



HIGHWAY SAFETY PLAN

STATE OF WISCONSIN FFY 2017

Scott Walker

GOVERNOR OF WISCONSIN

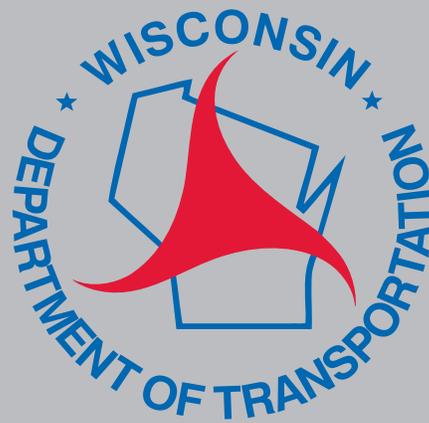
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GOVERNOR'S REPRESENTATIVE FOR HIGHWAY SAFETY

SECRETARY, WISCONSIN DEPARTMENT OF TRANSPORTATION

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HIGHWAY SAFETY COORDINATOR



**ZERO
IN WISCONSIN**



State of Wisconsin Federal Fiscal Year 2017 Highway Safety Plan

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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.

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

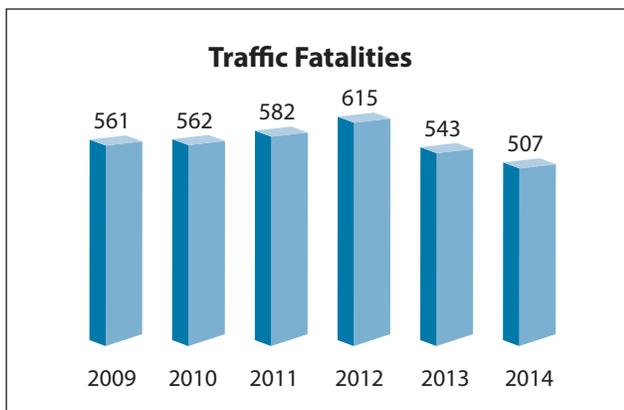


Figure 1: Traffic Fatalities (FARS)

Goal C1: To decrease traffic fatalities 5 percent each year from the 2010-2014 five-year rolling average to 509 by December 31, 2017.

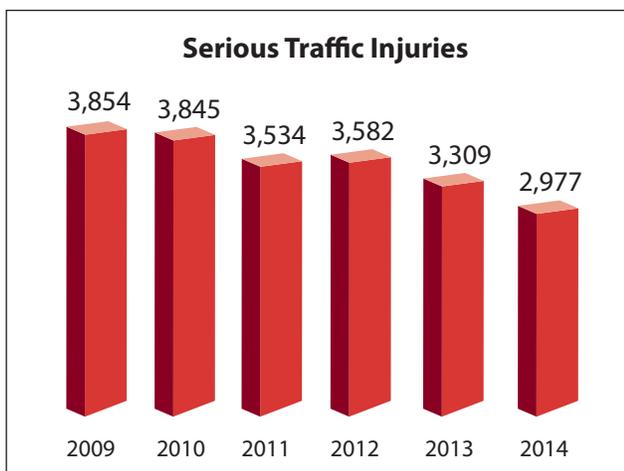


Figure 2: Serious Traffic Injuries (State Crash Data)

(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.

Though not obvious from figure 1, the number of traffic fatalities has trended downwards over the previous seven years. 2014 saw a significant decrease from the prior year and remained below the 5-year (2009-2013) moving average of 574. Figure 1 uses FARS fatality data, which NHTSA has not yet published. There were 555 fatalities on Wisconsin roads in 2015 according to preliminary figures from the state's own crash data files.

As figure 2 indicates, serious injury crashes have steadily decreased since 2008. 2014 saw 2,986 serious injuries, which was an 18% reduction from the 5-year average of 3,625. There were 3,006 serious injuries in 2015 according to preliminary figures from Wisconsin's state crash data files.

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. As figure 3 indicates, Wisconsin was slightly above the goal in 2012, but 2014 produced a significant drop to our lowest level at 0.84 fatalities per 100 million VMT. FARS fatality data and VMT data for 2015 are not yet available.

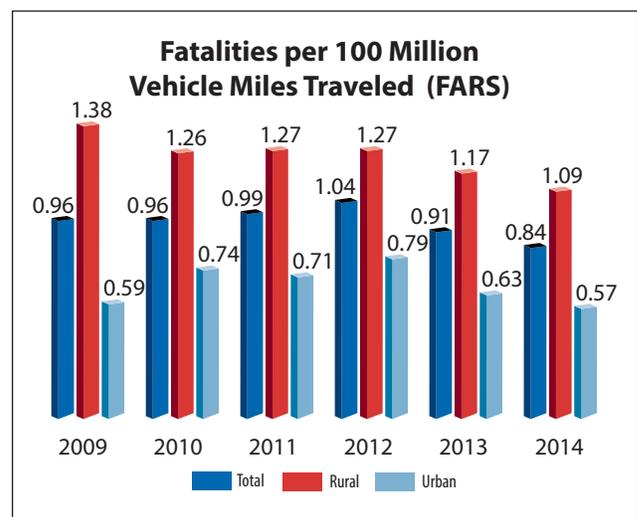


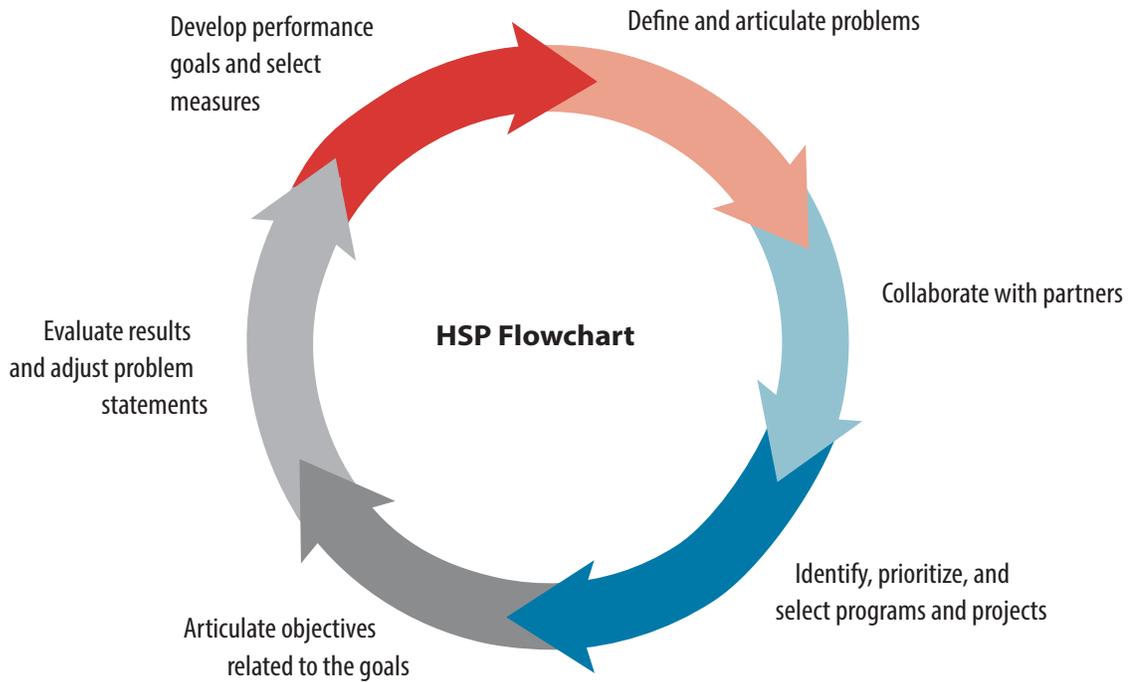
Figure 3: Fatalities per 100M VMT (FARS)

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

MEASURE	2010	2011	2012	2013	2014	2010-2014 AVG	2016 GOAL <small>Estimate using 2010-2014 average with 5% reductions</small>	2017 GOAL <small>2016 Goal with 5% reduction</small>
C1. Traffic Fatalities (FARS)	572	582	615	543	507	563.8	536	509
C1. To decrease traffic fatalities 5 percent each year from the 2010-2014 calendar year rolling average of 564 to 509 by December 31, 2017.								
C2. Serious Traffic Injuries (State Crash Data Files)	3,845	3,534	3,582	3,309	2,986	3,451.2	3,279	3,115
C2. To decrease serious traffic injuries 5 percent each year from the 2010-2014 calendar year rolling average of 3,451 to 3,115 by December 31, 2017.								
C3a. Fatalities/VMT (FARS)	0.96	0.99	1.04	0.91	0.84	0.95	0.90	0.86
C3a. To decrease total fatalities/VMT by 5 percent each year from the 2010-2014 calendar year rolling average of 0.95 to 0.86 by December 31, 2017.								
C3b. Rural Fatalities/VMT (FARS)	1.15	1.27	1.27	1.17	1.09	1.19	1.13	1.07
C3b. To decrease rural fatalities/VMT by 5 percent each year from the 2010-2014 calendar year rolling average of 1.19 to 1.07 by December 31, 2017.								
C3c. Urban Fatalities/VMT (FARS)	0.74	0.71	0.79	0.63	0.57	0.69	0.65	0.62
C3c. To decrease urban fatalities/VMT, by 5 percent each year from the 2010-2014 calendar year rolling average of 0.69 to 0.62 by December 31, 2017.								
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	178	189	201	186	162	183.2	174	165
C4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent each year from the 2010-2014 calendar year rolling average of 183 to 165 by December 31, 2017.								
C5. Alcohol-Impaired Driving Fatalities (FARS)	203	197	202	176	166	188.8	179	170
C5. To decrease alcohol-impaired driving fatalities 5 percent each year from the 2010-2014 calendar year rolling average of 189 to 170 by December 31, 2017.								
C6. Speeding Related Fatalities (FARS)	202	195	209	178	168	190.4	181	172
C6. To decrease speeding-related fatalities 5 percent each year from the 2010-2014 calendar year rolling average of 190 to 172 by December 31, 2017.								
C7. Motorcyclist Fatalities (FARS)	105	88	117	85	73	93.6	89	84
C7. To decrease motorcyclist fatalities 5 percent each year from the 2010-2014 calendar year rolling average of 94 to 84 by December 31, 2017.								
C8. Unhelmeted Motorcyclist Fatalities (FARS)	82	78	87	62	51	72.0	68	65
C8. To decrease unhelmeted motorcyclist fatalities 5 percent each year from the 2010-2014 calendar year rolling average of 72 to 65 by December 31, 2017.								
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	91	83	81	58	67	76	72	69
C9. To decrease drivers age 20 or younger involved in fatal crashes 5 percent each year from the 2010-2014 calendar year rolling average of 76 to 69 by December 31, 2017.								
C10. Pedestrian Fatalities (FARS)	52	57	45	37	45	47.2	45	43
C10. To reduce pedestrian fatalities 5 percent each year from the 2010-2014 calendar year rolling average of 47 to 43 by December 31, 2017.								
C11. Bicyclist Fatalities (FARS)	9	12	11	10	4	9.2	9	8
C11. To reduce bicyclist fatalities by one from the 2010-2014 calendar year rolling average of 9.2 to 8 by December 31, 2017.								
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	79.2%	79.0%	79.9%	82.4%	84.7%	81.0%	85.1%	89.3%
A1. Number of seat belt citations issued during grant-funded enforcement activities (FFY 2015)						17,092		
A2. Number of impaired-driving arrests made during grant-funded enforcement activities (FFY 2015)						2,512		
A3. Number of speeding citations issued during grant-funded enforcement activities (FFY 2015)						27,218		

HIGHWAY SAFETY PLANNING PROCESS

The highway safety planning process is continuous. At any one time during the year, BOTS 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 December

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 its 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: the chief county traffic law enforcement officer, the county highway safety coordinator, the county highway commissioner, a DOT engineer from the regional office, the Regional Program Manager from BOTS, a State Patrol Trooper, as well as a one representative from each of the 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,

WisDOT Leadership

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: Partners, Committees, and Organizations). During the first quarter of each year, BOTS program analysts and managers review the prior year's data and study the effectiveness of the prior year's projects. They also perform literature reviews and review best practices from other states.



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Highway Safety
Coordinator



Mark Gottlieb, P.E.,
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Superintendent
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State Patrol

Another valuable committee is the Wisconsin DOT's Traffic Safety Council. This is a multi-disciplinary group that meets on the first Thursday of each month. Representatives from FHWA, FMCSA, BOTS, the Division of Motor Vehicles, the Division of Transportation Investment Management, the Division of Transportation System Development, the WisDOT Secretary's Office, and the University of Wisconsin-Madison serve on the committee.

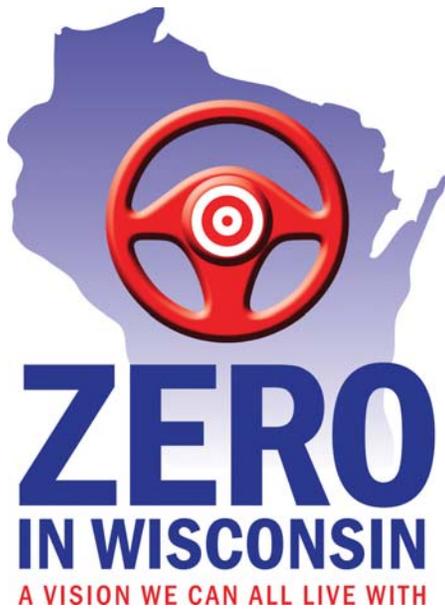
This group is responsible for authoring the Wisconsin Strategic Highway Safety Plan (SHSP) required by USDOT for federal Highway Safety Improvement Plan (HSIP) funds.

As an offshoot of Wisconsin's Traffic Safety Council and in compliance with the FAST Act, a Statewide Impaired Driving Task Force was chartered. This Task Force has accomplished a lot. The group assembled a broad variety of stakeholders, developed a formal charter, approved the Statewide Impaired Driving Plan by agreeing to work on five signature items going forward, helped us to qualify for federal funding, assisted with the development of the federally required SHSP, and began work on signature items.

January to June

Preliminary crash data for the prior calendar year are available by June. In most cases, the most recent ten 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 five-year rolling averages. 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. Grantees for the coming FFY are notified of their eligibility and the Regional Program Managers assist grantees with identifying their agency capacity (see Appendix 3: Targeting used for Speed, Occupant Protection, and Alcohol Enforcement Grants).





BOTS evaluates the nature and magnitude of each type of state-level and program area problem and each target location or group, establishes the effectiveness of proposed program activities in addressing the problem, and determines 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 BOTS committee discusses project ideas suggested and determines which are feasible and will be included in this year's HSP.

The annual HSP 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 2014-16 Strategic Highway Safety Plan are listed below (HSP-related goals bolded):

1. Improve Design and Operation of Intersections
2. **Reduce Speed-Related Crashes/Curb Aggressive Driving**
3. Reduce Head-On and Cross-Median Crashes – Prevent/Mitigate Roadway Departure Crashes
4. **Provide Safe Pedestrian and Bicycle Travel**
5. **Reduce Alcohol/Drug Impaired Driving**
6. **Improve Driver Alertness / Reduce Driver Distraction**
7. **Reduce the Number of Unbelted Fatalities and Serious Injuries**
8. **Improve Teen Driver Performance – Ensure Drivers are Licensed and Competent – Sustain Proficiency in Older Drivers**
9. **Improve Motorcycling Safety**
10. **Improve Incident Management/Safe Travel in Bad Weather**

Failure to be ranked in the high priority highway safety issue areas for the 2014-2016 SHSP does not mean the topic is unimportant nor does it mean WisDOT will discontinue planned or on-going initiatives that have yielded results. 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.

Discussion for Wisconsin's 2017-19 Strategic Highway Safety Plan has begun this year. 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 management reviews, such as the Pedestrian/Bicyclist Safety Review in 2016, the Traffic Records Review in 2015, and the Management Review in 2014 is reviewed and incorporated into the planning process as well. Other strategic plans are incorporated such as the 2015-2019 Wisconsin Traffic Records Strategic Plan. 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 is used as part of project development.

End of June

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

State-level Problem Identification

The process of identifying problems is integral to the planning process. Information used in identifying problems 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 Services, 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. In the individual program areas, further program need and justification is identified. 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. Overall, BOTS attempts to fund the programs that will have the biggest impact on traffic fatalities.

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, three Operations Program Associates, and one Limited Term Employee. Funds also cover out of state travel and training for each of 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:

- Prioritize the state's most significant highway safety challenges.
- Apply for all federal funding and writing the state's Highway Safety Plan.
- Act as representative for the State of Wisconsin as the Highway Safety Coordinator.
- Participate on committees and task forces.
- Target for effective law enforcement grants.
- Promote highway safety in Wisconsin.
- Develop internal controls, monitoring policies, and analysis.
- Ensure grant shells have proper contract language.
- Manage the process of 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	
(402) 2017-10-01-PA	\$340,000
(State) 2017-19-01	\$530,000
Program Total	\$870,000

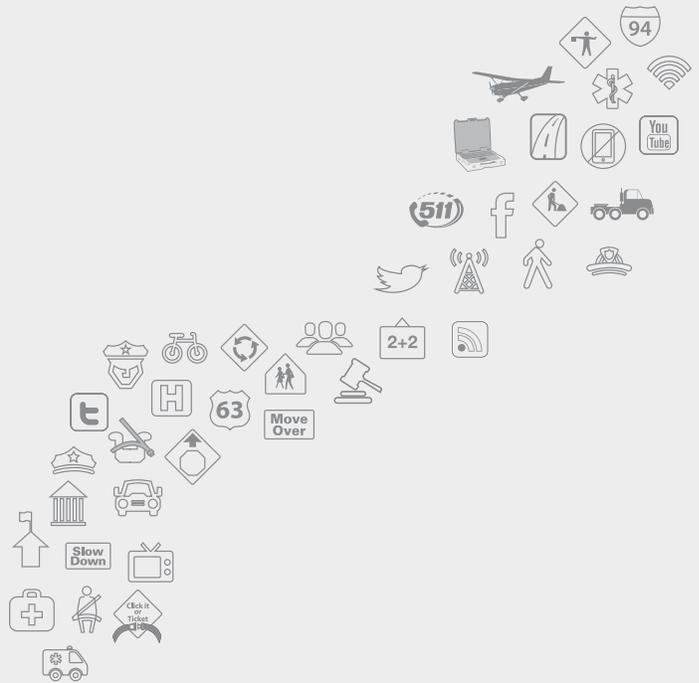
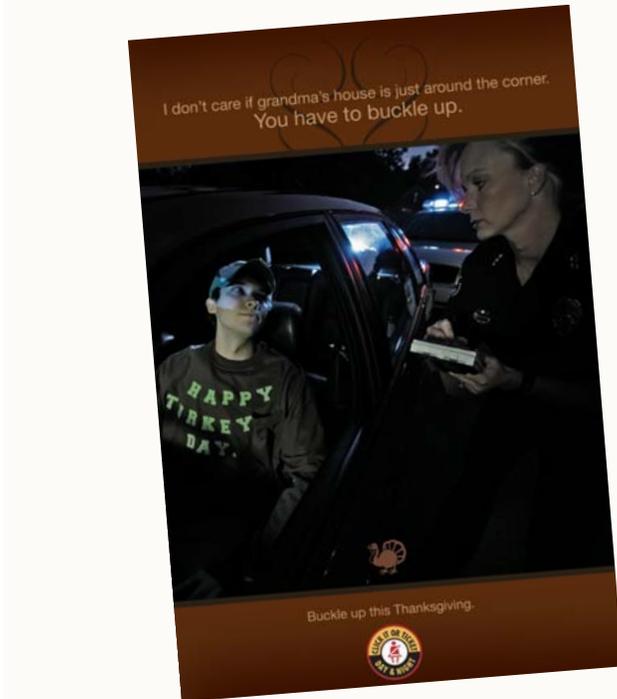


HIGHWAY SAFETY PLAN

OCCUPANT PROTECTION PROGRAM

SECTION II

STATE OF WISCONSIN FFY
2017



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

This section serves as Wisconsin's occupant protection program plan as required under the FAST Act.

In 2000 (base year), Wisconsin's observed statewide seat belt use was very low at 65.4%. 1,148 people were ejected or partially ejected in crashes and 40.5% of crash victims who were not belted were either killed or incapacitated.

In 2015, observed average statewide seat belt use was 85.8%. While higher than 15 years ago, it is still low compared to the rest of the country (88% national usage rate). The 14.2% of our population that does not buckle up accounts for over 49% of our vehicle occupant fatalities. Our low usage rate means that Wisconsin is required to meet more criteria in order to be eligible 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, pages 14-15: Chapter 347 Equipment of Vehicles.

An additional criterion Wisconsin meets is enforcement for two high-risk populations. For seat belt 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 seat belt enforcement funding. More details can be found in appendix supplement OP-2: Law Enforcement Grant Targeting Methodology, in the discussion on how grants are targeted.

Wisconsin law enforcement agencies sustain their enforcement of seat belt and child restraint laws throughout the year. This graph reveals that this is a sustained, yearlong effort.

