights/Light Batons  
 DL Scanners  
 "Fatal Vision" Goggles  
 Laser  
 Lights – Emergency Vehicle Lighting, Light bars  
 Mobile Digital Communicator (MDC)  
 Multi-band Radios (Expensive: approx. \$6,000): A quote is needed to determine what % will be used for enforcement  
 On-site Pole Speed Sign  
 PBTs  
 Radar - IACP Approved Speed Enforcement RADAR/LIDAR Devices  
 Speed Display Board  
 Standard Radios (approx. \$2,000 each) – Handheld and vehicle mounted  
 Seatbelt Cutters  
 TraCS Compatible Equipment:  
   Laptops: *Panasonic* "Tough Book" approx. \$3,700  
   Docking Station: and Power Supply, Mounting Hardware  
   Thermal Printer: Printer Cables, Printer Mount  
   GPS – not on its own; only with other TraCS items  
 Vehicles – vehicle purchases require: 1. BOTS to be added to the title 2. Proof of Insurance 3. Proper Disposal  
 Vests – Need to use (be worn) during HVE as well as standard enforcement.  
 Video – Digital Squad Video Recorders and Personal Recorders

#### **Alcohol Enforcement**

"Fatal Vision" Goggles  
 Lights – Emergency Vehicle Lighting, Light bars  
 PBTs  
 Standard Radios (approx. \$2,000 each) – Handheld and vehicle mounted  
 Video – Digital Squad Video Recorders and Personal Recorders

#### **Seatbelt Enforcement**

No equipment will be allowed on Seat Belt Enforcement Grants.

### NON-ELIGIBLE, "CAN'T"

Bicycles  
 Digital Cameras  
 Emitters  
 Gloves  
 Hard mount LED pedestrian and stop signs  
 License Plate Readers  
 Measuring Wheels  
 Parkas  
 Printer Paper for TraCS Printers  
 Radio "Base" Station  
 Raincoats  
 Rear plastic squad seats  
 Software – that is a RMS (Records Management System: i.e. *Visionare*)  
 Tasers  
 Tire Deflation Devices (stop sticks or spike strips)  
 Ultrabooks  
 Uniforms  
 Vehicle Window Tint Meter  
 Weapons & Ammo & Related Accessories  
 Warranties

**APPENDIX 3:****SAFETY: PARTNERS, COMMITTEES, AND ORGANIZATIONS**

Not an exhaustive list.

AAA <a href="http://www.autoclub.com">www.autoclub.com</a>	Marshfield Clinic – Center for Community Outreach <a href="http://www.marshfieldclinic.org/patients/?page=cco">www.marshfieldclinic.org/patients/?page=cco</a>	Wisconsin Clearinghouse for Prevention Resources <a href="http://wch.uhs.wisc.edu/">http://wch.uhs.wisc.edu/</a>
AARP <a href="http://www.aarp.org">www.aarp.org</a>	Medical College of Wisconsin – Injury Research Center	Wisconsin Department of Health Services <a href="http://dhs.wisconsin.gov">http://dhs.wisconsin.gov</a>
Alcohol and Other Drug Abuse Program <a href="http://dpi.wi.gov/sspw/aodaprogram.html">http://dpi.wi.gov/sspw/aodaprogram.html</a>	National Highway Traffic Safety Administration <a href="http://www.nhtsa.dot.gov">www.nhtsa.dot.gov</a>	Wisconsin Juvenile Officers Association <a href="http://www.wjoa.com">www.wjoa.com</a>
Bicycle Federation of Wisconsin <a href="http://www.bfw.org/">http://www.bfw.org/</a>	Pacific Institute for Research and Evaluation <a href="http://www.pire.org">www.pire.org</a>	Wisconsin Department of Justice <a href="http://www.doj.state.wi.us/">http://www.doj.state.wi.us/</a>
The Century Council <a href="http://www.centurycouncil.org">www.centurycouncil.org</a>	Safe Routes to School <a href="http://www.dot.wisconsin.gov/localgov/aid/saferoutes.htm">http://www.dot.wisconsin.gov/localgov/aid/saferoutes.htm</a>	Wisconsin Office of Justice Assistance <a href="http://oja.state.wi.us">http://oja.state.wi.us</a>
DOT- Division of Motor Vehicles	State Council On Alcohol and other Drug Abuse <a href="http://www.scaoda.state.wi.us">www.scaoda.state.wi.us</a>	Wisconsin Department of Natural Resources <a href="http://www.dnr.state.wi.us">www.dnr.state.wi.us</a>
DOT-Planning	Substance Abuse and Mental Health Services Administration <a href="http://www.samhsa.gov/index.aspx">www.samhsa.gov/index.aspx</a>	WI-PAN (Wisconsin Partnership for Activity and Nutrition)
Driving Skills for Life – The Ford Motor Company <a href="http://www.drivingskillsforlife.com">www.drivingskillsforlife.com</a>	Tavern League of Wisconsin <a href="http://www.tlw.org">www.tlw.org</a>	Wisconsin Safety Patrol Congress Wisconsin Safety Patrols, Inc.
Federal Highway Administration <a href="http://www.fhwa.dot.gov">www.fhwa.dot.gov</a>	Traffic Records Coordinating Committee UW Milwaukee UW Resource Center on Impaired Driving <a href="http://www.law.wisc.edu/rcid">www.law.wisc.edu/rcid</a>	Wisconsin State Lab of Hygiene <a href="http://www.slh.wisc.edu">www.slh.wisc.edu</a>
Office of Juvenile Justice and Delinquency Prevention <a href="http://ojjdp.ncjrs.org">http://ojjdp.ncjrs.org</a>	University of Wisconsin System Administration WE Bike <a href="http://www.bfw.org">www.bfw.org</a>	Wisconsin Technical College System Wisconsin Department of Tourism <a href="http://www.agency.travel.wisconsin.com">www.agency.travel.wisconsin.com</a>
Law Enforcement Agencies	Wisconsin Department of Children and Families <a href="http://dcf.wi.gov/">http://dcf.wi.gov/</a>	Wisconsin Walks <a href="http://www.wisconsinwalks.org/">http://www.wisconsinwalks.org/</a>
Governor's Bicycle Coordinating Council Governor's Council Subcommittee		
HSP stakeholder input: April and May, 2012		
ISP granting agencies		
La Crosse OWI Treatment Court <a href="http://www.co.lacrosse.wi.us/humanservices/js/owi.htm">http://www.co.lacrosse.wi.us/humanservices/js/owi.htm</a>		
MADD <a href="http://www.madd.org">www.madd.org</a>		