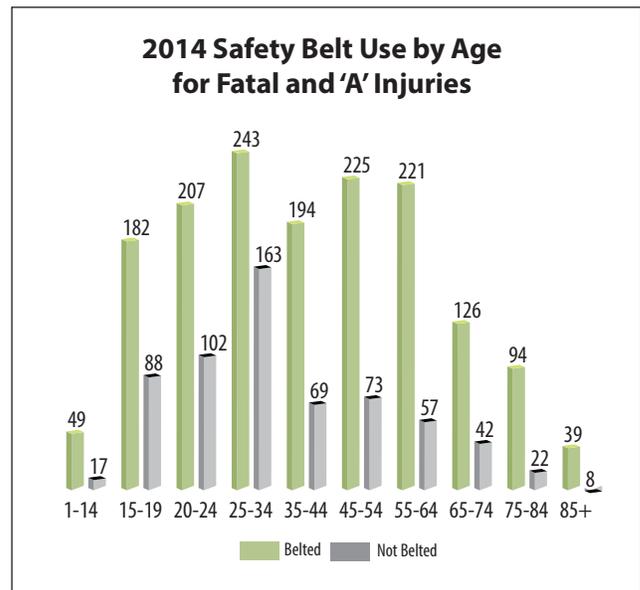
Another requirement under the FAST Act is that Wisconsin submits a seat belt plan that documents how law enforcement will participate in sustained seat belt enforcement to cover at least 70% of the state's population. This section serves as that plan. The percentage of the population targeted by enforcement programs is as follows:

Targeting Type	Population	Wisconsin Census Population	Percentage Targeted
General (night-time) All Year	2,582,353	5,753,324	44.88%
Truck Registrations	1,565,653	5,753,324	27.21%
Total	4,148,006	5,753,324	72.10% *

*The addition does not exactly match because of rounding.

In 2015, there were 54,737 convictions for failure to fasten seat belts, a 2% decrease over 2014; there were 3,025 convictions for child restraint violations, a 10% decrease over 2014. For the period 1994-2015, individuals not wearing a seat belt were 50.6 times more likely to be ejected from their vehicle. In addition, they were 11.3 times more likely to be killed than someone wearing a shoulder and lap belt at the time of the crash. A 13.69% fatality rate equates to approximately a one in seven chance of being killed.

Seat belt usage lags with our most inexperienced drivers, those between the ages of 15 and 34.





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) 2017-20-01-OP \$90,000

Law Enforcement

Plan for statewide participation, voluntary, and overtime-funded enforcement for the national high-visibility “Click It or Ticket” Mobilization. The participation in Click It or Ticket is required under the FAST Act, and Wisconsin has always had outstanding participation from our partners. Increase enforcement of Wisconsin’s primary seat belt law. Fund multi-agency high-visibility enforcement task forces statewide that will be sustained year-round for occupant protection, including nighttime enforcement and pilot programs. Grants in Milwaukee County will be indicated using the 2017-20-08-OP or 2017-25-08-OP identifier.

(402) 2017-20-05-OP \$630,000

(405b) 2017-25-05-M2 \$355,000*

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

Mobilization Grants: Non-overtime Equipment Grants

This will be used to provide equipment to some of the law enforcement agencies that participate in the Click It or Ticket mobilization.

(402) 2017-20-06-OP \$400,000

Child Passenger Safety (CPS)

Support and administrative costs 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, recertify, 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. CPS Training for law enforcement agencies, judges and other safety partners with community programs. Youth and senior seat belt initiatives including training opportunities for law enforcement.

(405b) 2017-25-03-M2 \$180,000

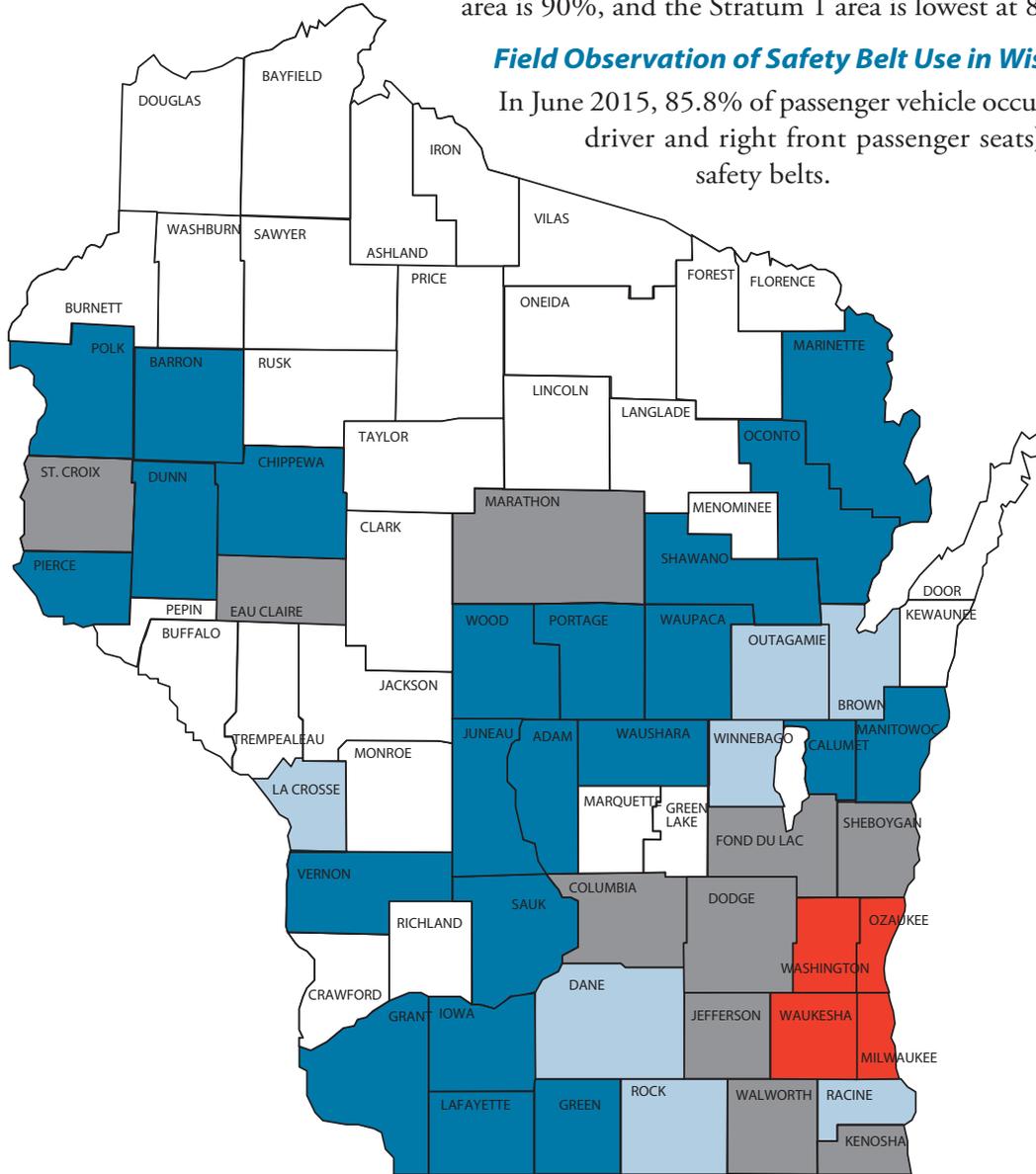
WISCONSIN SAFETY BELT SURVEY STRATA

Belt Use by Region

In 2015, belt use varied by 9.8% across the state. The Stratum 4 area is 90%, and the Stratum 1 area is lowest at 80.2%.

Field Observation of Safety Belt Use in Wisconsin

In June 2015, 85.8% of passenger vehicle occupants (front driver and right front passenger seats) used their safety belts.



Strata	Belt Usage 2015
Stratum 1	80.2%
Stratum 2	84.4%
Stratum 3	88.5%
Stratum 4	90.0%

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

Source: WisDOA Demographic Services



Grants for community programs offering child safety restraints.

(402) 2017-20-06-OP \$180,000

(405b) 2017-25-06-M2 \$45,000

Senior and Aging Driving

As our driving populations continue to age, the need for additional resources, support and education is conversely growing. The State of Wisconsin is putting measures in place to provide safety training for our law enforcement partners by providing officers with an easy-to-use roadside screening tool called the Driver Orientation Screen for Cognitive Impairment (DOSCI). This training will allow officers to best assess the needs of the driver and situation that it calls upon.

(405b) 2016-25-03-M2 \$8,000

Data and Program Evaluation

Conduct and host an Occupant Protection Program assessment with state and federal partners as well as subject area experts.

(402) 2017-20-09-OP \$25,000

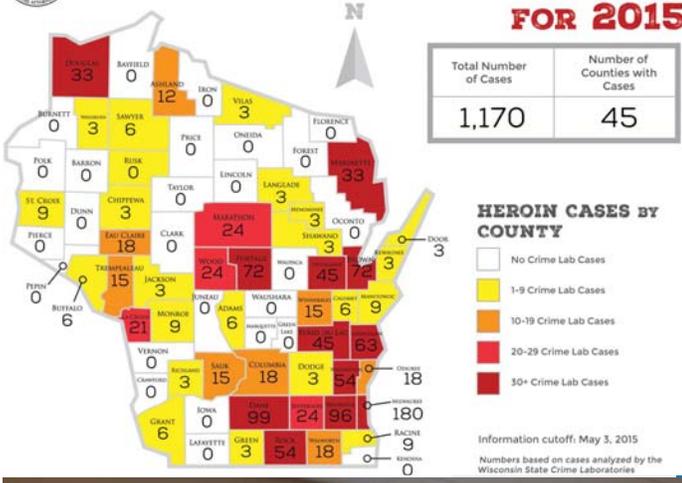
Contract for CIOT Mobilization Pre/Post Observational Surveys to include April/May/June Observational Surveys.

(405b) 2017-25-09-M2 \$100,000

OCCUPANT PROTECTION—BUDGET SUMMARY			
402	2017-20-01-OP		\$90,000
402	2017-20-05-OP		\$630,000
402	2017-20-06-OP		\$580,000
402	2017-20-09-OP		\$25,000
405b	2017-25-03-M2		\$188,000
405b	2017-25-05-M2		\$355,000
405b	2017-25-06-M2		\$45,000
405b	2017-25-09-M2		\$100,000
Total			\$2,013,000



PROJECTED HEROIN CASES FOR 2015

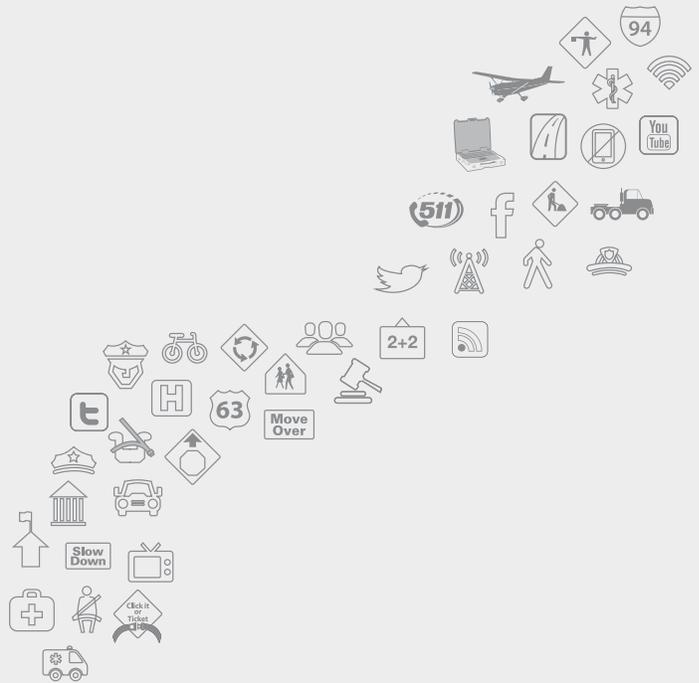
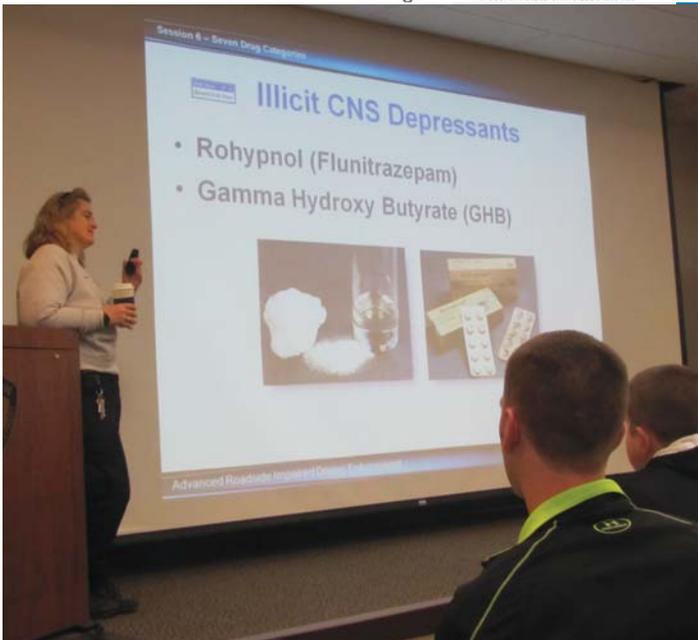


HIGHWAY SAFETY PLAN

IMPAIRED DRIVING PROGRAM

SECTION II

STATE OF WISCONSIN FFY 2017



JUSTIFICATION

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.

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 2015 crash statistics demonstrates the significant cost to the state.

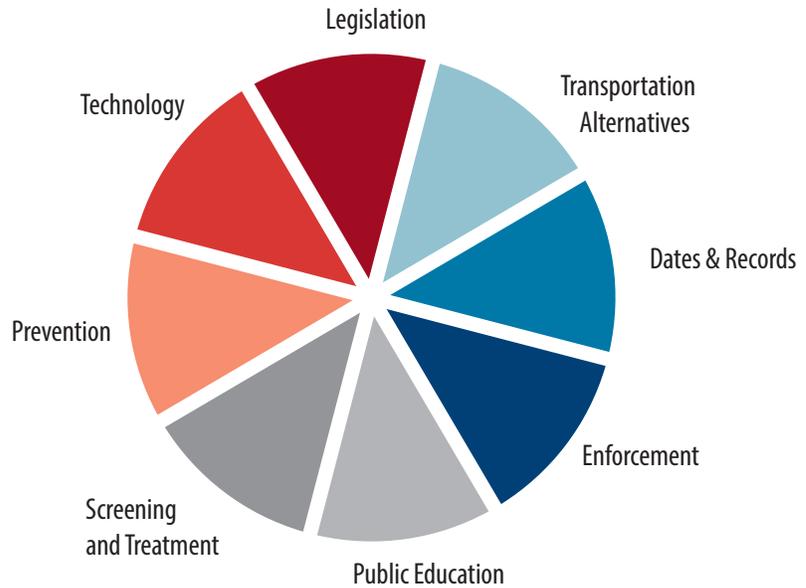
In 2003 (Wisconsin’s base year), 9,007 alcohol related crashes resulted in 348 deaths (42% of all deaths) and 6,445 injuries. Wisconsin has seen an improvement—in 2015, 5,145 alcohol-related crashes resulted in 181 deaths and 2,859 injuries—but alcohol remains a factor in 32.6% of all deaths.

As the first graph on the next page illustrates, combined alcohol-related fatalities and incapacitating (‘A’) injuries have declined since 2005, with a significant decrease in fatalities each year between 2008 and 2014. In 2005, the alcohol fatality rate was 0.55 per 100M VMT compared to 0.27 per 100M VMT in 2014, a 51 percent decrease.

The next graph provides the actual number of drivers killed each year since 2006 in crashes in which their alcohol concentration was above 0.08.

**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*

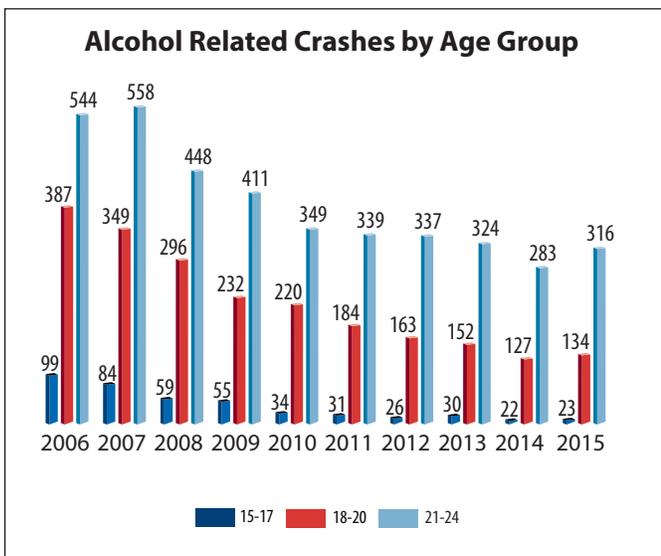
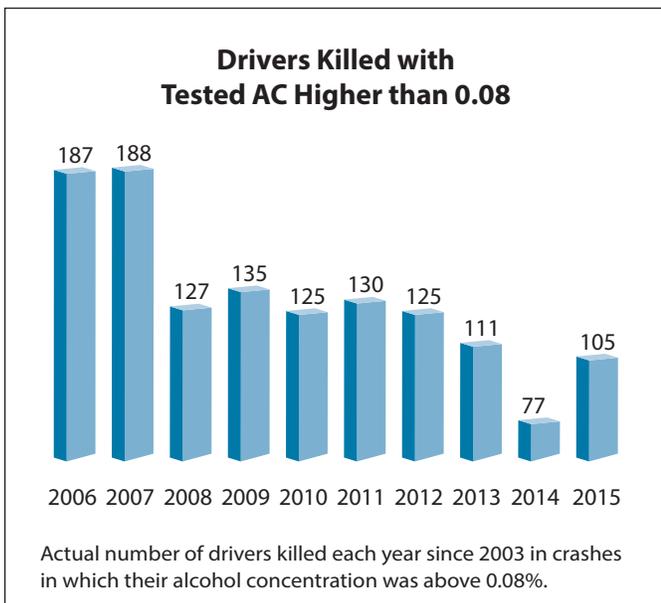
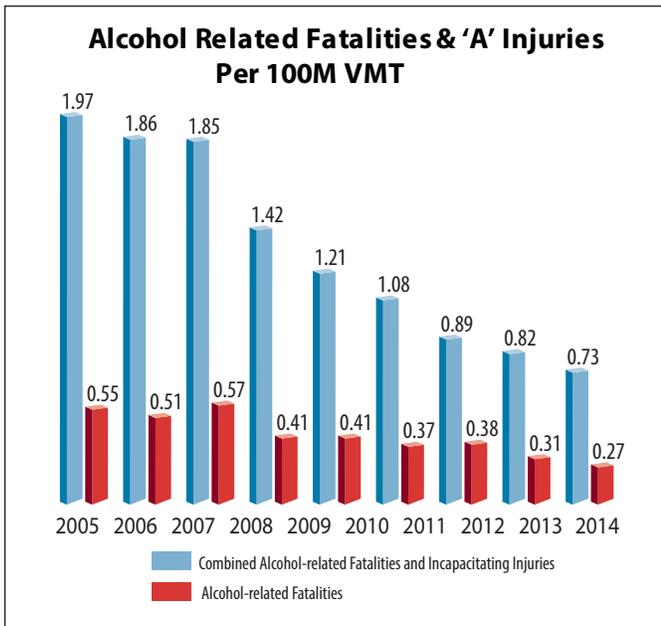
Comprehensive Approach to Addressing Impaired Driving



Economic Loss from Traffic Crashes, 2015

CRASH SEVERITY	TOTAL CRASHES	COST PER CRASH	TOTAL COST
Crash Severity	Total Crashes	Cost Per Crash	Total Cost
Fatality (K)	181	\$1,512,000	\$273,672,000
Incapacitating (A)	490	\$88,500	\$43,365,000
Non-incapacitating (B)	1,358	\$25,600	\$34,764,800
Possible Injury (C)	1,011	\$21,000	\$21,231,000
Property Damage	5,145	\$4,200	\$21,609,000
Total Economic Loss			\$394,641,800

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 2015 crash statistics demonstrates the significant cost to the state.



In 2015, 33,449 convictions for operating a motor vehicle while intoxicated were entered into driver records, compared to 33,660 in 2014. Please note that the final number of convictions in 2015 may yet increase, given the time it can take for the legal and technical processes to complete, before the actual conviction is posted to the Division of Motor Vehicles database.

Underage drinking and driving is also a problem that warrants a special, more tailored approach. In 2015, teen drivers accounted for 5% of all drivers in crashes who were listed as had been drinking and 9% of those suspected of using other drugs.

The graph entitled Alcohol-Related Crashes by Age Group breaks younger drivers into three age groups. 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. According to the National Survey on Drug Use and Health (NSDUH)* nearly one-fifth (19.8 percent) of persons ages 12 to 20 reporting binge alcohol use within the past month. 65.7% of persons ages 12-17 “perceived no great risk from having five or more drinks once or twice a week.” Wisconsin was above the national average in both categories. BOTS will continue to aggressively address underage drinking as it relates to impaired driving.

Under the FAST Act, just as it was under MAP-21, Wisconsin is considered a mid-range state. As with other mid-range states, Wisconsin was required to convene a statewide impaired driving task force and develop a Statewide Impaired Driving Plan. Wisconsin’s task force convened on August 6, 2013, established a charter, set priorities, and submitted its first report by September 1, 2013. The task force has approved a new draft of the Statewide Impaired Driving Plan, dated May 23, 2016. See supple-

*Substance Abuse and Mental Health Services Administration. “Behavioral Health Barometer: Wisconsin, 2014.” <http://store.samhsa.gov/shin/content//SMA15-4895/BHBarometer-WI.pdf>



mental appendix AL-1 for this report. This report identifies six signature initiatives to work on and has made progress.

- Reducing the Cultural Acceptance of Impaired Driving
- Reducing Drinking among Persons under Age 25
- Streamline OWI Enforcement and Prosecution Processes
- Improving Drugged Driving Recognition
- Promoting Alternative Transportation Programs
- Improving Data Collection, Sharing, and Distribution

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.

(405d) 2017-31-01-M5 \$90,000

Promote Transportation Alternatives

Collaborate with the Tavern League of Wisconsin and other municipalities, counties, and nonprofit organizations to administer safe-ride grant programs throughout the State of Wisconsin.