**APPENDIX 5:**

**HIGHWAY SAFETY PROGRAM COST SUMMARY  
"217PLAN"**

July 2013 • Number 14-01 • HW217 • FFY 2014

PROGRAM AREA	APPRVD PROGRAM COSTS	STATE/LOCAL FUNDS	FEDERALLY FUNDED PROGRAMS			
			PREVIOUS BAL	INCRE/(DECRE)	CURRENT BAL	FEDERAL SHARE TO LOCAL
PA	297,000.00	530,000.00	297,000.00	0.00		74,250.00
OP	282,000.00	0.00	265,000.00	17,000.00		175,000.00
PM	900,000.00	0.00	1,000,000.00	(100,000.00)		135,000.00
AL	362,000.00	90,500.00	360,000.00	2,000.00		345,000.00
PT	1,480,000.00	370,000.00	3,475,000.00	(1,995,000.00)		3,073,750.00
TR	90,000.00	22,500.00	0.00	90,000.00		0.00
EM	233,000.00	58,250.00	175,000.00	58,000.00		87,500.00
MC	320,000.00	80,000.00	902,000.00	(582,000.00)		647,250.00
PS	290,000.00	72,500.00	320,000.00	(30,000.00)		178,750.00
CP	2,006,850.00	501,712.50	817,850.00	1,189,000.00		226,250.00
<b>Total 402</b>	<b>6,260,850.00</b>	<b>1,725,462.50</b>	<b>7,611,850.00</b>	<b>(1,351,000.00)</b>	<b>0.00</b>	<b>4,942,750.00</b>
405-K2	0.00	0.00	3,040,000.00	(3,040,000.00)		
405b	835,000.00	5,895,000.00	0.00	835,000.00		
408 or 405c	1,152,000.00	214,950.00	1,052,200.00	99,800.00		
410 or 405d	3,780,000.00	9,456,000.00	3,590,500.00	189,500.00		
1906-K10	0.00	187,250.00	263,620.00	(263,620.00)		
2010 or 405f	300,000.00	0.00	250,000.00	50,000.00		
2011-K3	535,000.00	555,000.00	430,000.00	105,000.00		
406-K4	0.00	0.00	654,300.00	(654,300.00)		
<b>ALL FUNDS</b>	<b>12,027,850.00</b>	<b>18,033,662.50</b>	<b>12,862,850.00</b>	<b>(3,375,320.00)</b>	<b>0.00</b>	<b>4,942,750.00</b>

State Officials Authorized Signature:

Federal Official(s) Authorized Signature:

NAME

NHTSA - NAME

FHWA - NAME

TITLE

TITLE

TITLE

DATE

DATE

DATE

EFFECTIVE DATE

**APPENDIX 6:**  
**DETAILED BUDGET**  
 FFY 2014 HIGHWAY SAFETY PLAN BUDGET

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
<b>PLANNING &amp; ADMINISTRATION (PA)10</b>					
2014-10-01	Planning & Administration	297,000			74,250
402	(PA)	297,000			74,250
2014-19-01	402 Match		530,000		
State	(562)		530,000		
<b>TOTAL PLAN &amp; ADMIN FUNDS</b>		<b>297,000</b>	<b>530,000</b>	<b>827,000</b>	<b>74,250</b>
<b>OCCUPANT PROTECTION 20</b>					
2014-20-01	Program Mgmt	90,000			48,000
2014-20-06	Equipment	192,000			192,000
<b>402</b>	<b>(OP)</b>	<b>282,000</b>		<b>282,000</b>	<b>192,000</b>
2014-24-02	PI&E	100,000			75,000
2014-24-03	Training - Technical	135,000			67,500
2014-24-06	CPS Equipment	300,000			300,000
<b>2011</b>	<b>(2011 - K3)</b>	<b>535,000</b>	<b>0</b>	<b>535,000</b>	<b>442,500</b>
2014-25-02	PI&E	140,000			70,000
2014-25-03	Training - Technical	125,000			62,500
2014-25-05	Enforcement	400,000			400,000
2014-25-09	Evaluation	170,000			170,000
<b>405b Incentive</b>	<b>(405-M2)</b>	<b>835,000</b>		<b>835,000</b>	<b>702,500</b>
<b>TOTAL OCC PROTECT FUNDS</b>		<b>1,652,000</b>	<b>0</b>	<b>1,652,000</b>	<b>1,337,000</b>

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
<b>IMPAIRED DRIVING— Youth Program Plan (30)</b>					
2014-30-01	Program Mgmt	90,000			22,500
2014-30-06	PI&E	272,000			136,000
<b>402</b>	<b>(AL)</b>	<b>362,000</b>	<b>0</b>	<b>362,000</b>	<b>158,500</b>
2014-31-02	PI&E	350,000			87,500
2014-31-03	Training - Technical	850,000			425,000
2014-31-04	Training - Community	80,000			80,000
2014-31-05	Enforcement	2,000,000			2,000,000
<b>410 &amp; 405d</b>	<b>(K8 &amp; M5 )</b>	<b>3,280,000</b>			<b>2,592,500</b>
<b>USDOJ</b>	<b>EUDL</b>	<b>59,639</b>			
State 568	Pre-trial Intervention		731,600		
State 531	Safe Ride Programs		500,000		
State			1,231,600		
<b>TOTAL IMPAIRED/YOUTH DRIVING FUNDS</b>		<b>3,701,639</b>	<b>1,231,600</b>	<b>4,933,239</b>	<b>2,751,000</b>

<b>POLICE TRAFFIC SERVICES (PTS) 40</b>					
2014-40-01	Program Mgmt	75,000			18,750
2014-40-02	PI & E	275,000			137,500
2014-40-05	Enforcement	1,000,000			1,000,000
2014-40-06	Equipment	130,000			130,000
<b>402-PT</b>	<b>402-PT</b>	<b>1,480,000</b>	<b>0</b>	<b>1,480,000</b>	<b>1,286,250</b>
2014-49-01	Program Mgmt		11,000		
<b>TOTAL</b>	<b>Total PTS</b>	<b>1,480,000</b>	<b>11,000</b>	<b>1,491,000</b>	<b>1,286,250</b>

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
<b>HIGHWAY SAFETY INFORMATION (Traffic Records) 50</b>					
2014-50-01	Program Mgmt	90,000			22,500
<b>402</b>	<b>402-TR</b>	<b>90,000</b>			<b>22,500</b>
2014-58-01	PI&E	10,000			5,000
2014-58-03	Training - Technical	640,100			320,050
2014-58-04	Training - Community	203,900			203,900
2014-58-06	Equipment	8,000			8,000
2014-58-09	Evaluation	110,000			110,000
<b>408 &amp; 405c</b>	<b>(K9 &amp; M3)</b>	<b>972,000</b>	<b>0</b>	<b>972,000</b>	<b>729,000</b>
2014-56-06	Equipment	148,845			148,845
1906	(K10)	148,845			148,845
<b>TOTAL RECORDS FUNDS</b>		<b>1,210,845</b>	<b>0</b>	<b>1,210,845</b>	<b>967,845</b>

<b>INJURY CONTROL—EMERGENCY RESPONSE 60</b>					
2014-60-02	PI & E	25,000			25,000
2014-60-03	Training - Technical	150,000			150,000
2014-60-09	Evaluation	58,000			58,000
<b>402</b>	<b>(EM)</b>	<b>233,000</b>	<b>0</b>	<b>233,000</b>	<b>233,000</b>