(State 531) 2017-39-04 \$700,000

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 the “Zero in Wisconsin” campaign on all marketing and advertising materials. This will also fund grants to provide short-term alternative transportation (vans, buses or vehicles) to transport community members from the local summer community event to their home. These festival grants are local in nature such as a beer tent or annual fundraiser where alcohol is legally served. The grant also covers limited marketing and advertising costs as it relates to safe drinking. There must be sufficient evidence that a safe ride program has the potential of reducing risk due to drinking and driving. Grant applications should provide some evidence that poor driver judgment could be expected, and that drinking and driving has been a problem at the event they are applying for.

(405d) 2017-31-04-M5 \$100,000



Enforcement

Encourage law enforcement agencies to make OWI a priority by writing citations, sponsoring media events, and working overtime in geographical areas where impaired driving is highest. Plan statewide participation, encourage voluntary participation, and provide overtime funding for high-visibility enforcement task forces for impaired driving, including nighttime enforcement, accompanied by media for a demographic. These task forces will consist of multiple law enforcement agencies that coordinate their enforcement efforts during the same time frame. Grants in Milwaukee County will be indicated using the 2017-31-08-M5 identifier.

(405d) 2017-31-05-M5	\$2,500,000
(405d) 2017-37-05-XX [24/7 grant funds]	\$165,000
(405d) 2017-37-05-XX [IID funds]	\$430,000

Provide equipment for agencies participating in the national impaired driving enforcement mobilizations.

(402) 2017-30-06-AL	\$400,000
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Drug Evaluation and Classification Program

This program supports a contracted coordinator position and includes expenses to train new Drug Recognition Experts (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.

WisDOT will fund 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). BOTS will continue to expand the ARIDE program by increasing the number of classes to accommodate demand and to align with this state and national focus.

(405d) 2017-31-03-M5	\$220,000
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Traffic Safety Resource Prosecutor

Salary and fringe for two statewide Traffic Safety Resource Prosecutors acting as a resource on legal issues, OWI, and the prosecution of 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.” These positions also provide 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.

(405d) 2017-31-03-M5 \$320,000

Adjudication

Provide funding for travel cost for agencies to participate in training offered by the National Center for DWI Courts (NCDC). These training sessions are partnerships between NCDC, NHTSA and the state highway safety offices.

(405d) 2017-31-03-M5 \$20,000

24-7 Sobriety Programs

BOTS will create 24-7 sobriety pilot programs in selected Wisconsin counties. These will be post-conviction programs. These programs will require an individual convicted of driving under the influence of alcohol to abstain from alcohol and be subject to testing for alcohol at least twice per day. Funding will be used for start-up projects only. Programs will be proportionally-funded to ensure NHTSA funds will be used for that proportion of the program whose participants have convictions related to impaired driving. The goal is for the programs to become self-sufficient.

(405d) 2017-31-04-M5 \$50,000

Drugged Driving Pilot Data

BOTS will collect data with regard to driving under the influence of drugs for the purpose of identifying the size and scope of the state’s drugged driving program.

(405d) 2017-31-09-M5 \$10,000

Data and Program Evaluation

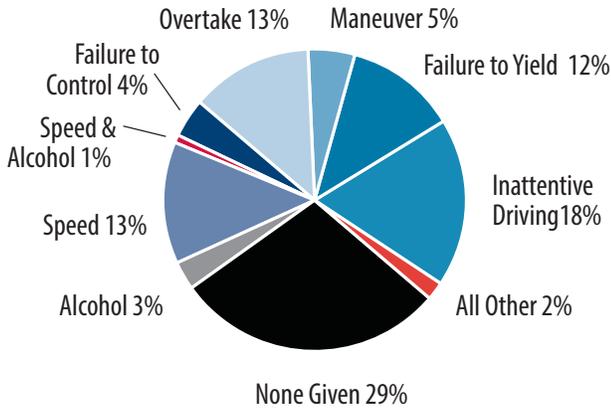
Contract for Knowledge, Attitude, and Behavior (KAB) mail surveys to evaluate the effectiveness of paid media and performance measure survey required for HSP.

(405d) 2017-31-09-M5 \$75,000

IMPAIRED DRIVING—BUDGET SUMMARY			
402	2017-30-06-AL		\$400,000
405d	2017-31-01-M5		\$90,000
405d	2017-31-03-M5		\$560,000
405d	2017-31-04-M5		\$150,000
405d	2017-31-05-M5		\$2,500,000
405d	2017-31-09-M5		\$85,000
405d (24/7)	2017-37-05-XX		\$165,000
405d (IID)	2017-37-05-XX		\$430,000
State 531	2017-39-04		\$700,000
Total			\$5,080,000

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

2015 Possible Contributing Circumstances

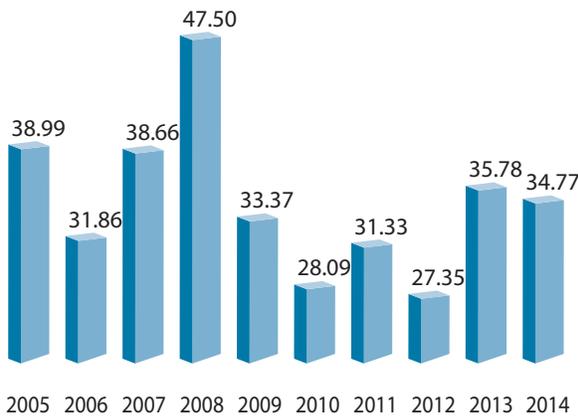


The number of crashes for which speed is recorded as a possible contributing circumstance (PCC) is assumed to be far fewer than the number of crashes for which speed actually played a factor. This assumption is based on data that show that speeding is the most commonly cited driver behavior and the most common type of driver-caused crash. Speed-related crashes resulted in 28% of all deaths and 18% of all injuries in 2015. In addition, 154 people died and 7,641 were injured in 17,798 speed-related crashes. In total, there were 171,039 convictions for speeding violations in 2015.

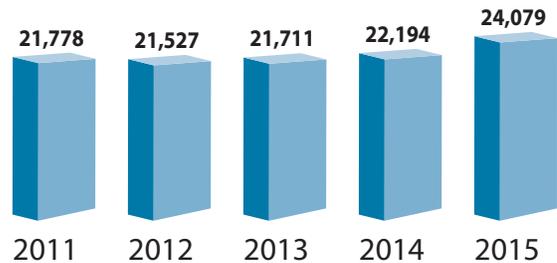
Law Enforcement

Plan statewide participation, encourage voluntary participation, and provide overtime funding for the speed and aggressive driving enforcement campaign. Encourage coordination between county and local law enforcement by supporting HVE task forces. Support statewide Wisconsin State Patrol Air Support Unit HVE deployments in partnership with local law enforcement

Speed Related Crashes/100M VMT

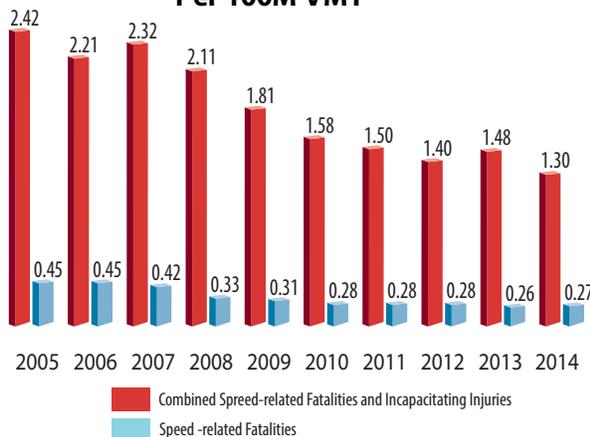


Number of Crashes in Wisconsin with a Driver Possible Contributing Circumstance of Inattentive Driving, 2011-2015

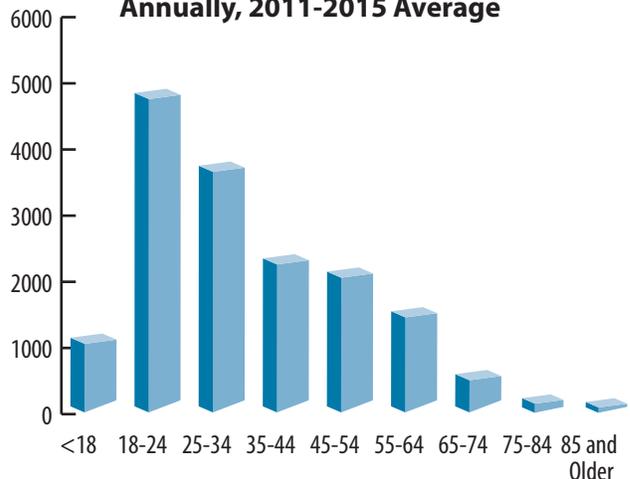


Inattentive drivers are disproportionately younger drivers. 34.1% of inattentive drivers are younger than 25 years of age.

Speed Related Fatalities & 'A' Injuries Per 100M VMT



Circumstance of Inattentive Driving by Age Annually, 2011-2015 Average



	2011-2015 AVERAGE	ECONOMIC COST PER CRASH	ANNUAL ECONOMIC COST
Property-Damage-Only Crashes	15,007.8	\$4,200	\$63,032,760
Possible Injury Crashes	4,067.4	\$21,000	\$85,415,400
Non-incapacitating Injury Crashes	2,494.8	\$25,600	\$63,866,880
Incapacitating Injury Crashes	598.0	\$88,500	\$52,923,000
Fatal Crashes	89.8	\$1,512,000	\$135,777,600
Total	22,257.8		\$401,015,640

agencies. Grants in Milwaukee County will be indicated using the 2017-40-08-PT identifier.

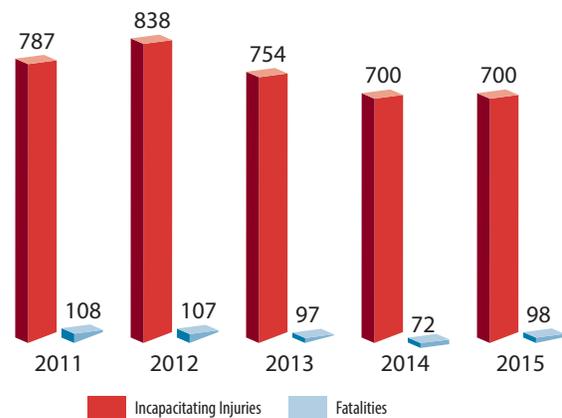
(402) 2017-40-05-PT \$675,000

Evaluation Programs

Evaluate the number of crashes, fatalities, and injuries and compare to prior data. Identify counties that have low conviction rates for speeding tickets. Conduct surveys to determine program effectiveness and public knowledge and attitudes about the speed management program. Evaluate the effectiveness of the funding provided. Attempt to determine if speed related crashes were reduced in areas where agencies were funded.

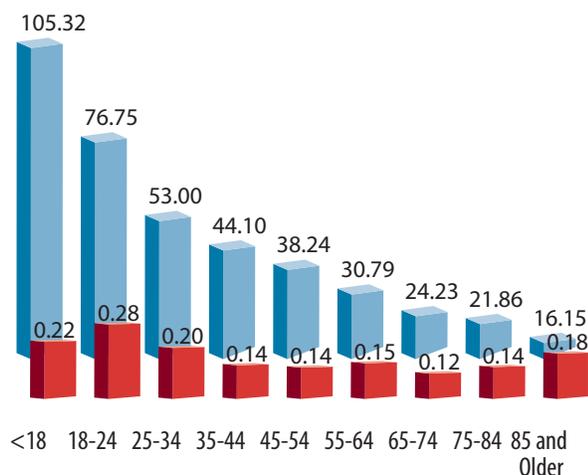
Surveys are included in the Impaired Driving section.

Fatalities and Incapacitating Injuries in Crashes with a Possible Contributing Circumstance of Inattentive Driving, 2011-2015



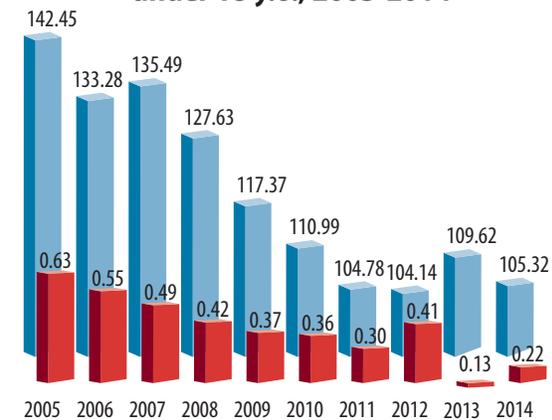
Total Crash Rates by Age Group, 2014

Fatal Crash Rates by Age Group, 2014



Total Crash Rates for Drivers under 18 y.o., 2005-2014

Fatal Crash Rates for Drivers under 18 y.o., 2005-2014



POLICE TRAFFIC PROGRAM— BUDGET SUMMARY

402

2017-40-05-PT

\$675,000

Total

\$675,000

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PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

The FAST Act 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. The TRCC also includes representatives from organizations related to highway safety, highway infrastructure, law enforcement, adjudication, public health, EMS, and others. The TRCC Charter is in appendix TR-1. All documents for prior 12 months and a schedule for coming 12 months are contained in appendix TR-2. A list of the TRCC members can be found in appendix TR-3. 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-4 provides a copy of the Strategic Plan and appendix TR-5 is a Progress Report.



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. The following are a list of the project concepts that the TRCC has approved for grant funding.

Program Management/Analysis

Coordinate, plan, and manage the traffic records program. Administer Integrated Traffic Records Strategic Plan (TRSP) and SHSP Data Sections. TRCC Meetings, Strategic Plan Development, and travel to national conference.

(405c) 2017-58-01-M3 \$10,000

Program Evaluation Analyst 1.0 FTE

(402) 2017-50-01-TR \$90,000

EMS Training

This is a project at the Department of Health Services Emergency Medical Services that will provide annual training to all service members in effort to receive consistent data

(405c) 2017-58-03-M3 \$5,000

Critical Care Module

Purchasing a Critical Care module for the Wisconsin Ambulance Run Data System (WARDS). Will provide more specific data related to Advanced Life Support treatment, medications and procedures being provided.

(405c) 2017-58-03-M3 \$50,000

CODES: Enhancement/Report Generation and Analysis

Wisconsin's Crash Outcome and Data Evaluation System (CODES) provides linked crash/health care data in order to more completely evaluate the injury and cost impacts associated with motor vehicle crashes in Wisconsin. This project will continue to provide crash/health information in a variety of formats, including online statewide reports and online municipality/county-specific reports, through a comprehensive online reporting system accessible to governmental, educational, and non-profit organizations.

(405c) 2017-58-03-M3 \$124,000

CODES Traffic Crash Record Linkage

CODES is the primary injury surveillance system for the medical consequences of traffic crashes. This project will match 2016 traffic crash reports to hospital inpatient and emergency department records, updating CODES. The project will also match the state's ambulance-run records (WARDS data) to hospital patients and to traffic crash reports.

(405c) 2017-58-03-M3 \$50,000

Hospital Patient Data Archive Improvement

This project will enhance the timeliness, accessibility, uniformity, and completeness of Wisconsin's hospital patient data through improvements in the quarterly processing of new records, the acquisition of records from Minnesota and Iowa, the addition of new fields for injury surveillance, and the conversion of diagnosis codes from the ICD-9 standard to the ICD-10.

(405c) 2017-58-03-M3 \$50,000

Automation/BadgerTraCS (Traffic and Criminal Software) Implementation

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

(405c) 2017-58-06-M3 \$100,000

Community Maps

Operation and maintenance for Community maps, including implementation of additional enhancements to improve user experience. Developed to provide Wisconsin Traffic Safety Commission's with online interface for mapping crash data.

(405c) 2017-58-03-M3 \$40,000

New Crash Data Review

Project will be responsible for reviewing crash data as it is received in the beginning of 2017 to see if there are any discrepancies in reporting as well as identifying potential performance metrics based in the NHTSA six-pack. Will create training materials and outreach for improving the crash data in the first year of the new DT4000.

(405c) 2017-58-03-M3 \$70,000

Law Enforcement Traffic Records Data Warehouse

Project will involve data investigation and planning for the detailed linkages associated with the various data sets (licensing, registration, roadway, citations, warnings, adjudications, EMS, coroner, health records). Start the process of examining what data elements are needed and how they will be deterministically linked to crash data.

(405c) 2017-58-03-M3 \$40,000

State Patrol Resource Allocation Mapping and Analysis

Working on creating maps and analysis to help determine where resources should be located, working to come up with standard data sets.

(405c) 2017-58-03-M3

\$50,000

Crash Database Project

This project involves completing the updating of the WisDOT crash database system, which is currently 20 years old, in conjunction with updating the MV4000 planning and implementation process. The updated database system will meet the 2010 NHTSA assessment indicating that WisDOT should update the crash form, will add fields and attributes to be MMUCC compliant and will increase data quality.

(405c) 2017-58-03-M3

\$100,000

National Model Steering Committee Meeting Travel

This will fund the travel of two people to attend the February and August 2017 National Model Steering Committee meetings.

(405c) 2017-58-01-M3

\$6,000

Equipment – Trimble S5 Robotic Total Stations

This provides efficient and advanced technologies to forensically map serious injury and fatal traffic crash scenes to improve timeliness, accuracy, completeness, uniformity, accessibility, and integration of traffic crash data and crash reconstruction reports. The data will be available to law enforcement agencies and engineers.

(405c) 2017-58-06-M3

\$100,000

TRAFFIC RECORDS IMPROVEMENTS—BUDGET SUMMARY			
402	2017-50-01-TR		\$90,000
405c	2017-58-01-M3		\$16,000
405c	2017-58-03-M3		\$579,000
405c	2017-58-06-M3		\$200,000
Total			\$885,000

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES



Performance Goals and Measures

Injury to Death Ratios	
2012-2014 Statewide 3-year average baseline	73.1 to 1
2015 Actual	75.5 to 1
2016 Goal	76.8 to 1
Safety Belt Use Rate in personal injury and fatal crashes will increase.	
2000 Statewide Baseline	65.4%
2015 Statewide Usage	85.8%
2016 Goal	85.1%

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 three-year average injury-to-death ratios indicate that the areas of highest risk are predominantly rural.

It is important to 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), the Bureau of Transportation Safety will develop an EMS PI&E Plan with a focus on recruitment and retention and 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) 2017-60-02-EM

\$50,000

Rural Emergency Response Programs, Equipment & Training

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

(402) 2017-60-03-EM

\$50,000

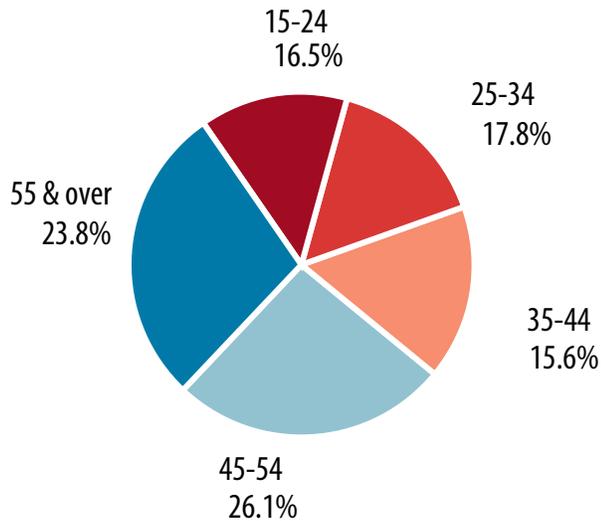
EMERGENCY MEDICAL RESPONSE— BUDGET SUMMARY			
402	2017-60-02-EM	PI&E	\$50,000
402	2017-60-03-EM	Training – Equipment	\$50,000
Program Total			\$100,000

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Using a five-year rolling average (2010-2014), 93 people die and 620 people are seriously injured in motorcycle and moped crashes in Wisconsin annually. In 2015, 535 persons were seriously injured and 81 were killed in 2,445 reported crashes involving motorcycles and mopeds. If you were a rider in a reportable motorcycle or moped crash in 2015, you were most likely injured—only 442 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 71% of the motorcyclist fatalities and incapacitating injuries occur to individuals 35 years old and older.

2015 'K' & 'A' Injuries by Age Group



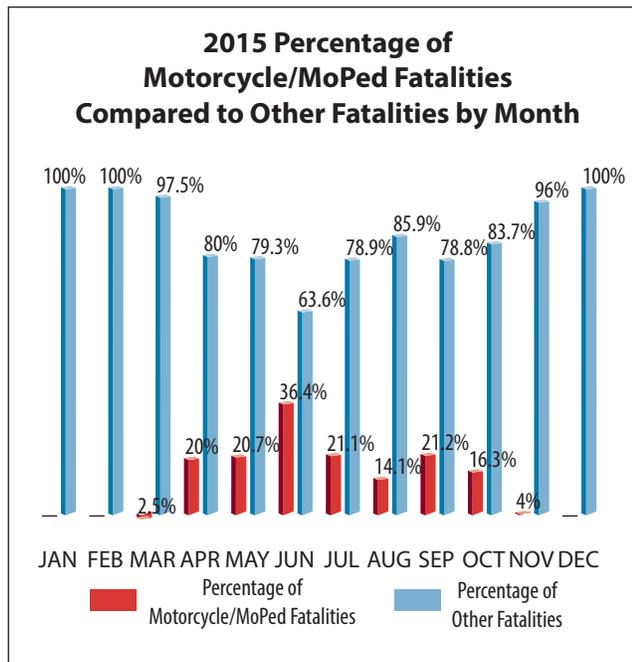
Riding motorcycles and mopeds for the vast majority of riders is a seasonal endeavor. Very rarely does Wisconsin have a warm enough winter for even the most avid rider to continue around-the-year use. Motorcyclist fatalities nonetheless accounted for 14% of total fatalities on Wisconsin roads in 2015. The following graph illustrates when those fatalities occurred and what a large share of the total fatalities motorcyclists were (and are each year) during those months.