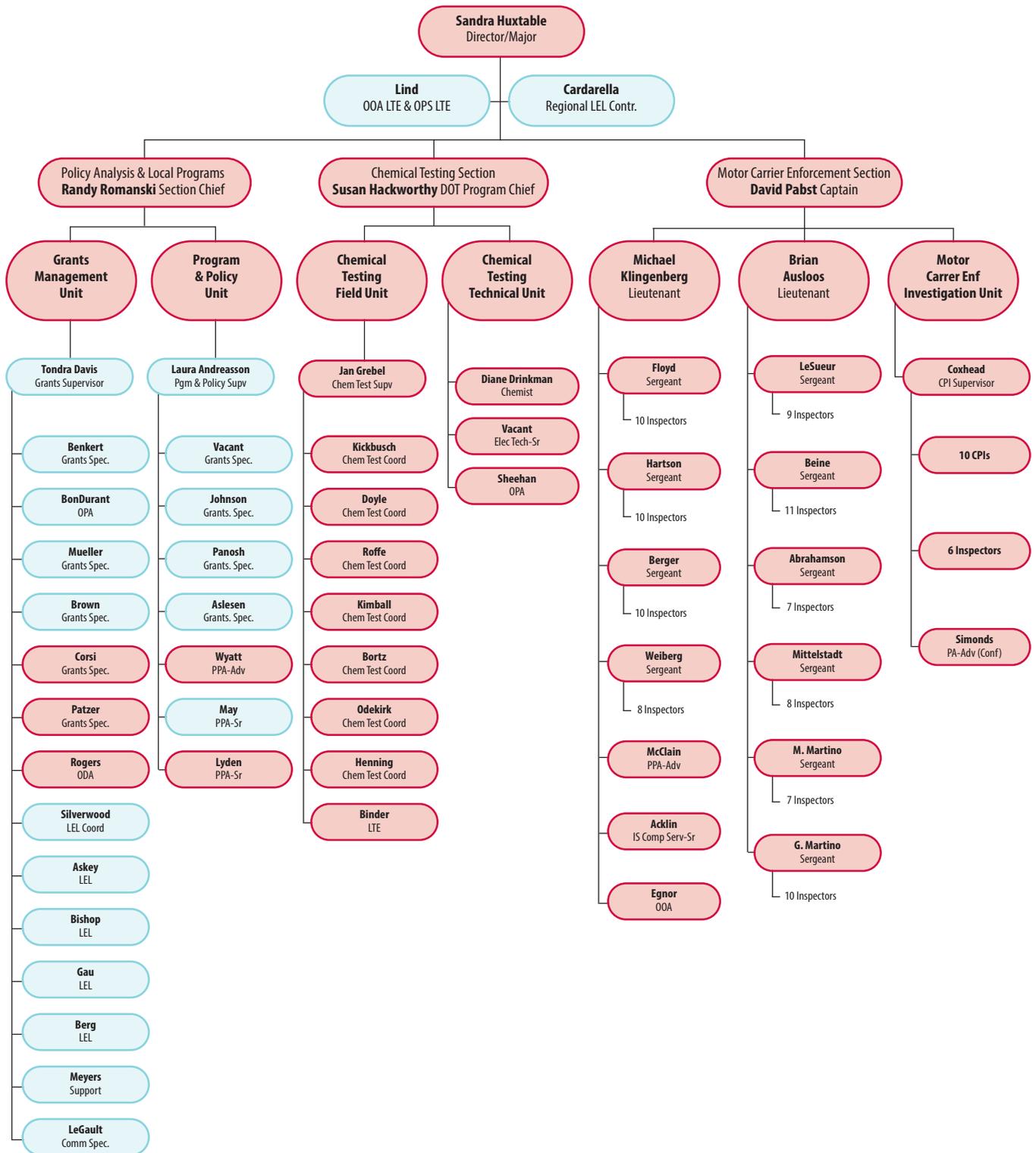
ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
<b>MOTORCYCLE SAFETY 70</b>					
2014-70-02	PI&E	100,000			100,000
2014-70-04	Training - Community	220,000			220,000
402	(MC)	320,000	0	320,000	320,000
2014-31-05	Enforcement	100,000			100,000
<b>410 &amp; 405d</b>	<b>(58 &amp; M5)</b>	<b>100,000</b>	<b>0</b>	<b>100,000</b>	<b>100,000</b>
2014-72-03	Training - Technical	85,000			42,500
2014-72-06	Equipment	100,000			100,000
2014-72-09	Evaluation	15,000			15,000
<b>2010 &amp; 405f</b>	<b>(K6 &amp; M9)</b>	<b>300,000</b>	<b>0</b>	<b>300,000</b>	<b>157,500</b>
2014-79-01	Program Mgmt		190,500		
2014-79-04	Training - Community		463,000		
2014-79-07	Paid Media		90,000		
State	(562)		743,500		
<b>TOTAL MOTORCYCLE FUNDS</b>		<b>720,000</b>	<b>743,500</b>	<b>1,463,500</b>	<b>477,500</b>

<b>PEDESTRIAN, BICYCLE &amp; SCHOOL BUS SAFETY 80</b>					
2014-80-02	PI&E	70,000			35,000
2014-80-03	Training - Technical	110,000			55,000
2014-80-04	Training - Community	25,000			25,000
2014-80-05	Enforcement	80,000			80,000
2014-80-09	Evaluation	5,000			1,250
<b>402</b>	<b>(PS)</b>	<b>290,000</b>	<b>0</b>	<b>290,000</b>	<b>196,250</b>
2014-89-01	Program Management		75,000		
2014-89-02	PI&E		41,000		
<b>State</b>	<b>(562)</b>		<b>116,000</b>		
<b>2014-89-04</b>	<b>HSIP</b>	<b>255,000</b>			
<b>TOTAL PED/BIKE FUNDS</b>		<b>545,000</b>	<b>116,000</b>	<b>661,000</b>	<b>196,250</b>

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
<b>COMMUNITY TRAFFIC SAFETY 90 Community Activity</b>					
2014-90-01	Program Mgmt	284,000			142,000
2014-90-02	PI & E	585,000			292,500
2014-90-04	Community Programs	237,850			178,388
2014-90-07	Paid Media	900,000			675,000
<b>402</b>	<b>(CP)</b>	<b>2,006,850</b>	<b>0</b>	<b>2,006,850</b>	<b>612,888</b>
2014-31-07	Paid Media	400,000			300,000
<b>410 &amp; 405d</b>	<b>(58 &amp; M5)</b>	<b>400,000</b>	<b>0</b>	<b>400,000</b>	<b>300,000</b>
<b>Total Community Programs</b>		<b>2,406,850</b>	<b>0</b>	<b>2,406,850</b>	<b>912,888</b>

<b>Fund Totals</b>					
	402 TOTAL	5,360,850			3,095,638 (57.75%)
	410 & 405d TOTAL	3,780,000			
	2011 Total	535,000			
	405b Total	835,000			
	408 & 405c Total	972,000			
	2010 & 405f Total	300,000			
	1906	148,845			
	<b>TOTAL NHTSA FUNDS</b>	<b>11,931,695</b>			

# APPENDIX 7: ORGANIZATIONAL CHART



Note: NHTSA-funded positions are indicated by blue shading.

## APPENDIX 8: STATE CERTIFICATIONS AND ASSURANCES

### APPENDIX A TO PART 1200 CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)

#### State: Wisconsin Fiscal Year: 2014

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

#### **GENERAL REQUIREMENTS**

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

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

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 -Highway Safety Act of 1966, as amended
- 49 CFR Part 18 -Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200 -Uniform Procedures for State Highway Safety Grant Programs

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

#### **FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)**

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, ([https://www.fsrs.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source; Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);

- The names and total compensation of the five most highly compensated officers of the entity if:
  - (i) the entity in the preceding fiscal year received
    - (1) 80 percent or more of its annual gross revenues in Federal awards;
    - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
  - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 780(d)) or section 6104 of the Internal Revenue Code of 1986;

Other relevant information specified by OMB guidance.

***NONDISCRIMINATION (applies to subrecipients as well as States)***

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (Pub. 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 (pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; G) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (Ie) the requirements of any other nondiscrimination statute(s) which may apply to the application.

***THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)***

The State will provide a drug-free workplace by:

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;

- Establishing a drug-free awareness program to inform employees about:
  - o The dangers of drug abuse in the workplace.
  - o The grantee’s policy of maintaining a drug-free workplace.
  - o Any available drug counseling, rehabilitation, and employee assistance programs.
  - o The penalties that may be imposed upon employees for drug violations occurring in the workplace.
  - o Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will

- o Abide by the terms of the statement.
- o Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- 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
  - o Taking appropriate personnel action against such an employee, up to and including termination.
  - o Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

### ***BUY AMERICA ACT (applies to subrecipients as well as States)***

The State will comply with the provisions of the Buy America Act (49 U.S.C. 53230)), 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 nondomestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

### ***POLITICAL ACTIVITY (HATCH ACT) (applies to subrecipients as well as States)***

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

### ***CERTIFICATION REGARDING FEDERAL LOBBYING (applies to subrecipients as well as States)***

#### **Certification for Contracts, Grants, Loans, and Cooperative Agreements**

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

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of/Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

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

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

### ***RESTRICTION ON STATE LOBBYING (applies to subrecipients as well as States)***

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

### ***CERTIFICATION REGARDING DEBARMENT AND SUSPENSION (applies to subrecipients as well as States)***

#### **Instructions for Primary Certification**

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 shows 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 Pmi 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 Pmi 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 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 ON SEAT BELT USE**

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov). Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at [www.trafficsafety.org](http://www.trafficsafety.org).