As discussed in the impaired driving section, alcohol is also a significant concern in the motorcyclist community. Of the 75 motorcycle and moped operators killed in 2015, 69 (92.0%) were tested for alcohol, and 28 (40.6%) of them had a positive blood alcohol content. Over the prior five years, 84% of motorcycle/moped crashes resulted in fatality or injury.

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

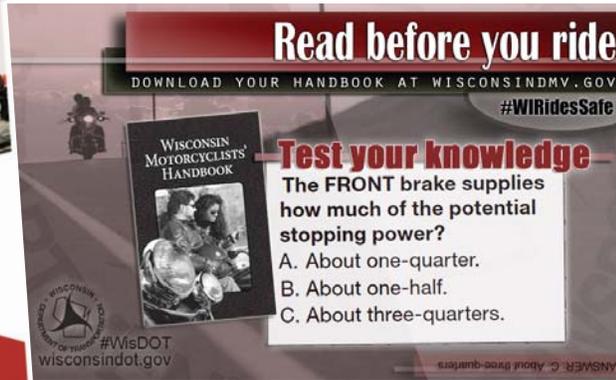
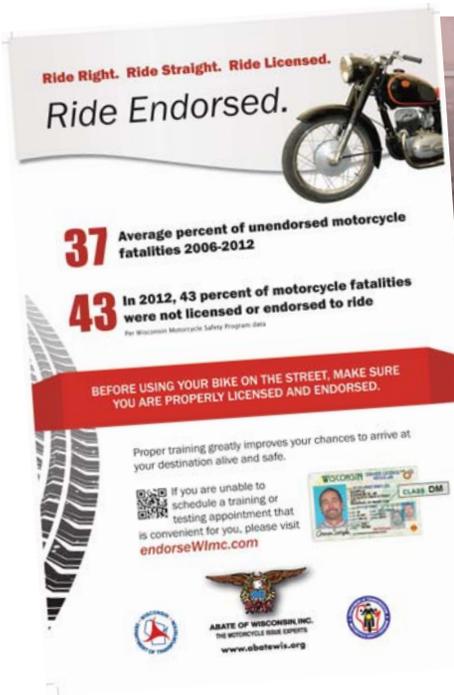
Wisconsin's Motorcycle Rider Education Program has been a successful program for 35 years as of 2015. Five RiderCoach Trainers, two Lead RiderCoaches-at-Large, a Quality Assurance Coordinator, 18 Quality Assurance Specialists, and over 180 RiderCoaches must routinely be updated and kept current on Motorcycle Safety Foundation (MSF) and Wisconsin Motorcycle Safety Program curriculum

2015 Percentage of Motorcycle/MoPed Fatalities Compared to Other Fatalities by Month



Percentage of Known Improperly Licensed Motorcycle/Moped Operators Riders Killed in Fatal Crashes 2012-2014

Year	Percentage
2012	42%
2013	34%
2014	44%



and policy and procedure changes as well as quality improvement initiatives. Funding applied for by the Wisconsin Technical College System (WTCS) and ABATE training sites has increased in 2016, creating an additional workload for the Motorcycle Safety Program. The success of the program is reflected in the results of past surveys, which indicate that 51% of respondents are familiar with our PSAs, billboards, Dynamic Message Boards, brochures, posters, bumper and helmet stickers.

FAST Act applications require that states provide the following about motorcycle riding training courses:

1. A copy of the 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 that 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 section of the Wisconsin Motorcycle Safety Program Policy and Procedure Manual included in appendix MC-4. A narrative of the improvements that the Wisconsin Motorcycle Safety Program has made to its quality control procedures is included in Appendix MC-8.

Requirements under the FAST Act also include the following requirements for the Motorcyclist Awareness Program:

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 Motorcycle Safety Program areas is provided in appendix MC-6.
4. Description of how the State achieved collaboration among agencies and organizations regarding motorcyclist safety issues and organizations regarding motorcyclist safety issues is provided in appendix MC-5.
5. Director David Pabst’s letter in appendix MC-7 discusses the strategic communications plan and further discusses the Wisconsin Motorcycle Safety Program’s collaboration among agencies and organizations on motorist education.

Percentage of Riders in Fatal Crashes Not Wearing a Helmet 2005-2014									
2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
76%	74%	76%	78%	65%	77%	92%	78%	76%	71%

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

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. This includes wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage, and SMSA Membership Dues.

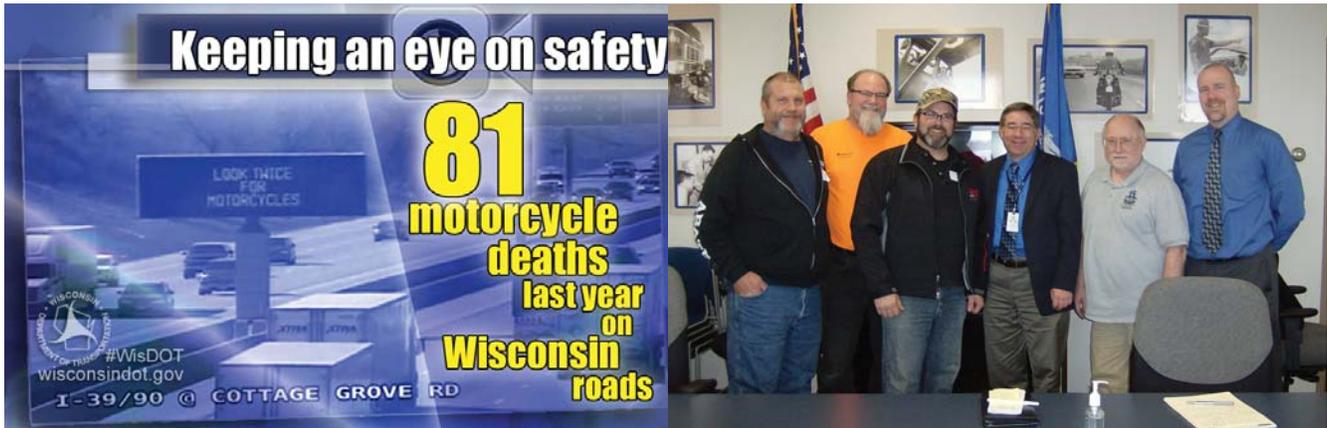
(State 562) 2017-79-01 \$120,000

Motorcycle Rider Education and Training

The Wisconsin Motorcycle Safety Program will expand rider education courses to address novice, intermediate, and seasoned motorcyclists. It will also fund the WMSP (BRC - novices) Basic RiderCourse curriculum and the WMSP (BRC2 - intermediate) Basic Rider Course-2 as a waiverable rider education course. Professional development of RiderCoach Trainers and train-the-trainer staff including curriculum updates, motorcyclist safety conferences and workshops.

(402) 2017-70-03-MC \$60,000





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

(State 562) 2017-79-04 \$463,000

Section 405f funds 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.

(402) 2017-70-06-MC \$100,000

Motorcycle Operation under the Influence of Alcohol or Other Drugs Law Enforcement

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

(402) 2017-70-05-MC \$50,000

Communication and Outreach

Continue expansion of the role the 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.

(405f) 2017-72-04-M9 \$220,000

Program 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.

(405f) 2017-72-09-M9 \$5,000

Motorcycle Awareness and Motorist Education

Using revenue generated from the sale of specialized Harley-Davidson license plates for automobiles and trucks, the Wisconsin Motorcycle Safety Program will develop a specific media campaign to promote motorist awareness of motorcycles. This campaign will be targeted to coincide with major motorcycling activities taking place during the most active segment of the riding season.

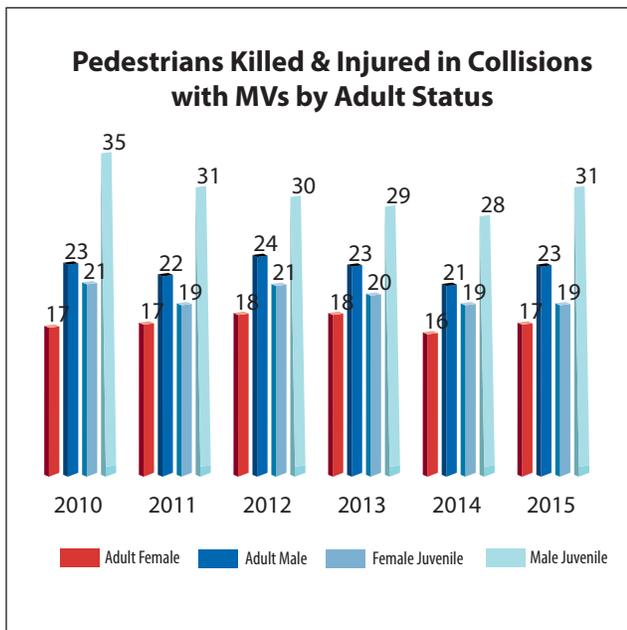
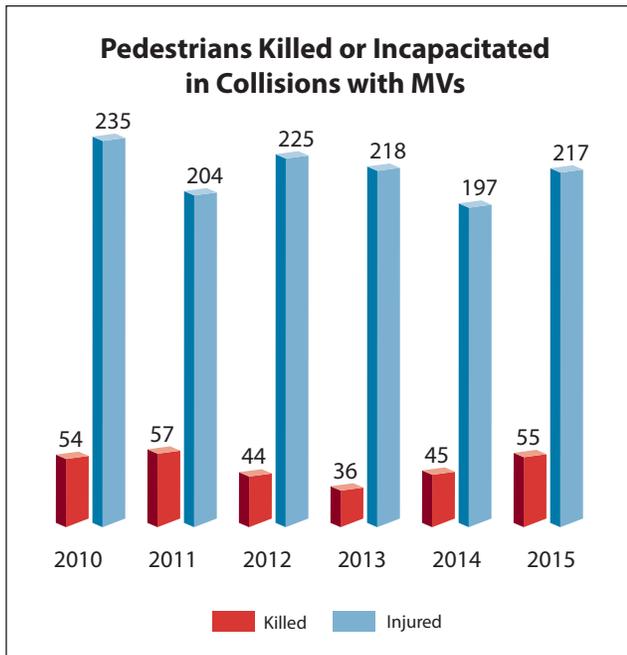
(State 562) 2017-79-07

\$100,000

MOTORCYCLE SAFETY—BUDGET SUMMARY			
State	562	2017-79-01	\$120,000
State	562	2017-79-04	\$463,000
State	562	2017-79-07	\$100,000
Federal	402	2017-70-03-MC	\$60,000
Federal	402	2017-70-05-MC	\$50,000
Federal	402	2017-70-06-MC	\$100,000
Federal	405f	2017-72-04-M9	\$220,000
Federal	405f	2017-72-09-M9	\$5,000
Total			\$1,118,000

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

In 2015, 55 pedestrians died in pedestrian-motor vehicle crashes. This is more than the most recent 5-year average. Fatalities increased by 31% from 2014. As illustrated in the graph, pedestrians killed or incapacitated in 2015 totaled 272 people. This represents a 3.6% increase from the most recent 5-year average. It should be noted that while the majority of ‘A’ injuries and deaths occur in urban areas—presumably where the majority of the activity is—a person in a rural area is two times more likely to die in a serious accident than a person in an urban area. It is likely that the combination of higher speeds and a delay in transport to a trauma center explains this difference.



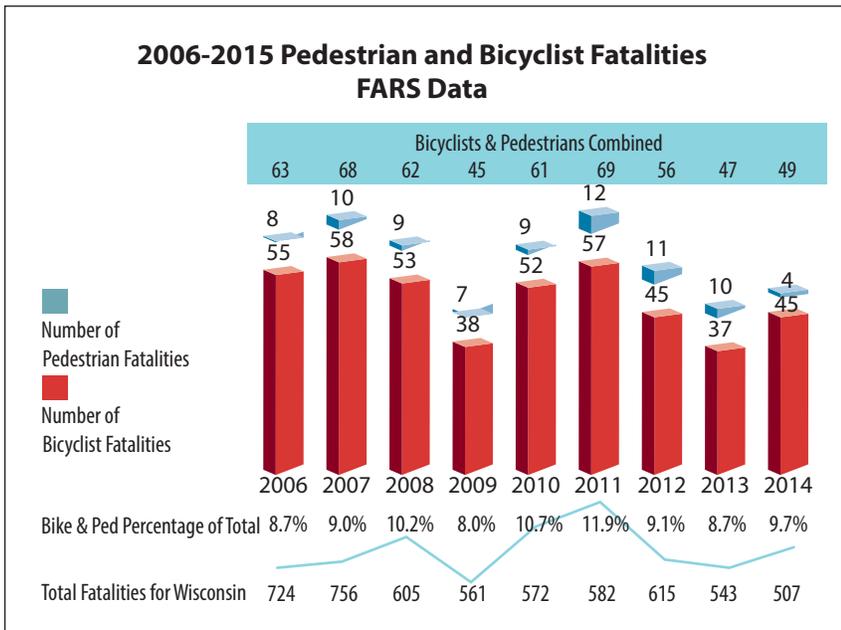
There were 1,226 pedestrian injuries reported in 2015, which is a 3.2% increase from the most recent five-year average. Adult men and women make up the largest number of pedestrians injured in collisions, but the proportion of male and female juvenile pedestrians who become injured is higher than that proportion for adults. This is determined as a rate per 100,000 for each group.

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

In 2015, 15 bicyclists died in bicycle-motor vehicle crashes. This is a 63.0% increase from the most recent 5-year average. Fatalities increased 275% from 2014. As illustrated in the graph, bicyclists killed or incapacitated in 2015 totaled 91 people. This represents a 14.6% decrease from the most recent 5-year average.

There were 892 total bicyclist injuries reported in 2015, which is a 6.2% decrease 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.

Using Fatality Analysis Reporting System (FARS) data, there were 45 pedestrian fatalities and 4 bicyclist fatalities for a combined total of 49 non-motorist fatalities in 2014. Since there were 507 total fatalities using FARS data, 9.7% of the fatalities in 2014 were non-motorists.



Program Management

This position will coordinate, plan, and manage the state pedestrian and bicyclist safety programs. This amount includes wage and fringe, data processing costs, materials and supplies, training and travel, printing and postage. This position will coordinate, plan, and manage the Traffic Records Program. The person in this position will work closely with all agencies involved in traffic records grant funding that collect and make crash data information available.

(State 562) 2017-8901
\$87,000

Training and Outreach Program

Schedule Teaching Safe Bicycling (TSB) 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. Work with TSB instructors and the Safe Routes to School program to train elementary and middle school teachers on bicyclist and pedestrian safety to present sessions in their classes.

(402) 2017-80-03-PS **\$15,000**

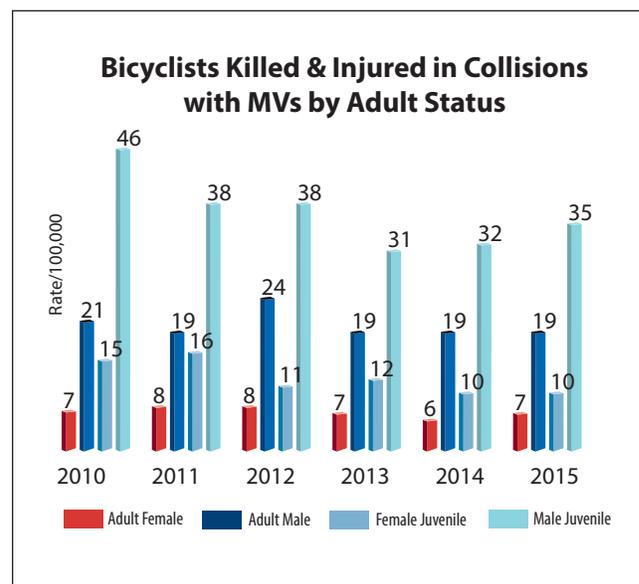
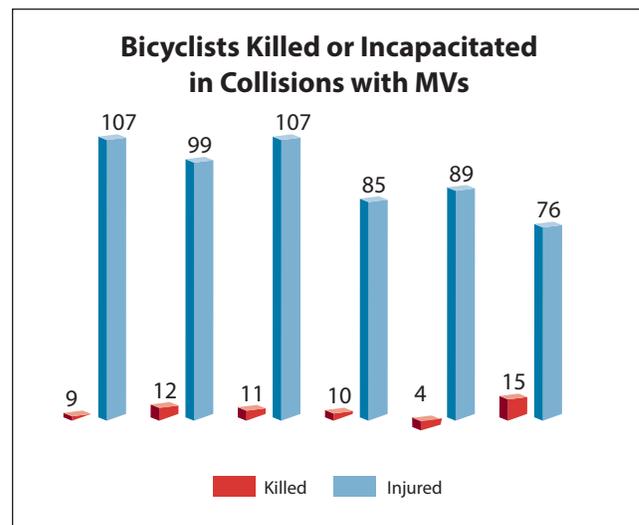
Work with the Ped/Bike Coordinator and the Share and Be Aware program to develop a neighborhood program to improve walking and biking related to Safe Routes in Milwaukee.

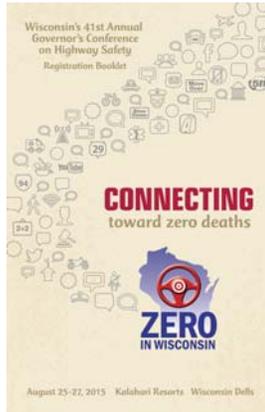
(402) 2017-80-03-PS **\$20,000**

Provide two or three training workshops throughout the state on the organization and implementation of Walking Workshops. Work with Department of health Services Active Communities Program to conduct workshops in High Visibility Enforcement communities. Train community members to organize and conduct walking workshops in their communities.

(402) 2017-80-03-PS **\$10,000**

Provide three pedestrian safety training workshops by working with engineers, law enforcement, health care providers, planners, and advocacy programs to define and improve pedestrian safety issues in communities that





PROGRAM JUSTIFICATION

Program Management

BOTS has four Regional Program Managers (RPMs) that coordinate, plan, and manage the state Community Traffic Safety Program. Wage and fringe, data processing costs, materials and supplies, training, travel, printing, and postage. Continue to provide leadership, training, information, and technical assistance as a liaison between law enforcement agencies, organizations, and non-profit programs involved in community traffic safety and WisDOT. The RPMs work closely with all law enforcement agencies (LEAs) involved in the community safety grant program. The RPMs develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends, and they lead WisDOT efforts to increase participation of LEAs in the quarterly Traffic Safety Commissions (TSCs) in each county. Participation in TSCs is essential for outreach to LEAs for WisDOT and USDOT policy and programs. Participation by LEAs also allows WisDOT to have a better understanding of the issues in traffic safety in local communities

(402) 2017-90-01-CP

\$284,000

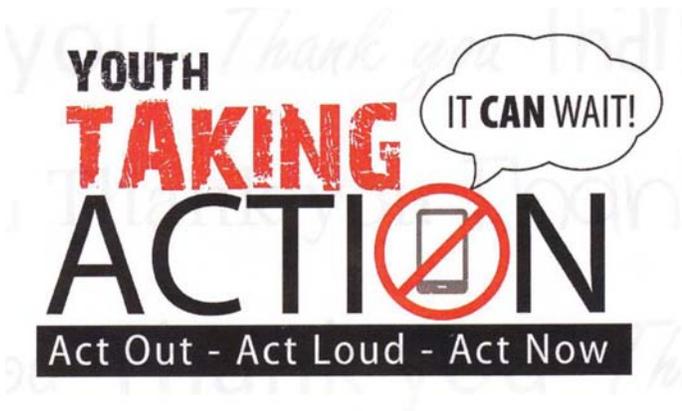
Grants Management System Maintenance and Hosting

This will be used to fund the electronic grants management system, Wise-Grants, which manages the grants distributed by BOTS.

(402) 2017-90-04-CP

\$110,000





Outreach Program

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

(402) 2017-90-04-CP \$15,000

Governor’s Conference on Highway Safety and Law Enforcement Recognition Luncheon

This will fund the Governor’s Conference on Highway Safety. This will also fund the Law Enforcement Recognition Luncheon and awards. In an effort to save money and better align our program, the luncheon will be held on the last day of the Governor’s Conference on Highway Safety.

(402) 2017-90-06-CP \$375,000

Enforcement Recognition Luncheon and awards. In an effort to save money and better align our program, the luncheon will be held on the last day of the Governor’s Conference on Highway Safety.

COMMUNITY TRAFFIC SAFETY PROGRAMS—BUDGET SUMMARY			
402	2017-90-01-CP		\$284,000
402	2017-90-04-CP		\$125,000
402	2017-90-06-CP		\$375,000
Total			\$784,000

Program Management

Coordinate, plan, and manage the state's program for Paid Media and Public Information and Education (PI&E). Wage and fringe, data processing costs, materials and supplies, training and travel, printing and postage are included. Work with Regional Program Managers, Law Enforcement Liaisons, and law enforcement agencies of all sizes to coordinate PI&E efforts, encourage safe and effective High Visibility Enforcement, and participation in mobilizations.

(402) 2017-40-01-PT

\$75,000

Public Information and Education – Occupant Protection

- 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.
- Partner with teen safe driving programs to promote young adult driver seat belt use.
- 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) 2017-25-02-M2

\$170,000

Outreach Program – Occupant Protection

This program funds maintenance and upkeep for the seatbelt rollover convincer, travel, and a 0.5 LTE position.

(405b) 2017-25-02-M2

\$40,000

Communication Program – Impaired Driving

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.

(405d) 2017-31-02-M5

\$220,000

Motorist Awareness and Motorcyclist Conspicuity

This will fund media campaigns that address "May is National Motorcycle Safety Awareness Month" and in Wisconsin "May is Motorcycle Awareness Month." These campaigns will promote motorists' awareness of motorcycles in a campaign to "look twice for motorcycles" via radio and television PSAs, posters, and other means.