### **POLICY ON BANNING TEXT MESSAGING WHILE DRIVING**

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

### **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 is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

### **SECTION 402 REQUIREMENTS**

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

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

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

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E)) The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- Participation in the National high-visibility law enforcement mobilizations;
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 4020)

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

**I understand that failure to comply with applicable Federal statutes and regulations 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.**

**I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.**

Date: 7/1/2013



Mark Gottlieb

Printed name of Governor's Representative for Highway Safety

**APPENDIX D TO PART 1200 CERTIFICATIONS AND ASSURANCES FOR NATIONAL PRIORITY SAFETY PROGRAM GRANTS (23 U.S.C. 405)**

**State: Wisconsin Fiscal Year: 2014**

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements, including applicable Federal statutes and regulations that are in effect during the grant period.

In my capacity as the Governors Representative for Highway Safety, I:

- certify that, to the best of my personal knowledge, the information submitted to the National Highway Traffic Safety Administration in support of the State's application for Section 405 grants below is accurate and complete.
- understand that incorrect, incomplete, or untimely information submitted in support of the State's application may result in the denial of an award under Section 405.
- agree that, as condition of the grant, the State will use these grant funds in accordance with the specific requirements of Section 405(b), (c), (d), (e), (f) and (g), as applicable.
- agree that, as a condition of the grant, the State will comply with all applicable laws and regulations and financial and programmatic requirements for Federal grants.

Date: 7/1/2013



Signature Governor's Representative for Highway Safety Date

Mark Gottlieb

Printed name of Governor's Representative for Highway Safety

Instructions: Check the box for each part for which the State is applying for a grant, fill in relevant blanks, and identify the attachment number or page numbers where the requested information appears in the HSP. Attachments may be submitted electronically.

## ✓ Part 1: Occupant Protection (23 CFR 1200.21)

### All States:

*[Fill in all blanks below.]*

- The State will maintain its aggregate expenditures from all State and local sources for occupant protection programs at or above the average level of such expenditures in fiscal years 2010 and 2011. (23 U.S.C. 405(a)(l)(H))
- The State will participate in the Click it or Ticket national mobilization in the fiscal year of the grant. The description of the State's planned participation is provided as HSP attachment or page: HSP page 13
- The State's occupant protection plan for the upcoming fiscal year is provided as HSP attachment or page: HSP page 12-16
- Documentation of the State's active network of child restraint inspection stations is provided as HSP attachment or page Appendix OP-4
- The State's plan for child passenger safety technicians is provided as HSP attachment or page: Appendix OP-3

### Lower Seat belt Use States:

*[Check at least 3 boxes below and fill in all blanks under those checked boxes.]*

The State's **primary seat belt** use law, requiring primary enforcement of the State's occupant protection laws, was enacted on 6/29/2009 and last amended on \_\_\_\_\_, is in effect, and will be enforced during the fiscal year of the grant. **Legal citation(s):** Section 347.48, Wis. Stat.

The State's **occupant protection law**, requiring occupants to be secured in a seat belt or age appropriate child restraint while in a passenger motor vehicle and a minimum fine of \$25, was enacted on and last amended on \_\_\_\_\_, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Requirement for all occupants to be secured in seat belt or age appropriate child restraint:
- Coverage \_of all passenger motor vehicles:
- Minimum fine of at least \$25:
- Exemptions from restraint requirements:
  - X The State's **seat belt enforcement plan** is provided as HSP attachment or page # HSP pages 13-15
  - X The State's **high risk population** countermeasure program is provided as HSP attachment or page # OP-2 HSP page 12
  - o The State's comprehensive **occupant protection program** is provided as HSP attachment # \_\_\_\_\_
  - o The State's occupant protection program assessment:  
*[Check one box below and fill in any blanks under that checked box.]*
    - o The State's NHTSA-facilitated occupant protection program assessment was conducted on \_\_\_\_\_

OR

- o The State agrees to conduct a NHTSA-facilitated occupant protection program assessment by September 1 of the fiscal year of the grant. (This option is available only for fiscal year 2013 grants.)

✓ **Part 2: State Traffic Safety Information System Improvements (23 CFR 1200.22)**

- The State will maintain its aggregate expenditures from all State and local sources for traffic safety information system programs at or above the average level of such expenditures in fiscal years 2010 and 2011.

*[Fill in at least one blank for each bullet below.]*

- A copy of *[check one box only]* the TRCC charter or the statute legally mandating a State TRCC is provided as HSP attachment # TR-2 or submitted electronically through the TRIPRS database on \_\_\_\_.
- A copy of TRCC meeting schedule for 12 months following application due date and all reports and other documents promulgated by the TRCC during the 12 months preceding the application due date is provided as HSP attachment # HSP page 30 and TR-4 or submitted electronically through the TRIPRS database on \_\_\_\_.
- A list of the TRCC membership and the organization and function they represent is provided as HSP attachment # TR-1 or submitted electronically through the TRIPRS database on \_\_\_\_.