(405f) 2017-72-02-M9

\$50,000

Audio Everywhere



Public Information and Education – Pedestrian and Bicyclist

Work with partners to keep information up-to-date, add training brochures/information to WisDOT website. Continue to work with the variety of Drivers Education Programs to ensure beginning drivers receive the correct pedestrian/bicycle training.

(State 562) 2017-89-02 \$11,000

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

(State 562) 2017-89-02 \$30,000

(402) 2017-80-02-PS \$25,000

Public Information and Education – Community Outreach

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

(402) 2017-90-02-CP \$70,000

Prevention

Develop relationships with targeted businesses, non-profit organizations, and government agencies to develop, design, and implement programs focusing on the high-risk behaviors of employees, especially as these behaviors relate to impaired driving, lack of safety belt use, mobile telephone use while driving, and speeding.

(402) 2017-90-02-CP \$25,000

Public Information and Education

Multiple program information outreach.

(402) 2017-90-02-CP \$480,000



Paid Media

Contract for paid media for all major behavioral areas.

(402) 2017-90-07-PM	\$500,000
(405d) 2017-31-07-PM	\$250,000

See Appendix 1 for the Paid Media Plan.

MEDIA AND OUTREACH PROGRAM —BUDGET SUMMARY			
State 562	2017-89-02		\$41,000
402	2017-40-01-PT		\$75,000
402	2017-80-02-PS		\$25,000
402	2017-90-02-CP		\$480,000
402	2017-90-07-PM		\$500,000
405b	2017-25-02-M2		\$210,000
405d	2017-31-02-M5		\$220,000
405d	2017-31-07-PM		\$250,000
405f	2017-72-02-M9		\$50,000
Total			\$1,851,000

buzzed
driving is
drunk
driving
designate a sober driver

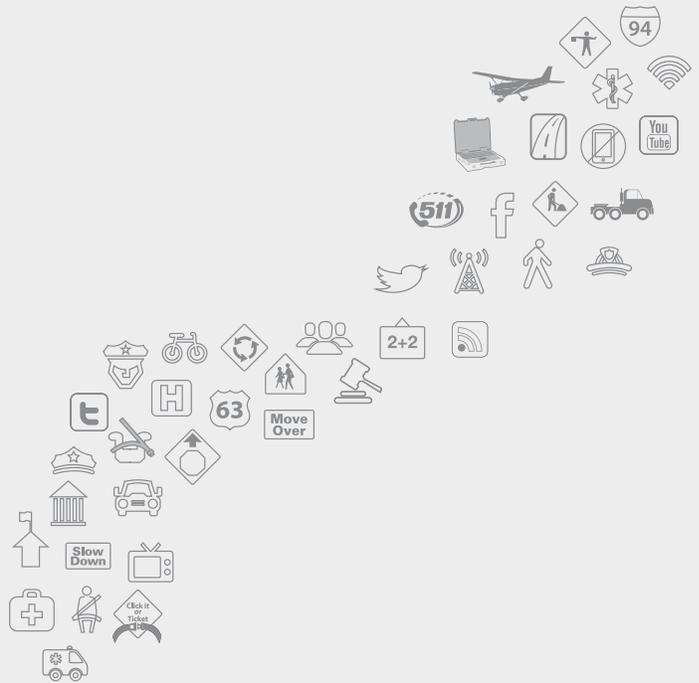


HIGHWAY SAFETY PLAN

APPENDIX

SECTION III

STATE OF WISCONSIN FFY
2017



PAID MEDIA PLAN WISDOT BUREAU OF TRANSPORTATION SAFETY



REVISED APRIL 22, 2016

INTRODUCTION

2015 saw 560 deaths on Wisconsin roads, an 11% increase over 2014. The goal of the Zero in Wisconsin campaign is to remind the public that even one death on Wisconsin's highways is too many, so the efforts to continue to increase awareness and compliance of the law through strategically planned media campaigns must be maintained.

The current plan will include CLICK IT OR TICKET (May) and DRIVE SOBER OR GET PULLED OVER (August/September) efforts, as well as three additional initiatives: Distracted Driving, Motorcycle Awareness and Speeding:

- Distracted driving, whether it involves texting, cell phone use or any other distraction, continues to be a major contributor to fatalities and as such will receive a dedicated week of media support in early April, which is Distracted Driving Awareness Month.
- According to 2012 WisDOT data, motorcycles make up 6% of all registered vehicles yet account for nearly 19% of all traffic fatalities. Therefore, the new ALL THE GEAR, ALL THE TIME motorcycle safety spot produced last fall will run in April just as the 2016 riding season is kicking off.
- Speeding contributed to over 29% of all fatal crashes, killing 165 people and injuring many others according to 2013 WisDOT statistics. In an effort to help bring this statistic down and to go along with enhanced enforcement during the July 4th Holiday, we will run the Tortoise & the Snare YOU SPEED, YOU LOSE creative in late June/early July.

MEDIA OVERVIEW

With the proliferation of media choices, radio and TV ratings have been trending downward – *The Big Bang Theory*, a successful program by anyone's measure, is averaging a 3.9 A18-49 rating in the current season compared to a 5.0 A18-49 rating in 2013, about a 25% decrease. Are people watching the program? Absolutely! It's just now they're watching it "On Demand" or streaming it either directly from the network or via one of the video streaming services. None of these other services are currently measured by Nielsen.

Adding to the challenge, 2016 is a political year and political advertising dollars are projected to be up 20% from past presidential elections. Most campaign dollars will be allocated to broadcast TV, but other forms of media, including Cable and Digital, are expecting to see a significant increase in spending. Although all campaigns will be affected, those most impacted will be Distracted Driving and Motorcycle Awareness (April) and the August DRIVE SOBER initiatives.

Cable TV is facing another challenge - that of cord cutting: people essentially dropping cable in favor of streaming services. As people consume television content via streaming sources, they no longer subscribe to local cable. This is especially prevalent within the younger 18-34 segment of the TV audience. Cable penetration has been trending down, particularly in larger markets like Madison and Milwaukee, which is negatively affecting cable television ratings performance as well.

The result of these new ways of consuming television content and meeting the challenge of political advertising, is that fewer ratings points are available and, since demand is increasing, those that are available will be priced higher than in the past.

AFFIRM is used to these political challenges, having been through them many times before, including in 2008 and 2012 for WisDOT. Therefore, our recommended ZERO IN WISCONSIN media program will include strategies to offset these challenges. First, we have reduced the target TRPs (M18-34 target rating points) in television for each campaign. To offset those lower TRPs we are slightly increasing radio TRPs and recommending stronger programs on Pandora and online video, two tactics that are preferred by the targeted younger segment of the population.

General Target Audience:

The primary target for these campaigns will be men, 18-34 years of age. This group is involved in a higher percentage of crashes overall and, according to the 2013 Wisconsin Traffic Crash Facts, are about three times more likely than women of that same age to be involved in fatal car crashes. W18-34 and Drivers 35+ will comprise the secondary target.

Media Tactics:

Men 18-34 have been the most difficult of these target audiences to reach, even before the recent migration to the digital world. To determine which tactics would be most successful in these efforts, we use available research from Scarborough, Nielsen and other syndicated sources.

Scarborough ranks media usage from heaviest to lightest. We pulled M18-34, W18-34 and A35-54 to determine commonalities between these groups. From this information (Scarborough Research August 2013 – July 2015), we found the following:

- M18-34 are 44% more likely than the general population to be among those who travel the most miles within a given week
- 47% of males 18-34, 35% of females 18-34 and 48% of adults 35-54 fall into the heaviest quintiles for radio listening All targets fall into the average to light television viewing quintiles, although A35-54 are most likely to fall into the “average” viewing quintile Internet use is heaviest among the 18-34 segment:
 - 61% of men fall into the heaviest use quintiles
 - 57% of women are defined as heavy users
 - 41% of A35-54 are defined as heavy users
- Pandora radio has the heaviest penetration in this market with 38% of M18-34 and 49% of W18-34 listening to this streaming service
 - iHeartRadio and Spotify are gaining on Pandora but still do not have the subscriber base to challenge them in this market
- M18-34 are more likely to use the Internet or apps on their Smartphone to watch video; with YouTube having a significant lead over Hulu
- W18-34 and A35-54 are more likely to access social networking sites
- 80% of the population currently uses a Smartphone

Despite the proliferation of “new” media, Nielsen quarterly Total Audience Report (December 2015) indicates that traditional TV and Radio continue to be the best way to reach the largest possible audience. It also shows that media consumption among 18-34 year olds is different from those of 35-49 or 50-64 year olds, spending less time with traditional TV and more time viewing video content online. The following illustrates the amount of time each group spends consuming media on a weekly basis (15:30 = 15 hours and 30 minutes):

Age Group	18-24	25-34	35-49	50-64
Traditional TV	15:30	21:10	28:41	39:21
Time-Shifted (DVR)	1:32	2:44	3:44	3:55
Online Video	1:35	2:00	1:42	1:12
Video on Smartphone	0:39	0:24	0:17	0:0
Any App/Smartphone	11:44	10:37	10:24	7:51
AM/FM Radio	9:53	11:17	13:24	14:51

This report also includes data on African American & Hispanic audiences, reporting monthly time spent:

- African Americans spend more time with traditional TV and viewing online video than the general audience
- Hispanic TV viewing is lower than the general audience while viewing online video is about equal to the general audience
- Radio listening among Hispanics is higher than that of the general audience As the data shows, “traditional” media is still used by our target. The percentage of budget allocated to digital tactics, especially mobile, will continue to grow. Following are the tactics that will be used for each of the campaigns:

Broadcast Television:

As illustrated in the Total Audience Report, television remains the one medium that can reach all demographic groups. Time spent watching traditional TV has actually remained relatively stable across all demographic groups. Males 16 and older are particular in their viewing habits but can be reached via sports programming and comedies. Popular comedies in syndication include *The Big Bang Theory*, *Family Guy*, *The Office*, *The Simpsons*, *Seinfeld*, *Anger Management* and *Two and a Half Men*. These air on local stations in Prime Access and Late Fringe, and can also be found on Cable.

Because each market in Wisconsin differs in the amount and type of syndicated programming offered, we are proposing a daypart mix that allows for flexibility in utilizing the most effective programs that appeal to young men in each market:

- **Recommended daypart mix include Prime/Sports (40-70%), Prime Access (5-15%) and Late Fringe (25-45%).**

Cable Television:

Cable will again be relied upon to provide additional programming opportunities that appeal to these young men. Cable penetration varies greatly by market and in some markets is challenged by alternate delivery systems (ADS). It is now possible to run local advertising on AT&T and DirectTV homes in the Milwaukee market, which will greatly improve penetration in that market. Other markets are expected to follow, but until they do our ability to reach cable viewers with local commercials in these more rural markets will continue to be impaired.

Cable Networks focusing on sports, comedy and music will be among those used in our buys. *Adult Swim*, Comedy Central and FX may remain constant in our campaigns, but we’ll also look into other networks that carry male-oriented programming.

Radio:

As shown by research, Radio remains an effective way to reach both the primary and secondary targets. *The advantage of radio for WisDOT’s efforts is that it reaches drivers while they are in their cars, giving us an opportunity to influence them as they drive.* Again, using Scarborough Research, it was determined that there are only slight

Category	Sample Apps	Category	Sample Apps
Utilities & Productivity	AccuWeather, Scout24, TextFree, Weather Bug	Social Networking	Bebo, LinkedIn for Twitter, MeetMe, iDeeSocial
Travel	SeatGuru, Where, iAudiobook, iStockPhoto	Arts & Entertainment	Billboard, Pandora, Movies, MovieTickets.com
Business & Education	Associated Press, Business Insider, HuffPost, NPR News	Games	Angry Birds, Bubble Birds, Dream Smoothing, Helping with Friends
Family & Parenting	Baby Bump, smooch, ModernMom Magazine, Baby Names	Sports	ESPN, MLB.com, iScore, Golf Pal
Lifestyle & Shopping	Shipping List, iBates, Martha Stewart, Mixlog	Healthcare & Fitness	Men's Fitness, iShape, WebMD, ColorCounter



The Hulu Audience by Platform



Audio Everywhere



:15 or :30 seconds with :15 second units typically having higher completion rates – averaging 76% of users watching all :15 seconds compared to 65% of :30 second users. The first :05 seconds cannot be clicked through, so it's important to “grab” the user in that short time to increase viewing. Interestingly, completion rates do not vary by age group, although men are slightly more likely to watch a complete video than women. Research from TubeMogul shows that pre-roll video significantly drives brand awareness and favorability among 18-34 year olds. With the acceptance of

programmatic or RTB targeting, we can reach our target audience wherever they are viewing video, not just if they use Hulu to catch up on their favorite program. Predictive buying techniques enable us to reach the audience with ‘people vs. places’ play wherever their searches take them on the Internet. Targeting will include age and gender, as well as location such as proximity to sports arenas and restaurants/bars. Hulu will remain a part of the campaign where the older segments of the target audience may likely go to access video.

Hyperlocal targeting will be used to deliver the ZERO IN WISCONSIN message within mobile display. This uses consumer’s GPS, WiFi and cell tower triangulation to get an exact read on their location, enabling us to deliver our ad message within mobile apps.

Following is a sample list of apps that might be used:

This program will target an area where our audience spends their time, in this case around bars/clubs, restaurants and sporting venues. The program will “geo-fence” an area within a given radius of these locations and will be further optimized using day parting and contextual cues such as day of week and time of day.

This targeting capability can be used in both large and small markets, ensuring reach throughout the state of Wisconsin. The tactic is impression-based and analytics will be furnished at the end of each flight as proof of performance.

Digital tactics will be used in the CLICK IT OR TICKET, DRIVE SOBER OR GET PULLED OVER and YOU SPEED, YOU LOSE efforts. The recommended program will be entirely focused on mobile, including tablets, mirroring the media usage of the M18-34 target. Overall the campaign will deliver 9,140,000 mobile impressions and 760,000 video impressions. Video impressions will be priced on a

cost per completed view basis (CPCv) to maximize budget. CPCv requires 100% completion or the program will not be charged for that impression.

Hulu streaming online video remains a key part of our recommendation because almost 95% of viewers watch the entire advertisement. Hulu typically loads one 15 second video commercial in front of the requested video, which isn't much for the viewer to sit through to get to their program. Compared to the size of a commercial pod on broadcast television, where one can get up, get refreshments, change clothes, etc., it's very effective. Hulu carries content from more than 500 partners including ABC, CBS, NBC, CW, Fox, Univision, NFL Network, NASA Television, and nuvo among others. It is ranked first by ComScore for total video views, beating YouTube, delivering more videos than the six major broadcast network sites combined. 45% of their viewers are 18-34, 71% are 18-49 (June 2015 data).

Hulu bills off 100% completions, and historically 98% of those who start the video, watched the entire video. 52% of Hulu viewers recall seeing the ad compared to 44% of those on broadcast TV. Hulu programs run across all platforms:

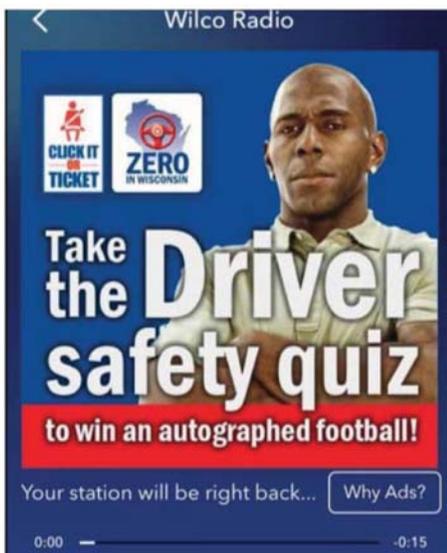
to streaming music on their Smartphone or tablet. Common streaming sources include Pandora, which is the recommended streaming service in our campaigns, iHeart Radio, and Spotify.

Listeners can listen to pre-formatted "radio stations", or fashion their own, based on their music preferences. Consumers must register for these sites, so listener/viewer demographics and geographic location are available. On free sites, an audio commercial runs about four times an hour, and delivers only one 15 or 30 second commercial at a time. iHeart Radio is offered via iHeart Media (formerly Clear Channel Radio), which owns and operates over 850 stations throughout the country. For this year, Pandora remains the streaming source of choice. ComScore reports that Pandora is the second most used app by Millennials, trailing only Facebook in usage time. It has higher penetration rates in Wisconsin than either iHeart or Spotify. Most importantly, Pandora has greater geo-targeting capabilities, allowing us to target ZERO IN WISCONSIN ads based on their subscriber's location.

On streaming services, users must listen to the entire commercial in order to get to the next song. Banners accompany the commercial, which click through to the advertiser's website. AFFIRM has successfully used Pandora in the past five years as part of the CLICK IT OR TICKET campaign, utilizing :15 audio of the Donald

Driver seat belt ad along with corresponding banner ads that click thru to a "Driver Safety Quiz" hosted on ZeroInWisconsin.gov. Pandora users who clicked on the banners and successfully take the quiz are entered to win an autographed Donald Driver football. This combination of targeted messaging and online engagement generated 5,100 entries and, more importantly, protracted interaction with the CLICK IT OR TICKET campaign.

Pandora's Display Everywhere option includes :30 or :15 audio that is accompanied by a 500 x 500 tile that is served every time a user interacts with the application – skipping a track, adjusting volume, thumb-up or down a selection, etc. A 300 x 250 banner displays while the next song is playing as added value. Pandora will serve ads via all platforms, PC, Mobile, Tablet, Connected Homes and in Connected Cars. An annual rate has been negotiated. The annual plan also will include 490,000 bonus ad impressions (300 x 250 unit). Pandora has



302,805 unique listeners, approximately 46% of all men 18-34 in Wisconsin. Approximately 4.0 million impressions will run among four designated flights: May CIOT, July SPEEDING, and August DRIVE SOBER.

As in previous years, AFFIRM underscores the importance of creating synergy between our Wisconsin statewide enforcement mobilization media buys and the national program placed by NHTSA. We are requesting a copy of the national buy with specific programming and dates to ensure that we are supporting and not duplicating any NHTSA efforts.

The following campaign summaries are our initial recommendations for the 2016-17 enforcement mobilization media buy campaigns and are based on current programming and ratings information. These may change as we get closer to the planning period and may be replaced with programs with similar audience deliveries. The first three campaigns are closely timed and efficiencies may be realized by negotiating all three at once. Any cost efficiencies realized will be re-directed to buy either more ratings for that campaign or moved to another campaign to ensure deliveries for that buy. More detailed buy summaries will be provided no later than two weeks prior to the start of each campaign.

2016 DISTRACTED DRIVING CAMPAIGN STRATEGIC PLAN

Dates: April 11 - 17, 2016 | Budget: \$101,912 | Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MinDOT as part of that DMA)



Demographic:

- Primary: M18-34
- Secondary: A18-34, A25-54

Gross Rating Point (GRP) Goals:

- Television: Minimum of 75 TRPs
- Radio: Minimum of 150 TRPs

Media:

- :30 Television/Cable
- :60 Radio

DISTRACTED DRIVING CAMPAIGN STRATEGY AND MEDIA MIX:

Crash experience shows men, 18-24 year olds have the highest incidence of distracted driving, while distracted walking affects those of all ages. For the purposes of this plan, the primary target will be M18-34 with a secondary target of A18+.

According to NHTSA, pedestrians were one of the few road users to experience an increase in fatalities in the U.S., so this campaign has been expanded to include pedestrians as well as drivers. Texting and phone calls are the two most commonly known distractions by both groups and our messaging will focus on the need for both groups to pay more attention to their surroundings and less to their phones and other distractions such as eating, drinking, and “primping”.

The included media will include television, cable, and radio.

Television:

75 M18-34 rating points will be purchased in broadcast TV, supplemented with targeted cable. Keeping to our recommended daypart mix, programming may include: *The Big Bang Theory*, *Family Guy*, *Seinfeld*, *The Simpsons* and *Two and a Half Men*. Prime programs vary by season.

Late fringe programming has a strong male following. Popular shows include: *The Tonight Show starring Jimmy Fallon*, *Late Night with Seth Meyers*, *Jimmy Kimmel Live* and *Saturday Night Live*.

Sports programming is destination viewing for our target audience. Auto racing is one of the best ways to reach young males during April, with NASCAR extending into the broader demographic as well. Also airing in this time would be Major League baseball and the NBA.

Again, while the priority is reaching the young male viewer, it's important to note that most of these same programs will reach our secondary audiences as well as or in the case of A25-54 possibly better than our primary target!

Cable:

While cable penetration varies by market, it provides additional programming opportunities that appeal to the hard-to-reach young men. Cable offers targeted options, ideally designed to reach our target audience. Networks that index very high against our target (Scarborough Research) include: **ESPN, FX, Adult Swim, Comedy Central, USA** and **TNT**. Some of these same networks index well against our W18-34 and A25-54 secondary targets.

Radio:

150 M18-34 TRPs will be purchased in each market to support this message. 60% of the radio commercials will run in afternoon drive, evening and weekends to correspond with the target's listening patterns. The remaining 40% will run in morning drive and mid-day which will expand reach to the secondary targets while providing additional frequency to the young male.

Radio formats will include Country, Rock, Alternative or Triple AAA, Contemporary Hit and Urban radio stations. The state's largest FM stations will be utilized, most of which are 50,000 – 100,000 watts, which will ensure penetration into Wisconsin's 72 counties.