The name and title of the State's Traffic Records Coordinator is Larry Corsi.

- A copy of the State Strategic Plan, including any updates, is provided as HSP attachment # TR-2 or submitted electronically through the TRIPRS database on \_\_\_\_.

*[Check one box below and fill in any blanks under that checked box.]*

The following pages in the State's Strategic Plan provides a written description of the performance measures, and all supporting data, that the State is relying on to demonstrate achievement of the quantitative improvement in the preceding 12 months of the application due date in relation to one or more of the significant data program attributes: pages: TR-2 pages 48-51

OR

If not detailed in the State's Strategic Plan, the written description is provided as HSP attachment# \_\_\_\_.

The State's most recent assessment or update of its highway safety data and traffic records system was completed on 5/10/2010

✓ **Part 3: Impaired Driving Countermeasures (23 CFR 1200.23)**

**All States:**

- The State will maintain its aggregate expenditures from all State and local sources for impaired driving programs at or above the average level of such expenditures in fiscal years 2010 and 2011.
- The State will use the funds awarded under 23 U.S.C. 405(d) only for the implementation of programs as provided in 23 CFR 1200.23(i) in the fiscal year of the grant.

**Mid-Range State:**

*[Check one box below and fill in any blanks under that checked box.]*

- The statewide impaired driving plan approved by a statewide impaired driving task force was issued on 9/1/2013 and is provided as HSP attachment # HSP page 20

OR

For the first year of the grant as a mid-range State, the State agrees to convene a statewide impaired driving task force to develop a statewide impaired driving plan and submit a copy of the plan to NHTSA by September 1 of the fiscal year of the grant.

- A copy of information describing the statewide impaired driving task force is provided as HSP attachment #

**High-Range State:**

*[Check one box below and fill in any blanks under that checked box.]*

A NHTSA-facilitated assessment of the State’s impaired driving program was conducted on

OR

For the first year of the grant as a high-range State, the State agrees to conduct a NHTSA-facilitated assessment by September 1 of the fiscal year of the grant;

*[Check one box below and fill in any blanks under that checked box.]*

For the first year of the grant as a high-range State, the State agrees to convene a statewide impaired driving task force to develop a statewide impaired driving plan addressing recommendations from the assessment and submit the plan to NHTSA for review and approval by September 1 of the fiscal year of the grant;

OR

For subsequent years of the grant as a high-range State, the statewide impaired driving plan developed or updated on is provided as HSP attachment #

- A copy of the information describing the statewide impaired driving task force is provided as HSP attachment #

**Ignition Interlock Law: [Fill in all blanks below.]**

- The State’s ignition interlock law was enacted on and last amended on \_\_\_\_\_, is in effect, and will be enforced during the fiscal year of the grant. Legal citation(s): \_\_\_\_\_.

**Part 4: Distracted Driving (23 CFR 1200.24)**

*[Fill in all blanks below.]*

**Prohibition on Texting While Driving**

The State’s texting ban statute, prohibiting texting while driving, a minimum fine of at least \$25, and increased fines for repeat offenses, was enacted on and last amended on \_\_\_\_\_, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Prohibition on texting while driving:
- Definition of covered wireless communication devices:
- Minimum fine of at least \$25 for first offense:
- Increased fines for repeat offenses:
- Exemptions from texting ban:

**Prohibition on Youth Cell Phone Use While Driving**

The State’s youth cell phone use an statute, prohibiting youth cell phone use while driving, driver license testing of distracted driving issues, a minimum fine of at least 25, increased fines for repeat offenses, was enacted on and last amended on \_\_\_\_\_, is in effect, and will be enforced during the fiscal year of the grant.

**Legal citations:**

- Prohibition on youth cell phone use while driving:
- Driver license testing of distracted driving issues:
- Minimum fine of at least 25 for first offense:
- Increased fines for repeat offenses:
- Exemptions from youth cell phone use ban:

✓ **Part 5: Motorcyclist Safety (23 CFR 1200.25) [Check at least 2 boxes below and fill in any blanks under those checked boxes.]**

**X Motorcycle riding training course:**

- Copy of official State document (e.g., law, regulation, binding policy directive, letter from the Governor) identifying the designated State authority over motorcyclist safety issues is provided as HSP attachment # MC-1
- Document(s) showing the designated State authority approved the training curriculum that includes instruction in crash avoidance and other safety-oriented operational skills for both in-class and on-the-motorcycle is provided as HSP attachment # MC-2
- Document(s) regarding locations of the motorcycle rider training course being offered in the State is provided as HSP attachment # MC-3
- Document(s) showing that certified motorcycle rider training instructors teach the motorcycle riding training course is provided as HSP attachment # MC-2
- Description of the quality control procedures to assess motorcycle rider training courses and instructor training courses and actions taken to improve courses is provided as HSP attachment # MC-4