**Wisconsin Department of Transportation
2016 Distracted Driving**

Flight Dates: 4/11 - 4/17/16	April				TRPs	Budget:
	28	4	11	18		
Media:						
TELEVISION (:30)						
75 TRPs M18-34 per market						
<i>EauClaire/La Crosse</i>					75	\$8,250.00
<i>Green Bay/Appleton</i>					75	\$12,525.00
<i>Madison</i>					75	\$12,525.00
<i>Milwaukee</i>					75	\$22,875.00
<i>Wausau/Stevens Point</i>					75	\$8,250.00
						\$64,425.00
RADIO (:60)						
150 TRPs M18-34 per market						
<i>Eau Claire</i>					150	\$4,050.00
<i>Green Bay/Appleton/Oshkosh</i>					150	\$8,250.00
<i>La Crosse</i>					150	\$3,750.00
<i>Madison</i>					150	\$8,700.00
<i>Milwaukee</i>					150	\$16,500.00
<i>Wausau</i>					150	\$4,500.00
						\$45,750.00
<i>Total Gross:</i>						\$110,175.00
<i>Less DOT Discount:</i>						\$8,263.13
Total Distracted Driving Campaign:						\$101,911.88

2016 MOTORCYCLE AWARENESS CAMPAIGN STRATEGIC PLAN

Dates: April 25 – May 1, 2016 | Budget: \$73,584 | Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MinDOT as part of that DMA)

Demographic:

- Primary: M18-34



- Secondary: A18-34, A25-54

Gross Rating Point (GRP) Goals:

- Television: Minimum of 50 TRPs
- Radio: Minimum of 120 TRPs

Media:

- :30 Television/Cable
- :60 Radio

MOTORCYCLE AWARENESS CAMPAIGN STRATEGY AND MEDIA MIX:

The goal of this campaign is to promote safe riding by motorcyclists and encourage all drivers to be aware of the need to share the road with motorcyclists. According to the most recent data available, while the number of motorcycle crashes has decreased by about 3% from 2013 to 2014, the number of injuries hasn't significantly changed. It's important to reinforce the need to follow simple safe driving procedures to keep the rate of injuries and deaths down.

The included media will be television (broadcast and cable) and radio targeted to reach males between the ages of 18 and 34. Men are more than five times more likely to have a motorcycle license than women, and those in the 18-34 demographic are more likely to be involved in a crash.

As a result, media tactics will continue to focus on **young males** as our primary audience, but as we want other drivers to watch out for motorcyclists, our secondary target of A25 -54 will expand our message reach. Media tactics for this campaign include:

Television:

50 M18-34 rating points will be purchased in broadcast TV, supplemented with targeted cable. As this comes two weeks after the Distracted Driving campaign, the program mix will include many of the same syndicated programs including: *The Big Bang Theory*, *Family Guy*, *Seinfeld*, *The Simpsons* and *Two and a Half*. Prime programs will be added as available during these flight dates.

Late fringe programming would again include: *The Tonight Show starring Jimmy Fallon*, *Late Night with Seth Meyers*, *Jimmy Kimmel Live* and *Saturday Night Live*. Sports programming would also be a continuation of the previous campaign incorporating NASCAR, Major League baseball and the NBA.

Cable Television:

The Cable buy might include programming on: *ESPN*, *FX*, *Adult Swim*, *Comedy Central*, *USA*, *TNT* and *NBC Sports*. Many of the popular comedies mentioned earlier will be included in the cable buy as appropriate, but we'll look at other programming to reach bikers such as *Motorcycle Racing* on *FX1* and *Duck Dynasty* on A&E. (See sample program list)

Radio:

Motorcycles, like cars, are equipped with radios thus the message will extend to both automobile and motorcycle riders. To cover the entire state of Wisconsin, we will look to the same mix of local stations with strong signal reach to cover the broadest geography possibly, supplementing if necessary to extend reach. 120 M18-34 TRPs will be purchased in each market to support this message. 50% of the radio commercials will run in afternoon drive, evening and weekends to correspond with the target's listening patterns. The remaining 50% will run in morning drive and mid-day which will expand reach to the secondary targets while providing additional frequency to the young male.

Radio formats will include Country, Rock, Alternative or Triple AAA, Contemporary Hit and Urban radio stations. The state's largest FM stations will be utilized, most of which are 50,000 – 100,000 watts, which will ensure penetration into Wisconsin's 72 counties.

**Wisconsin Department of Transportation
2016 Motorcycle Awareness**

Flight Dates: 4/25-5/1/16	May					TRPs	Budget:
	25	2	9	16	23		
Media:							
Television (:30)							
50 TRPs M18-34 per market							
<i>EauClaire/La Crosse</i>						50	\$5,500.00
<i>Green Bay/Appleton</i>						50	\$8,350.00
<i>Madison</i>						50	\$8,350.00
<i>Milwaukee</i>						50	\$15,250.00
<i>Wausau/Stevens Point</i>						50	\$5,500.00
							\$42,950.00
RADIO (:60)							
120 TRPs M18-34 per market							
<i>Eau Claire</i>						120	\$3,240.00
<i>Green Bay/Appleton/Oshkosh</i>						120	\$6,600.00
<i>La Crosse</i>						120	\$3,000.00
<i>Madison</i>						120	\$6,960.00
<i>Milwaukee</i>						120	\$13,200.00
<i>Wausau</i>						120	\$3,600.00
							\$36,600.00
<i>Total Gross:</i>							\$79,550.00
<i>Less DOT Discount:</i>							\$5,966.25
Total Motorcycle Safety Campaign:							\$73,583.75

2016 CLICK IT OR TICKET (CIOT) CAMPAIGN STRATEGIC PLAN:

Dates: May 9 – May 30, 2016 | Budget: \$279,711 | Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MinDOT as part of that DMA)

Demographic:

- Primary: Males 18-34,
- General Market, African American & Hispanic
- Secondary: Influencers of the primary demographic
- Qualitative: Pick-up Truck Drivers

Gross Rating Point (GRP) Goals:

- Television: Minimum of 175
- Radio: Minimum of 225

Media:

- :30 Television/Cable
- :60 Radio
- :15 Internet Radio and Banners (Pandora)
- :30 Internet Video and Banners



CIOT STRATEGY AND MEDIA MIX:

The most recent (WisDOT Field Observation Research, July 2015) data shows seat belt usage has increased to 85.8% from the 2013 level of 82.3%. Although an improvement, it still lags the national average of 87% (2014 US Department of Transportation Traffic Safety Facts.) The primary demographic for seat belt efforts is men between the ages of 18 and 34. Women are 10% more likely than men to wear their seat belts.

Occupants of pick-up trucks are least likely to use seat belts. Only 68% of those drivers or occupants wore seat belts. A secondary target of truck drivers will be included in our media evaluations.

The message of CLICK IT OR TICKET resonates with the young male target: getting a ticket and the financial consequences of paying it has a more immediate impact on this demographic than life-saving messaging. Of all people surveyed, persons aged 18-34 and those 65 and over were most likely to respond that they felt they'd get a ticket if they weren't wearing one, proving they do remember the message. Media efforts will also include the secondary market of influencers. Both the television and radio buys will be broad enough to include other demographics; such as girlfriends, mothers, fathers and friends of the targeted young males.

Media tactics for this campaign will include television, radio including internet radio, mobile display and video.



CIOT Broadcast Television:

May marks the end of the broadcast network's prime programming season and there are many series finales and specials running during this time that attract strong audiences. In order to take advantage of these larger audiences with original programming, it is recommended that we start the CIOT effort on May 9th in order to take advantage of prime finales and sports programs. PUT levels (People Using Television), decline in the spring as daylight hours (and outdoor activities) increase providing another reason for an earlier start to our media efforts. The television flight will end on May 29th . 175 M18-34 rating points will be purchased for this campaign.

Syndicated programming, *The Big Bang Theory*, *Family Guy*, *Modern Family*, *The Simpsons*, *Seinfeld*, and *Two and a Half Men* which air in prime access and late fringe, continue to attract the M18-34 target. About 40% of the TRPs will be scheduled in these dayparts.

Sports programming remains a strong option during this time period. It is destination viewing for our primary audience. One of the best sports to reach this demographic this time of year is auto racing, including NASCAR. NASCAR's popularity cuts all demographics and lifestyles. **During this campaign, the Indy 500 Race, Major League Baseball and the NBA Playoffs will be considered.**

This programming will be reaching the “influencers” as well: parents, teachers, coaches and girlfriends. Older adults tend to spend more time watching television in general. And many of the prime programs, syndicated comedies and late fringe programming that are reaching our primary target of young males, appeal to females and older adults, too.

Cable Television:

This flight may include cable networks that focus on sports or comedy; two of the most important things to young men. Some of the top networks for our demographic include ESPN, Comedy Central, Adult Swim, FX, History, TBS, USA and Discovery.

Many of the popular comedies in syndication that we previously mentioned such as *The Big Bang Theory*, *Family Guy*, and *The Office* are also offered on cable networks including Adult Swim and TBS. Specific programming that attracts male audiences, such as *Swamp People* and *Pawn Stars* on History and *Tosh.0* on Comedy Central. (See sample program list.)

Radio:

Radio listening peaks during the busy summer season simply because people are more active and on the move. The advantage of radio is a clear one for the CIOT message: it’s the only medium that effectively reaches individuals in their cars, when they may or may not be wearing a seat belt. Therefore, we’re able to reach them and remind them to buckle up at a critical decision point. Influencers riding in the car may take the opportunity to “nag” the offender.

- The daypart mix will include the standard dayparts of 25% Morning (6am-9am), 20% Mid-day (10am-3pm), 30% Afternoon drive (4pm-6pm) and 15% Weekends (Saturday and Sunday daytime). In addition, 10% Evenings (7pm-2am) will be included to reach individuals that are headed out to bars, sporting events, or other entertainment venues, since they are associated with alcohol consumption.

This daypart mix allows us to reach both segments of our target audience efficiently and effectively.

Radio will start the week of May 16 and run through Memorial Day. 225 M18-34 TRPs will be scheduled during this period. Station mix will remain constant focusing on those that most effectively reach our target audiences. Milwaukee Brewer’s statewide radio will be included as part of the summer buys (CIOT, Speeding and DRIVE SOBER.)

Digital:

Digital will take on an increased importance during this period. Pandora and Hulu will be included in this buy. To more effectively target the African American driver, who research has shown to be less compliant than the general market in the use of safety belts, we’ve added a separate African American target in our online buys for this campaign. While this audience is implicit in our overall targeting, calling it out as a separate line item will ensure effective reach against this specific demographic. All buys are impression based. Planning levels for these tactics:

Pandora:

- 3,080,000 impressions geo-targeted to M18-34

Hulu:

- 520,000 Impressions geo-targeted to M18-34

Mobile Display/Pre-roll:

- 4.4 million impressions geo-targeted to M18-34

**Wisconsin Department of Transportation
2016 CIOT**

Flight Dates: 5/9-5/30/16	May					June		TRPs	Budget:
Media:	25	2	9	16	23	30	6		
TELEVISION (:30) 175 TRPs M18-34 per market									
<i>EauClaire/La Crosse</i>								175	\$19,250.00
<i>Green Bay/Appleton</i>								175	\$29,225.00
<i>Madison</i>								175	\$29,225.00
<i>Milwaukee</i>								175	\$53,375.00
<i>Wausau/Stevens Point</i>								175	\$19,250.00
									\$150,325.00
RADIO (:60) 225 TRPs M18-34 per market									
<i>Eau Claire</i>								225	\$6,075.00
<i>Green Bay/Appleton/Oshkosh</i>								225	\$12,375.00
<i>La Crosse</i>								225	\$5,625.00
<i>Madison</i>								225	\$13,050.00
<i>Milwaukee</i>								225	\$24,750.00
<i>Wausau</i>								225	\$6,750.00
									\$68,625.00
ONLINE									
<i>Streaming Radio (:30)</i>									\$22,500.00
<i>Online Video/Display</i>									\$60,940.00
									\$83,440.00
<i>Brewer Radio Network</i>									
<i>Total Gross:</i>									\$302,390.00
<i>Less DOT Discount:</i>									\$22,679.25
Total CIOT Campaign:									\$279,710.75

JULY 4TH YOU SPEED, YOU LOSE ENFORCEMENT CAMPAIGN:

Dates: June 27 – July 10, 2016 | Budget: \$63,499 | Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MinDOT as part of that DMA)

Demographic:

- Primary: Males 18-34
- Secondary: Influencers of the primary demographic

Gross Rating Point (GRP)

- Radio : Minimum of 150 TRPs

Media:

- :60 Radio
- :15 Internet Radio and banners (Pandora or similar)
- :15 or :30 Pre-Roll Video
- Geo-Fence Online Display

SPEED ENFORCEMENT CAMPAIGN MEDIA STRATEGY:

Young men between the ages of 18-34 continues to be the prime demographic for the enforcement message as this age group has the highest concentration of fatalities. But we will not ignore women or those 35+ as they are not immune to driving over the speed limit. Media weight against these secondary targets will be considered when making the final vehicle selection.

The timing of this campaign around the 4th of July holiday, does not recommend itself to television as PUT levels (people using television) are at the lowest levels of the year. For that reason, television is not a recommended tactic for this campaign. In place of television, an increased pre-roll video emphasis is recommended. This tactic is becoming the preferred Millennials are consuming media, and research from the IAB (Internet Advertising Bureau) shows they are receptive to ad messages placed within video content.

Recommended tactics for this program include Radio and online including Pandora.



Radio:

150 M18-34 TRPs will be purchased during this one week campaign. Radio listening increases in the summer months as radio is available on many platforms all of which can be carried to tailgates, picnics and other outdoor activities.

Daypart weight will be stronger evenings and weekends, when most people are out and about. Formats will include: Rock, Classic Rock, AAA, Contemporary Hit Radio, Sports, Country and Urban (some sample stations shown below). Media weight will vary slightly by market, but each will achieve 150 TRPs over the campaign. Brewer’s statewide radio will be included as part of the statewide radio effort.



Digital (Pre-Roll/Geo-Fence)/Pandora Radio:

Digital assets pre-roll, geo-fence mobile display and Pandora radio will be included as part of this campaign. Pre-roll video will fill in needed media weight to the M18-34 at this time. Online video will run on mobile/tablet platforms and will be bought programmatically to maximize reach against this target. Over 1.1 million statewide impressions will be delivered via these tactics during this campaign. Pandora radio will also be scheduled during this campaign. A total of 1,029,000 impressions, a combination of audio and display, will be purchased during this time period. Impressions are geo-targeted to reach M18-34 residing in Wisconsin.

**Wisconsin Department of Transportation
2016 Speed Enforcement**

Flight Dates: 6/27-7/10/16	July					TRPs	Budget:
	27	4	11	18	25		
Media:							
TELEVISION (:30)							
0 TRPs M18-34 per market							
<i>EauClaire/La Crosse</i>							
<i>Green Bay/Appleton</i>							
<i>Madison</i>							
<i>Milwaukee</i>							
<i>Wausau/Stevens Point</i>							
RADIO (:60)							
150 TRPs M18-34 per market							
<i>Eau Claire</i>						150	\$4,050.00
<i>Green Bay/Appleton/Oshkosh</i>						150	\$8,250.00
<i>La Crosse</i>						150	\$3,750.00
<i>Madison</i>						150	\$8,700.00
<i>Milwaukee</i>						150	\$16,500.00
<i>Wausau</i>						150	\$4,500.00
							\$45,750.00
ONLINE							
<i>Streaming Radio (:30)</i>							\$7,647.25
<i>Online Video/Display</i>							\$15,250.00
							\$22,897.25
<i>Brewer Radio Network</i>							
<i>Total Gross:</i>							\$68,647.25
<i>Less DOT Discount:</i>							\$5,148.54
Total Speed Enforcement Campaign:							\$63,498.71

2016 DRIVE SOBER OR GET PULLED OVER CAMPAIGN STRATEGIC PLAN:

Dates: August 15 – September 5, 2016 | Budget: \$262,676 | Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MinDOT as part of that DMA)

Demographic:

- Primary: Males 21-40 (For media buying purposes 18-34)
- General Market, African American & Hispanic
- Secondary: Influencers of the primary demographic

Gross Rating Point (GRP) Goals:

- Television: Minimum of 150
- Radio: Minimum of 225

Media:

- :30 Television/Cable
- :60 Radio
- :15 Internet Radio and banners (Pandora or similar)
- :15 & :30 Internet Video and banners (HULU)



DRIVE SOBER OR GET PULLED OVER (DRIVE SOBER) STRATEGY/MEDIA MIX:

For general planning, which will support NHTSA national efforts, a mix of broadcast television, cable television, radio and digital tactics (radio/video/mobile) will be used. We will continue to target young males between the ages of 21 and 40 per BOTS guidelines, but for media buying purposes the target is defined as M18-34. There is a growing amount of research that points to the fact the gender gap is closing in terms of impaired driving, therefore our secondary audience will be defined as W18-34.

Qualitatively, AFFIRM will also look at media tactics that successfully target the African American and Hispanic male. Hispanic cable and radio stations in Green Bay, Madison and Milwaukee, where two-thirds of Wisconsin's Hispanic population resides, will be included as part of this campaign.

Broadcast Television & Cable:

Broadcast television will be a key tactic as viewing levels begin to increase in late summer. The recommended daypart mix will be Prime/Sports (40-70%), Prime Access (5-15%) and Late Fringe (25-45%.) While Network viewing is still at lower levels, selected Cable and Sports, including **Packers pre-season games**, tend to deliver our M18-34 target audience at consistent levels. Since drinking and sports are connected on a very basic level (hence the amount of beer commercials and signage seen during sporting events) it's a natural and effective environment for airing an impaired driver message. It's likely we will be reaching drivers at the moment they're becoming impaired at house parties and sports bars.

150 M18-34 TRPs will be purchased during this period.

Radio:

Radio is again an important medium for this demographic due to its portability. This age group is active and on the go, and a medium that accompanies them in their car is important. For this campaign, radio commercials will be stacked leading into the weekend (Thursday through Saturday), and on Labor Day, since these are traditionally the highest days for drinking. Since this medium reaches people in their cars, it can be an effective tool to remind passengers and drivers alike of the dangers of impaired driving.

- The daypart mix will include the standard dayparts of 25% Morning (6am-9am), 20% Mid-day (10am-3pm), 30% Afternoon drive (4pm-6pm) and 15% Weekends (Saturday and Sunday daytime). In addition, 10% Evenings (7pm-2am) will be included to reach individuals that are headed out to bars, sporting events, or other entertainment venues, since they are associated with alcohol consumption.

**Wisconsin Department of Transportation
2016 Drive Sober**

Flight Dates: 8/15-9/5/16	August				Sept			TRPs	Budget:
Media:	1	8	15	22	29	5	12		
TELEVISION (:30) 150 TRPs M18-34 per market									
<i>EauClaire/La Crosse</i>								150	\$16,500.00
<i>Green Bay/Appleton</i>								150	\$25,050.00
<i>Madison</i>								150	\$25,050.00
<i>Milwaukee</i>								150	\$45,750.00
<i>Wausau/Stevens Point</i>								150	\$16,500.00
									\$128,850.00
RADIO (:60) 225 TRPs M18-34 per market									
<i>Eau Claire</i>								225	\$6,075.00
<i>Green Bay/Appleton/Oshkosh</i>								225	\$12,375.00
<i>La Crosse</i>								225	\$5,625.00
<i>Madison</i>								225	\$13,050.00
<i>Milwaukee</i>								225	\$24,750.00
<i>Wausau</i>								225	\$6,750.00
									\$68,625.00
ONLINE									
<i>Streaming Radio (:30)</i>									\$22,500.00
<i>Online Video/Display</i>									\$64,000.00
									\$86,500.00
<i>Brewer Radio (Statewide)</i>									
<i>Total Gross:</i>									\$283,975.00
<i>Less DOT Discount:</i>									\$21,298.13
Total Drive Sober Campaign:									\$262,676.88

The Brewer Radio Network will again be included to support this campaign. 225 M18-34 TRPs will be purchased during this period.

Digital:

Digital efforts in this campaign will mirror those of the May CIOT campaign, as both are major enforcement periods. Targeting will be adjusted in this campaign to emphasize the Hispanic market. As indicated in the CIOT campaign, this audience is implicit in our overall targeting, calling it out as a separate line item will ensure greater reach against this specific demographic. These tactics will include:

Pandora:4,410,000 impressions geo-targeted to M18-34

Hulu:519,896 Impressions geo-targeted to M18-34

Geo-Fence Display/Pre-roll:

- 4.6 million impressions geo-targeted to M18-34 will be delivered
- Ethnic targeting will be employed as part of this campaign

WISDOT 2016-17 ENFORCEMENT MOBILIZATIONS MEDIA BUYS RECAP:

Campaign	Gross	Adjusted Gross
Distracted Driving (April)	\$ 110,175	\$ 101,912
Motorcycle Awareness (April/May)	79,550	73,584
CIOT (May)	302,390	279,711
July 4th Speeding	68,647	63,499
DRIVE SOBER (Aug/Sept)	283,975	262,676
Brewers Radio (Statewide)	18,760	17,353
Athletic Hall of Fame Sponsorship	11,765	10,883
2016-17 Total:	\$875,262	\$ 809,618

Note: Adjusted Gross numbers have been rounded

NETWORK TELEVISION CAMPAIGN PROGRAMMING SAMPLER:

SPORTS PROGRAMMING SAMPLER:



Baseball is the major summer sport, and the Milwaukee Brewers will be playing many games during our CIOT and DRIVE SOBER flights. With a new GM, there is bound to be interest in the May CIOT flight games and, possibly, continued interest in the August DRIVE SOBER games depending on how the team is doing later in the upcoming season. The TV schedule includes over 12 games falling into each flight.

In several areas of the state, cable penetration is lower than average, based on availability. These markets tend to be high in satellite dish. The following chart illustrates the shortfall in regards to delivering the Fox Sports Network. In some DMA's, satellite households make up 25% or more of total television households.