**X Motorcyclist awareness program:**

- Copy of official State document (e.g., law, regulation, binding policy directive, letter from the Governor) identifying the designated State authority over motorcyclist safety issues is provided as HSP attachment # MC-1
- Letter from the Governor's Representative for Highway Safety stating that the motorcyclist awareness program is developed by or in coordination with the designated State authority is provided as HSP attachment # MC-5
- Data used to identify and prioritize the State's motorcyclist safety program areas is provided as HSP attachment or page # MC-6 and MC-6a
- Description of how the State achieved collaboration among agencies and organizations regarding motorcycle safety issues is provided as HSP attachment or page # MC-7
- Copy of the State strategic communications plan is provided as HSP attachment # MC-7

**Reduction of fatalities and crashes involving motorcycles:**

- Data showing the total number of motor vehicle crashes involving motorcycles is provided as HSP attachment or page # \_\_\_\_\_.

- Description of the State's methods for collecting and analyzing data is provided as HSP attachment or page #

**Impaired driving program:**

- Data used to identify and prioritize the State's impaired driving and impaired motorcycle operation problem areas is provided as HSP attachment or page #
- Detailed description of the State's impaired driving program is provided as HSP attachment or page #
- The State law or regulation that defines impairment. Legal citation(s):

**Reduction of fatalities and accidents involving impaired motorcyclists:**

- Data showing the total number of reported crashes involving alcohol-impaired and drug-impaired motorcycle operators is provided as HSP attachment or page #
- Description of the State's methods for collecting and analyzing data is provided as HSP attachment or page #
- The State law or regulation that defines impairment. Legal citation(s):

**Use of fees collected from motorcyclists for motorcycle programs:** [Check one box below and fill in any blanks under the checked box.]

**Applying as a Law State**

- The State law or regulation that requires all fees collected the State from motorcyclists for the purpose of funding motorcycle training and safety programs to be used for motorcycle training and safety programs. Legal citation(s):

AND

- The State's law appropriating funds for FY \_\_\_ that requires all fees collected the State from motorcyclists for the purpose of funding motorcycle training and safety programs spent on motorcycle training and safety programs. Legal citation(s):

**Applying as a Data State**

- Data and or documentation from official State records from the previous fiscal year showing that all fees collected the State from motorcyclists for the purpose of funding motorcycle training and safety programs were used for motorcycle training and safety programs is provided as HSP attachment #

**Part 6: State Graduated Driver Licensing Laws (23 CFR 1200.26)**

*[Fill in all applicable blanks below.]*

The State's graduated driver licensing statute, requiring both a learner's permit stage and intermediate stage prior to receiving a full driver's license, was enacted on and last amended on, is in effect, and will be enforced during the fiscal year of the grant.

Learner's Permit Stage requires testing and education, driving restrictions, minimum duration, and application to novice drivers younger than 21 years of age.

Legal citations:

- Testing and education requirements:
- Driving restrictions:
- Minimum duration:
- Application to novice drivers younger than 21 years of age:
- Exemptions from graduated driver licensing law:

Intermediate Stage requires driving restrictions, minimum duration, and application to any driver who has completed the learner's permit stage and who is younger than 18 years of age.

Legal citations:

- Driving restrictions:
- Minimum duration:
- Application to an driver who has completed the learner's permit stage and is younger than 18 years of age:
- Exemptions from graduated driver licensing law:

### **Additional Requirements During Both Learner's Permit and Intermediate Stages**

- Prohibition enforced as a primary offense on use of a cellular telephone or any communications device the driverwhile driving, except in case of emergency. Legal citation(s):
- Requirement that the driver who possesses a learner's permit or intermediate license remain conviction-free for a period of not less than six consecutive months immediately prior to the expiration of that stage. Legal citation(s):

### **License Distinguishability**

*(Check one box below and fill in any blanks under that checked box.)*

Requirement that the State learner's permit, intermediate license, and full driver's license are visually distinguishable. Legal citation(s):

OR

Sample permits and licenses containing visual features that would enable a law enforcement officer to distinguish between the State learner's permit, intermediate license, and full driver's license, are provided as HSP attachment # \_\_\_\_\_

OR

Description of the State's system that enables law enforcement officers in the State during traffic stops to distinguish between the State learner's permit, intermediate license, and full driver's license, are provided as HSP attachment



STATE OF WISCONSIN  
FFY 2014

# Highway Safety Plan





# Highway Safety Plan

**Scott Walker**

GOVERNOR OF WISCONSIN

**Mark Gottlieb, P.E.**

GOVERNOR'S REPRESENTATIVE FOR HIGHWAY SAFETY

**Major Sandra Huxtable**

HIGHWAY SAFETY COORDINATOR