DMA Nielsen	TV HH	FSN Cable HH	FSN Satellite HH
Milwaukee	886,770	559,700	136,037
Green Bay/Appleton	433,640	241,600	101,772
Madison	364,000	217,440	80,036
LaCrosse/Eau Claire	206,490	121,660	49,665
Wausau-Rhineland	181,780	91,060	60,643
Duluth/Superior	175,030	76,710	59,488
TOTAL	2,247,710	1,308,170	487,641



Utilization of the Brewer broadcasts on Fox Sports Net delivers to satellite and wired cable households. Overall, Fox Sports Net is available in 80% of homes statewide. While the 2016 Green Bay Packers season broadcast schedule is not yet published, historically Packer pre-season games have been scheduled during the timeframe of the DRIVE SOBER campaign. Since

Packer football is the top reach vehicle for advertisers wishing to reach men in Wisconsin, it's a key component of our buy. Even pre-season games provide strong ratings and excellent reach. Packer football delivers strongly against every demographic, male and female, allowing for excellent reach to the influencers, the friends and family members, of the target 21-40 year old male drivers. This type of programming is popular in bars; reaching drivers at the very places they may become impaired.



NASCAR is an important component of the sports target. NASCAR reaches the average American in its demographics, making it an appropriate choice for our campaigns.

CIOT Statewide:

Sun May 29th Coca Cola 600 Charlotte Motor Speedway FOX/5:30pm

DRIVE SOBER (Madison & Milwaukee):



Sat Aug 20nd Bass Pro Shops NRA Bristol Motor Speedway NBCS/6:30pm

On May 29th, within our CIOT flight, the Indy 500 race will air at 11 a.m. on ABC.

This is a popular race with young men.

	April			May				June			July							
Media:	#	4	#	#	#	2	9	#	#	#	6	#	#	#	4	#	#	#
TV (:30)																		
<i>Eau Claire/La Crosse</i>																		
<i>Green Bay/Appleton/Oshkosh</i>																		
<i>Madison</i>																		
<i>Milwaukee</i>																		
<i>Wausau/Stevens Point</i>																		
Radio (:60 & :30 Motorcycle)																		
<i>Eau Claire</i>																		
<i>Green Bay/Appleton/Oshkosh</i>																		
<i>La Crosse</i>																		
<i>Madison</i>																		
<i>Milwaukee</i>																		
<i>Wausau</i>																		
Online																		
<i>Streaming Radio (:30)</i>																		
<i>Video/Banner</i>																		
Misc.																		
<i>Brewer Radio (Statewide)</i>																		
<i>Hall of Fame Sponsorship</i>																		

RADIO STATIONS BY MARKET:

The following charts illustrate the stations we will consider for each designated market since they are well-positioned to effectively reach the target male demographic of all campaigns:

Appleton-Oshkosh-Green Bay				
Call Letters	Format	Signal Strength	Rating M18-34	
 WIXX-FM	CHR	96,000 Watts	1.9	
 WNCY-FM	Country	45,000 Watts	2.1	
 WAPL-FM	Classic Rock	100,000 Watts	2.0	
 WDUZ-FM	Sports	3,600 Watts	1.2	

Green Bay/Appleton Nielsen TSA, Spring 15/Fall 14, M-F 6a-7p

Madison				
Call Letters	Format	Signal Strength	Rating M18-34	
 WJJO-FM	Active Rock	12,000 Watts	1.6	
 WIBA-FM	Classic Hits	12,000 Watts	1.3	
 WZEE-FM	CHR	50,000 Watts	1.0	
 WJQM-FM	Urban	6,000 Watts	0.8	

Madison Nielsen, MSA Sp15/Su15 Mon-Fri 6a-7p

Eau Claire				
Call Letters	Format	Signal Strength	Rating M18-34	
 WAXX-FM	Country	100,000 Watts	2.6	
 WECL-FM	Rock	3,300 Watts	2.1	
 WQRB-FM	Country	25,000 Watts	1.8	
 WBIZ-FM	CHR	100,000 Watts	1.8	

Eau Claire Nielsen, MSA, Sp15/Fa14, M-F 6a-7p

Milwaukee				
Call Letters	Format	Signal Strength	Rating M18-34	
 WLUM-FM	AAA	8,800 Watts	1.2	
 WHQG-FM	Classic Rock	50,000 Watts	0.9	
 WKKV-FM	Urban	50,000 Watts	1.0	
 WKLH-FM	Classic Rock	20,000 Watts	1.0	

Milwaukee PPM Nielsen Oct/Nov/Dec 2015 Mon-Fri 6a-7p

La Crosse				
Call Letters	Format	Signal Strength	Rating M18-34	
 WRQT-FM	Rock	50,000 Watts	2.6	
 WCOW-FM	Country	100,000 Watts	2.6	
 WIZM-FM	CHR	100,000 Watts	2.1	

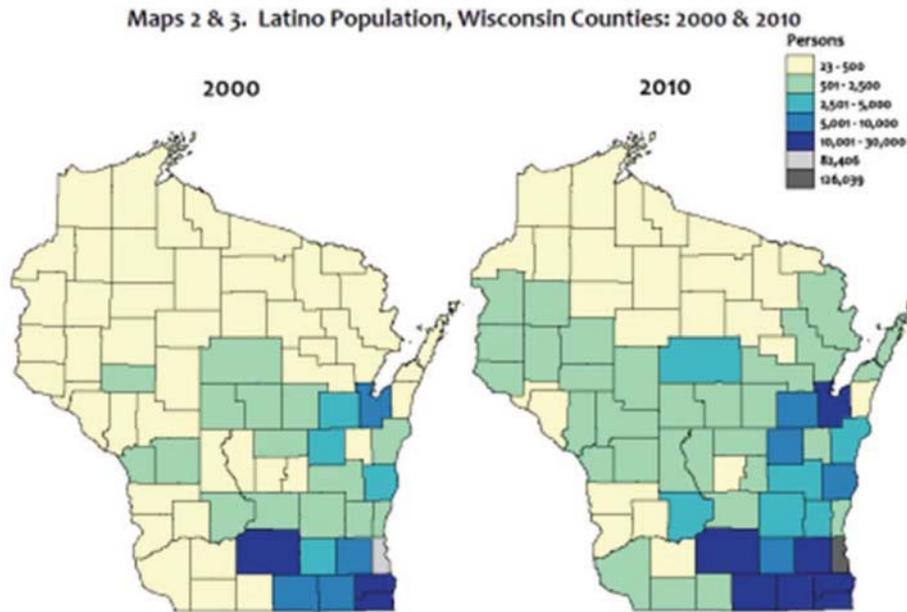
La Crosse Nielsen, MSA Sp15/Fa14 Mon-Fri 6a-7p

Wausau				
Call Letters	Format	Signal Strength	Rating M18-34	
 WDEZ-FM	Country	98,500 Watts	3.1	
 WIFC-FM	CHR	98,600 Watts	2.2	
 WOZZ-FM	Rock	50,000 Watts	2.2	
 WHTQ-FM	CHR	26,500 Watts	1.6	
 WGLX-FM	Classic Rock	65,000 Watts	1.3	

Wausau Nielsen Sp15/Fall14 Mon-Fri 6a-7p

Hispanic Radio:

To understand how Hispanic radio should be allocated, at first we need to understand the distribution of Hispanic households in Wisconsin, according to US Census Data:



The majority of the Hispanic population is located in Southern Wisconsin, reaching up through the Fox Valley. The younger end of the Hispanic population is increasingly bi-lingual or English-dominant, so there is very little need for Spanish-language radio stations.

Because Milwaukee is a major market there is more research available on the Hispanic market. Adding to the quality of the Milwaukee research is a well-represented sample of the highest concentration of Hispanics in the state. Therefore, due to this research, when placing Spanish radio in other Wisconsin markets, we will follow Milwaukee's pattern of Contemporary Hit (Top 40) and Urban (Hip-Hop and Black) stations attracting more of the new generation Hispanic than the Spanish language stations, regardless of what language is spoken in the home.

Station	Format	M18-34 Total Audience	M18-34 Hispanic Audience
WXSS-FM	CHR	63,600	5,500
WLUM-FM	AAA (Alternative)	63,400	3,600
WMYX-FM	Hot A/C	54,900	3,900
WKLH-FM	Classic Rock	53,600	1,700
WRIT-FM	Oldies	52,000	2,800
WRNW-FM	CHR	51,300	2,500
WMIL-FM	Country	49,600	2,500
WHQG-FM	Album Rock	48,800	4,400
WNRG-FM	CHR	32,500	3,200
WLDB-FM	Soft AC	30,900	1,900
WJMR-FM	Urban Oldies	20,200	2,600
WDDW-FM	Hispanic	5,600	4,100

Arbitron Milwaukee-Racine October/November/December 2015 PPM

There are two small Hispanic stations in Milwaukee, WDDW-FM, and WJTI-AM. As shown on the previous chart, WDDW ranks 8th among Milwaukee stations in young male Hispanic listening. Despite the fact that WJTI-AM only has 500 weekly listeners in the demographic, it is the only electronic media partner that is a certified MBE with the state so a schedule will be considered.

Hispanic Radio

	Call Letters	City of License	Signal Strength	Rating M18-34
	WLMV-AM	Madison	5,000 Watts	0
	WDDW-FM	Kenosha/Milw	3,000 Watts	.1
	WJTI-AM	Kenosha	250 Watts	.1

Hispanic radio is incorporated into the major campaigns, DRIVE SOBER and CIOT. These stations include:

Green Bay/Appleton: WAUN-FM (92.7)

Madison: WLMV-AM (1480) and WTTN-AM (1580)

Milwaukee: WDDW-FM (104.7) and WRRD-AM (1510)

OTHER CONSIDERED MEDIA

Tactics for the enforcement campaigns continue to evolve. Initially almost 90% of available media dollars were concentrated in local market television and radio and these tactics continue to demand and earn the highest percentage of media spend. Even in a political year, such as this one, they can be counted upon to deliver the largest audiences of any age. Online tactics, streaming radio, video and banners have emerged as important tactics in which to reach the 18-34 year old male. Not only are these measurable, but research has found them to work in concert with broadcast – with broadcast driving audiences online and vice versa. In developing this plan, AFFIRM considered other tactics that would be effective in supporting this program. Following are additional options:

Gas Station TV

Gas Station TV is just beginning to build strength. According to Nielsen Research, 70% of respondents to a survey recalled seeing the ad and 84% indicated they would pay more attention to the messaging the next time they are buying gas. The median age of the viewer is 40 years old and 78% of those are between the ages of 18-49. Most people spend about 5-7 minutes at the gas pump with each fill up.

There are currently 62 Gas Stations in Wisconsin with this capability. 45 of those are located in the Milwaukee area. Either :15 or :30 second spots are accepted. The advantage is that, like radio, they have the ability to influence the driver just prior to heading out on the road. It is being used by the following states as part of their highway safety messaging tactics.

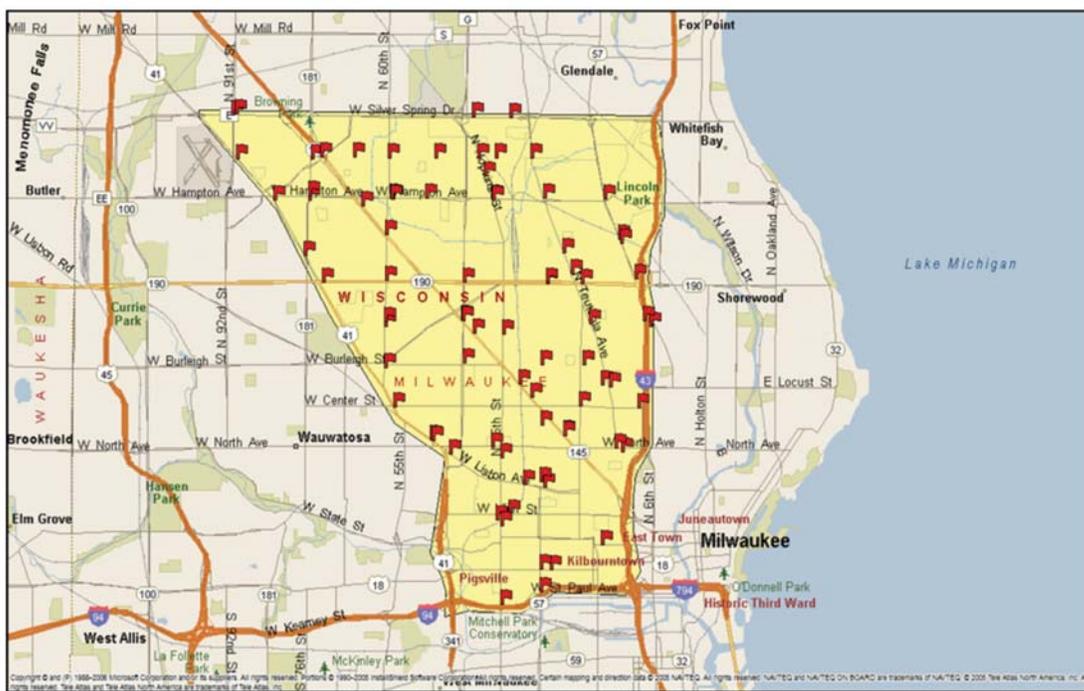


Nielsen provides audience information based on pump transactions or impressions, but there are no other measurements available for this tactic. The proposal for the Milwaukee market for CIOT (23 days) includes 220,431 paid impressions (:15s) @ \$8,156.60 (Adjusted DOT Gross). GSTV will bonus 220,431 impressions that can run within the August DRIVE SOBER campaign.

Gas Pump Toppers/Station Displays (Clings, Floor Graphics, etc.)

Gas station advertising is another way of placing the ad message throughout the state. These tactics are used by numerous states including: Colorado, Florida, Georgia, Idaho, Illinois, Kansas, Maryland, Maine, Minnesota, Montana, Nebraska, Nevada, North Carolina, North Dakota, Ohio, Pennsylvania, South Carolina, South Dakota, Texas, Utah, Vermont, Washington, and Wyoming. By using remnant or left-over space and paying only for the production of the creative (posters, clings, etc.) these have been very affordable ways to reach a very targeted audience.

This tactic is recommended as a means of reaching the African American audience in Milwaukee for the May CIOT campaign. Although NHTSA reports that African American teen males travel fewer vehicle miles than their white counterparts, they are more likely to die in a crash. Motor vehicle crashes are the second leading killer of young black adults, age 15-24. Seat belt usage by this target lags the national average by as much as 4%, contributing to the issue. A program, specifically targeted to this demographic, could go far in helping to reduce deaths.



The program would be geographically targeted to the area defined below. Pricing for three different options follow:

Gas Pump Toppers

80 units would be placed within the defined geography delivering an estimated 1.9 million impressions over a four week period, with an additional four weeks of override on a space available basis. Total production cost would be \$6,094.20.



Liquor Store Standees

Located inside liquor stores, gas stations or other venues, this media format, known as a Standee (34" x 47"), would target the same geographic area. The program would run 20 standees, delivering an estimated 477,120 impressions over the four week schedule, again with the possibility of a four week bonus or override. Pricing for this unit, again using remnant space and charging only production costs, would be \$7,618.



Urban Kiosks

This option basically makes use of telephone kiosks that are located throughout our targeted region near bus tops and retail locations. A four week program would deliver approximately 1.3 million impressions at a total investment of \$11,672. An additional four weeks would be provided as added value or override.



Indoor Poster Displays Restaurants/Bars

Located in the restrooms of bars and restaurants, this media format would allow WI DOT to reach adults that are consuming alcoholic beverages at local drinking establishments. The posters measure 17 x 22. As added value, the program also includes a total of 2,500 table tents and 2 mirror clings (1 per restroom), all of which would be produced by the vendor, and a 1-month space override at venues where available. The program would run throughout Wisconsin at a cost of approximately \$42,170.



ScreenVision

Cinema advertising has been used in past campaigns with mixed results. As with Gas Station TV, measurement is difficult. Advertising is sold based on admissions to the theater. General demographics on the cinema audience:

- 70% of all Americans 12+ attend at least one movie annually, 18% attend monthly
- 50% of the cinema audience is 18-49
- Average household income is \$86,000
- The movie-goer is 21% more likely than the average person to be a light TV viewer
- Multi-tasking such as surfing the web, is unlikely with a movie audience

Local ads run about 20 minutes prior to the published show time. A schedule for the CIOT campaign would run in 58 theaters throughout the state on a total of 460 different screens. The schedule would guarantee 652,238 admissions (impressions) at a cost to the DOT of \$25,319.25.

Thursday Night Lights

This program runs in Milwaukee on WCGV24, airing from mid-August through mid-October, it spotlights nine high school match-ups. More than a television broadcast, it is an opportunity to talk to teens and their parents through an interactive program. Past sponsors of this event have found it to be an excellent means of communicating to this teen audience.

A sponsorship would include four (:30) commercials per game. Sponsorships at various price levels are available with most including on-site exposure. This provides DOT personnel the ability to interact with the teenager and their parents focusing on the driving behaviors that are prevalent among this audience – texting and seat belt use are two examples. The program has been sponsored in the past; the roll-over vehicle had been a popular exhibit at the games. Pricing varies based on the level of involvement; the range can be as low as \$5,000 for commercial spots with signage at each game to around \$30,000 for a feature sponsorship that may include a half-time interview as well as in-game features, website presence, etc.

Midwest Family Broadcast (WJJO-FM) Sponsorship

WJJO-FM presents Sonic Boom, a concert held annually at the Southern Wisconsin Regional Airport in Janesville. The station brings in top national talent playing on two stages for this one day event. This is a good opportunity to reach their core listener of M18-34, reminding them to “stay sober.”

To alleviate parking issues, the station will offer shuttle service that will run continuously to park and rides and hotels in the area. They have offered the Shuttle Sponsorship, priced at \$9,250 to the WisDOT. This will include:

- Corporate name and /or name identification on no less than 400 promotional mentions running through October 2016
- Signage and promotion at the venue. JJO will place 8 banners throughout the grounds near the beer serving areas, entrance gates, exit gates, etc. in addition to banners around the side stage viewing decks. WJJO will create the banners.
- Signage on shuttles, in area hotels and establishments, and presence on the dedicated shuttle area of the Sonic Boom website.
- 20' x 20' space on-site for display, people with app downloaded may enter at the booth to have a band member record their cell phone message (or another experiential prize.)
- Advertisement on the print-at-home e-tickets. Dimensions of advertisement TBD. Advertisement on the back of the parking permit that everyone receives when they enter the venue. Ad is full-color 8.5”x5.5”
 - A minimum of five (5) :30 second commercials to be played on the video screen during the event. (commercial provided by Wisconsin DOT)
- Logo identification on our radio station’s website with a link to your website for a minimum of 8 weeks including a click-thru to your app.
- 20 tickets for your company (Optional)
- 4 VIP passes for your company to use in the Mid-West Family VIP area at the event. (Optional)

The station would like it if the WI DOT would bring one or more of their interactive/simulator displays to the event. If the goal is to have more people download their app, they would put together a contest where people show their downloaded app at the WI DOT booth to enter a drawing. They would provide an experiential prize like having one of the bands record a voicemail message for the winner along the lines of “This is (insert name of band.) Cathy can’t come to the phone right now...” Or possibly could provide a guitar signed by some of that day's performers. They would be creative and come up with an experiential prize that can't be purchased anywhere.

APPENDIX 2: EQUIPMENT—PREAPPROVED AND NOT ALLOWABLE

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

ELIGIBLE, "CAN"		
<p>Speed/Safety Enforcement</p> <p>48" Fluorescent Enforcement Zone Signs</p> <p>Cage bars for squads</p> <p>Cones – reasonable amount</p> <p>Direction Flashlights/Light Batons</p> <p>DL Scanners</p> <p>"Fatal Vision" Goggles</p> <p>Laser Radar</p> <p>Lights – Emergency Vehicle Lighting, Light bars</p> <p>Mobile Digital Communicator (MDC)</p> <p>Multi-band Radios (Expensive: approx. \$6,000): A quote is needed to determine what % will be used for enforcement</p> <p>On-site Pole Speed Sign</p> <p>Radar - IACP Approved Speed Enforcement RADAR/LIDAR Devices</p> <p>PBTs</p> <p>Seatbelt Cutters</p> <p>Speed Display Board</p> <p>Standard Radios (approx. \$2,000 each) -Handheld and vehicle mounted</p> <p>TraCS Compatible Equipment:</p> <ul style="list-style-type: none"> • 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 <p>Vehicles – vehicle purchases require: 1. BOTS to be added to the title 2. Proof of Insurance 3. Proper Disposal</p> <p>Vests – Need to use (be worn) during HVE as well as standard enforcement."</p> <p>Video – Digital Squad Video Recorders and Personal Recorders</p>	<p>Alcohol Enforcement</p> <p>"Fatal Vision" Goggles</p> <p>Lights - Emergency Vehicle Lighting, Light bars</p> <p>PBTs</p> <p>Standard Radios (approx. \$2,000 each) - Handheld and vehicle mounted</p> <p>Video – Digital Squad Video Recorders and Personal Recorders</p>	<p>Seatbelt Enforcement</p> <p>No equipment will be allowed on Seat Belt Enforcement Grants.</p>
NON-ELIGIBLE, "CAN'T"		
<p>Bicycles</p> <p>Digital Cameras</p> <p>Emitters</p> <p>Gloves</p> <p>Hard mounted LED Pedestrian Crossing and Stop Signs</p> <p>License Plate Readers</p> <p>Measuring Wheels</p> <p>Parkas</p> <p>Printer Paper for TraCS</p> <p>Radio "Base" Station</p> <p>Raincoats</p> <p>Rear plastic squad seats</p> <p>Software – that is RMS (Record Management System: i.e. Visionare)</p> <p>Tasers</p> <p>Tire Deflation Devices (Stop Sticks or Spike Strips)</p> <p>Ultrabooks</p> <p>Uniforms</p> <p>Vehicle Window Tint Meter</p> <p>Weapons & Ammo & Related Accessories</p> <p>Warranties</p>		

APPENDIX 3:

SAFETY: PARTNERS, COMMITTEES, AND ORGANIZATIONS

Not an exhaustive list.

AAA https://www.aaafoundation.org/	National Highway Traffic Safety Administration www.nhtsa.dot.gov	Wisconsin Chiefs of Police Association (WCPA) http://www.wichiefs.org/
AARP www.aarp.org	Office of Juvenile Justice and Delinquency Prevention http://ojjdp.ncjrs.org	Wisconsin Department of Health Services http://dhs.wisconsin.gov
AT&T-It Can Wait Program http://www.itcanwait.com/apps-and-tools	Operation Click http://operationclick.com/	Wisconsin Department of Children and Families http://dcf.wi.gov/
Alcohol and Other Drug Abuse Program http://dpi.wi.gov/sspw/aodaprogram.html	Operation Lifesaver http://oli.org/	Wisconsin Department of Justice http://www.doj.state.wi.us/
Children's Hospital of Wisconsin http://www.chw.org/	Pacific Institute for Research and Evaluation www.pire.org	Wisconsin Department of Natural Resources http://dnr.wi.gov/
Federal Highway Administration www.fhwa.dot.gov	Rural Mutual Insurance http://www.ruralins.com/	Wisconsin Department of Tourism www.travelwisconsin.com
Ford Driving Skills for Life www.drivingskillsforlife.com	Safe Kids-Southeast Wisconsin http://www.safekidswi.org/SafeKidsWisconsin-Southeast-Wisconsin.asp	WisDOT- Division of Motor Vehicles
Fox47 – MSG2TEENS http://fox47.com/sections/contents/msg2teens/	Safe Routes to School http://www.dot.wisconsin.gov/localgov/aid/saferoutes.htm	WisDOT- Planning
Green Bay Packers http://www.packers.com/	State Council on Alcohol and other Drug Abuse www.scaoda.state.wi.us	Wisconsin Interscholastic Athletic Association http://www.wiaawi.org/
Governors Highway Safety Association http://www.ghsa.org/	Statewide Impaired Driving Work Group	Wisconsin Juvenile Officers Association www.wjoa.com
Governor's Bicycle Coordinating Council	Substance Abuse and Mental Health Services Administration www.samhsa.gov/	Wisconsin Highway Safety Coordinators Association
Governor's Council on Highway Safety	Tavern League of Wisconsin www.tlw.org	Wisconsin Partnership for Activity and Nutrition (WI PAN)
HSP stakeholder input: May 2016	Traffic Records Coordinating Committee	Wisconsin Safety Patrol Congress
La Crosse OWI Treatment Court http://www.co.lacrosse.wi.us/humanservices/js/owi.htm	Traffic Safety Commissions (72 county organizations)	Wisconsin Safety Patrols, Inc. http://www.wisconsinsafetypatrol.com/
Law Enforcement Agencies	University of Wisconsin System Administration WE Bike, etc. www.webike.org	Wisconsin State Laboratory of Hygiene www.slh.wisc.edu
MADD www.madd.org	Wisconsin Association of Women Highway Safety Leaders	Wisconsin State Patrol Alumni Association http://wspalumni.org/
Marshfield Clinic – Center for Community Outreach www.marshfieldclinic.org/patients/?page=cco	Wisconsin Badgers http://www.uwbadgers.com/	Wisconsin Technical College System http://www.wtcsystem.edu/
Medical College of Wisconsin – Injury Research Center http://www.mcw.edu/Injury-Research-Center.htm	Wisconsin Bike Fed http://www.bfw.org/	Wisconsin Traffic Operations and Safety Laboratory http://www.topslab.wisc.edu/
		Wisconsin Traffic Safety Officer's Association http://wtsoa.org/siteFiles/

APPENDIX 4:**LAW ENFORCEMENT GRANT TARGETING METHODOLOGY****As It Relates to Alcohol, Speed, and Occupant Protection Grants****Introduction**

The following is documentation for the methodology on how the targeting lists of political entities and their respective law enforcement agencies were selected for alcohol, speed, and occupant protection law enforcement grants.

This methodology includes the minimum three requirements under 23 CFR 1200.11 (c) (4), the evidence-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. At a minimum, the State shall provide for:

Initial Scoring:

The Division of Motor Vehicles' Traffic Crash files were queried for instances of alcohol, speed, and occupant protection related crashes, by crash type (fatal, injury, and property damage), as noted on the MV4000 crash report form, in Wisconsin cities, villages and townships and grouped together by county for the calendar years 2013, 2014, and 2015. Three years of data were collected to disguise some of the natural fluctuations from year to year. Not all locations in Wisconsin have recorded each of the three types of crashes during the 2013-2015 three year period; those locations were immediately excluded from further investigation, within their respective targeting list grant type (alcohol, speed, and occupant protection).

Reported crashes on public roads were matched with the people involved in the crashes, assigning numeric weights to reported injuries (and non-injuries). The numeric weights assigned were:

Fatal injury = 20

Incapacitating injury = 20

Non-incapacitating injury=10

Possible injury = 5

Unknown or no injury = 1

Numeric weights of the injuries (and non-injuries) were summed by county and cities, villages, or townships, within a county. That value was named Calculated Score for Injuries.

A Normalized Score for injuries was calculated by matching the Calculated Score for Injuries with the final January 1, 2015 population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center (Ex. Calculated Score * (1000/Population Number)) for counties, cities, villages, and towns. Population estimates are based on the 2010 census and an analysis of more current data such as housing units and automobile registrations. 2015 population data was used because it is the most recent available. An example of the formula to be used for each of the respective seventy-two counties in the state is the following:

$$\text{Calculated Score} * (1,000 / (2015 \text{ County Population}))$$

Each county is evaluated with regard to its Calculated Score for Injuries and its Normalized Score to see if it meets the criteria for selection. The county-level criteria varies by grant type (alcohol, speed, and occupant protection) and can be found in one of the three respective subsections for grant types, below. The exception to this scoring are all counties with a population of 500,000 or greater, where counties meeting this criterion will automatically be included in the three law enforcement grant types (Alcohol, Speed, and Occupant Protection).

I. Full-year Law Enforcement Grants (Alcohol and Occupant Protection Only)

Municipalities located in multiple counties have been combined, thus only appear once in the listings. The county containing the largest percentage of the municipality's population has been designated the county of record for the listings. If counties in which a municipality exists are needed, please reference the worksheet named "2015MuniInMultiCounties", in the MS Excel files named "2015MuniAlcWeightedTrgtNormal.xlsx" for Alcohol and "2015MuniOPWeightedTrgtNormal.xlsx" for Occupant Protection.

Criteria at County Level:

Alcohol: Select counties with the criteria of Weight \geq 3,000 OR NormalScore \geq 50.00 OR (Weight \geq 2,000 AND NormalScore \geq 30.00).

Occupant Protection: Select counties with the criteria of Weight \geq 3,000 OR NormalScore \geq 40.00 OR (Weight \geq 2,000 AND NormalScore \geq 30.00).

Both Alcohol and Occupant Protection:

Select the next two counties, from those counties that are still unselected who have a Rural-Urban Continuum Code of one through six and have the next highest NormalScore scores from ALL counties per RPM Region.

Criteria at Municipal Level:

A list of municipalities for each of the counties selected as a possible grant candidate will be generated, showing the NormalScore and Weight, for each of the municipalities within a county. Municipalities within each of these counties will be selected for potential grants using the following criteria:

Alcohol:

Weight \geq 300

NormalScore \geq 50.00

Occupant Protection:

WeightNo \geq 50

NormalScoreNo \geq 50.00

WeightNo and NormalScoreNo are computed using crash data, where an occupant was NOT wearing appropriate safety equipment.

Each of these municipalities will be highlighted in blue. Please note that municipalities that have a law enforcement agency presence, besides the county sheriff will also be highlighted, by the use of bold text.

II. Seasonal Law Enforcement Grants

Common to All types

Seasonal Law Enforcement Grant candidates are selected based upon a 3-month (quarterly) time-period, using the seasonal definition of the meteorological year. These time period are the following:

Meteorologists use whole months to identify meteorological seasons. In the northern hemisphere the months are the following:

- Meteorological spring takes place during March, April, and May
- Meteorological summer takes place during June, July, and August
- Meteorological autumn takes place during September, October, and November
- Meteorological winter takes place during December, January, and February

http://www.aos.wisc.edu/~hopkins/WES/fall_05/WESf05supl10.html

Spring Quarter: March, April, May

Summer Quarter: June, July, August

Autumn Quarter: September, October, November

Winter Quarter: December, January, February

A Calculated Score for Injuries and a Normalized Score are then calculated for each quarter of the past year (2015 in this particular case) as one selected grouping. Another Calculated Score for Injuries and a Normalized Score as an average, by quarter for the five years that precede the past year (2010-2014 in this particular case) are also selected into another grouping.

The purpose of having these two groupings are to identify county-level political entities that have immediate, short-term, quarterly traffic crash issues for the 2015 selected grouping and those that have a long-term trend, within a specific seasonal quarter, with regard to traffic crash issues for the 2010-2014 selected grouping.

Each county NOT having a Rural-Urban Continuum Code of seven through nine is evaluated with regard to its *Calculated Score for Injuries* and its *Normalized Score* for each of the four quarters to see if it meets the criteria for selection. The county-level criteria varies by grant type (alcohol, speed, and occupant protection) and can be found in one of the three respective subsections for grant types, below.

Counties with normalized scores that fall outside one or more standard deviations, but less than two standard deviations from the population group's average, but whose normalized score is at least 15% above the group mean are displayed against a lightly red shaded background and will be selected as grant candidates. Counties with normalized scores that fall outside two or more standard deviations from one of the six

population group means are displayed against a more darkly shaded background and are automatically eligible as a grant candidate.

Alcohol (the full year will be used for the 2017 Federal Fiscal Year)

The selection of counties for alcohol-related seasonal grants will follow the “Full-year Law Enforcement Grants” section.

Speed (the summer quarter will be used for the 2017 Federal Fiscal Year)

The selection of counties for speed-related seasonal grants will follow the “Common to All types” section of the Seasonal Law Enforcement Grants section.

Occupant Protection (the full year will be used for the 2017 Federal Fiscal Year)

The selection of counties for speed-related seasonal grants will follow the “Full-year Law Enforcement Grants” section.

III. Occupant Protection Grants by County, Based Upon the Number of Registered Pick-up Trucks

The selection process will also make counties eligible for Occupant Protection Grants, based upon the number of pick-up trucks registered in a particular county, for the year 2015, relative to the mean number of pick-up trucks per county, for the state as a whole, where the county has not been previously targeted for Occupant Protection grant(s).

Counties, which have the largest number of pick-up truck registrations statewide will be considered for full year occupant protection grants. The local County Sheriff's law enforcement agency will be the first enforcement agency contacted, for each county, given they have county-wide jurisdiction.

IV. All Grants Types (Alcohol, Speed, and Occupant Protection) by County, Based Upon Population.

Counties with a population greater than or equal to 500,000 will be targeted for all three categories of law enforcement grant types (Alcohol, Speed, and Occupant Protection), regardless of the grant distri-

bution methodology (Annual, Seasonal, and Pick-up Trucks Registered) selected for a given targeting year.

The rationale for using this metric is based upon the particulars of the methodology time periods selected for a targeting year. Some grants types (Ex. Speed this year) are only being targeted, using a seasonal methodology. Counties with large populations (and VMT), relative to the State as whole do not statistically have as great of variation as counties having smaller populations (and VMT) in the State when using the seasonal methodology, thus could be overlooked as a targeted county, though they do have a significant traffic safety problem year- around, which would only be noted, if annual year round law enforcement grants are provided for a particular grant type (speed in this case). Basically, there is a need to more efficiently allocate funds on a seasonal basis (for speed in this case), but still not exclude the more populated (and higher VMT) counties, which lack seasonal variation in their traffic safety issues, because their traffic safety issues exist year-around .

Please note population was used as the metric, instead of VMT, because of the on-going regularity and timeliness of annual population estimates (both state and federal) versus, the unpredictability of when VMT data will become available, for a given year.

After each county that has been selected for a particular type of grant (Alcohol, Speed, and Occupant Protection) we then drilled-down to the municipal (City, Village, or Town) level to select the specific municipal entities that will be offered a grant. This will be achieved by measuring the *Normalized Score* for injuries and the *Calculated Score for Injuries*, for each of the municipalities against the criteria set for municipalities, in each of the grant types (Alcohol, Speed, and Occupant Protection) as described in Section I., above. Please note that the County Sheriff of a selected county, regardless of grant type will always be considered for a grant, otherwise the local law enforcement agency that has a selected municipality within its jurisdiction will be considered to implement a grant on behalf of the selected municipality.

APPENDIX 5:

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

June 2016 • Number 17-01 • Highway Safety Plan • FFY 2017 • Wisconsin

PROGRAM AREA	APPRVD PROGRAM COSTS	STATE/LOCAL FUNDS	PREVIOUS BAL	FEDERALLY FUNDED PROGRAMS INCRE/(DECRE)	CURRENT BAL	FEDERAL SHARE TO LOCAL
PA	340,000.00	530,000.00	340,000.00	0.00		0.00
OP	1,325,000.00	0.00	515,000.00	810,000.00		580,000.00
AL	400,000.00	700,000.00	300,000.00	100,000.00		400,000.00
PT	750,000.00	0.00	1,250,000.00	(500,000.00)		675,000.00
TR	90,000.00	0.00	90,000.00	0.00		0.00
EM	100,000.00	0.00	100,000.00	0.00		100,000.00
MC	210,000.00	683,000.00	270,000.00	(60,000.00)		180,000.00
PS	220,000.00	87,000.00	300,000.00	(80,000.00)		207,500.00
CP	1,264,000.00	0.00	1,065,000.00	199,000.00		740,000.00
PM	500,000.00	0.00	580,000.00	(80,000.00)		250,000.00
Total 402	5,199,000.00	2,000,000.00	4,810,000.00	389,000.00	0.00	3,132,500.00
405b	898,000.00	32,509,730.67	1,097,000.00	(199,000.00)		
405c	795,000.00		1,332,620.00	(537,620.00)		
405d	4,450,000.00	16,254,865.33	4,070,000.00	380,000.00		
405f	275,000.00		225,000.00	50,000.00		
ALL FUNDS	11,617,000.00	50,764,596.00	11,534,620.00	82,380.00	0.00	3,132,500.00

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 2017 HIGHWAY SAFETY PLAN BUDGET

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
PLANNING & ADMINISTRATION (PA)10					
2017-10-01	Planning & Administration	340,000			
402	(PA)	340,000			
2017-19-01	402 Match		530,000		
State	(562)		530,000		
TOTAL PLAN & ADMIN FUNDS		340,000	530,000	870,000	

OCCUPANT PROTECTION 20					
2017-20-01	Program Mgmt	90,000			
2017-20-05	Enforcement	630,000			630,000
2017-20-06	Equipment	580,000			580,000
2017-20-09	Evaluation	25,000			
402	(OP)	1,325,000		1,325,000	580,000
2017-25-02	PI&E	210,000			
2017-25-03	Training - Technical	188,000			
2017-25-05	Enforcement	355,000			
2017-25-06	Equipment	45,000			
2017-25-09	Evaluation	100,000			
405b	(M2)	898,000		898,000	
TOTAL OCC PROTECT FUNDS		2,223,000	0	2,223,000	580,000

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
IMPAIRED DRIVING Program (30)					
2017-30-06	PI&E	400,000			400,000
402	(AL)	400,000	0	400,000	400,000
2017-31-01	Program Management	90,000			
2017-31-02	PI&E	220,000			
2017-31-03	Training - Technical	560,000			
2017-31-04	Training - Community	150,000			
2017-31-05	Enforcement	2,500,000			
2017-31-09	Evaluation	85,000			
405d	(M5)	3,605,000		3,605,000	
2017-37-05	Enforcement	165,000			
405d (24/7)	405d (24/7)	165,000		165,000	
2017-37-05	Enforcement	430,000			
405d (IID)	405d (IID)	430,000		430,000	
State 531	Safe-Ride Programs		700,000		
State			700,000		
TOTAL IMPAIRED DRIVING FUNDS		4,600,000	700,000	5,300,000	400,000

POLICE TRAFFIC SERVICES (PTS) 40					
2017-40-01	Program Mgmt	75,000			
2017-40-05	Enforcement	675,000			675,000
402	(PT)	750,000	0	750,000	675,000
TOTAL	Total PTS	750,000	0	750,000	675,000

HIGHWAY SAFETY INFORMATION (Traffic Records) 50					
2017-50-01	Program Mgmt	90,000			
402	402-TR	90,000			
2017-58-01	PI&E	16,000			
2017-58-03	Training - Technical	579,000			
2017-58-06	Equipment	200,000			
405c	(M3)	795,000	0	795,000	
TOTAL	RECORDS FUNDS	885,000	0	885,000	

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
INJURY CONTROL—EMERGENCY RESPONSE 60					
2017-60-02	PI & E	50,000			50,000
2017-60-03	Training - Technical	50,000			50,000
402	(EM)	100,000	0	100,000	100,000

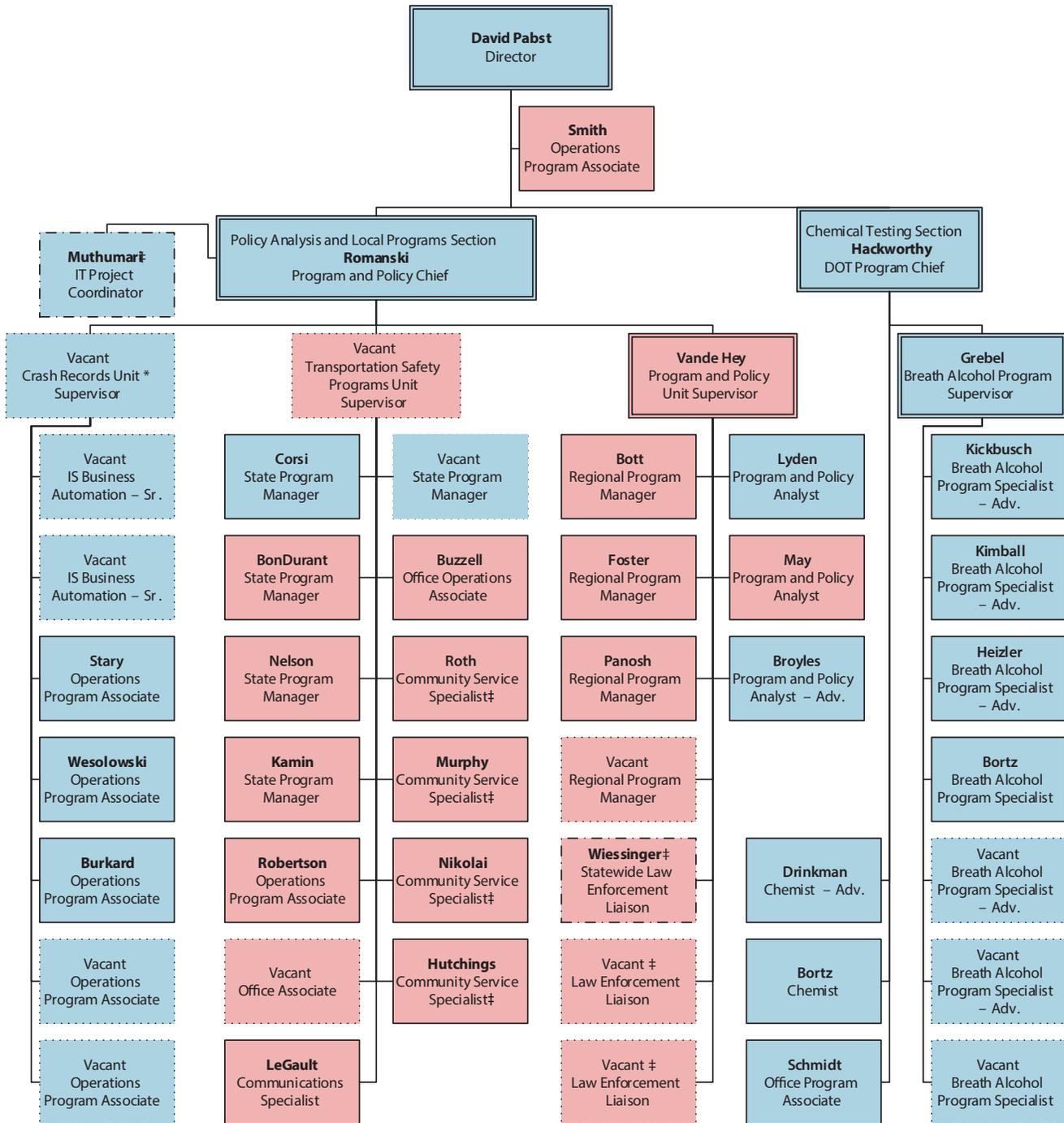
MOTORCYCLE SAFETY 70					
2017-70-03	Training - Technical	60,000			30,000
2017-70-05	Enforcement	50,000			50,000
2017-70-06	Equipment	100,000			100,000
402	(MC)	210,000	0	210,000	180,000
2017-72-02	PI&E	50,000			
2017-72-04	Training - Community	220,000			
2017-72-09	Evaluation	5,000			
405f	(M9)	275,000	0	275,000	
2017-79-01	Program Mgmt		120,000		
2017-79-04	Training - Community		463,000		
2017-79-07	Paid Media		100,000		
State	(562)		683,000		
TOTAL MOTORCYCLE FUNDS	485,000	683,000	1,168,000		180,000

PEDESTRIAN, BICYCLE & SCHOOL BUS SAFETY 80					
2017-80-02	PI&E	25,000			12,500
2017-80-03	Training - Technical	90,000			90,000
2017-80-04	Training - Community	5,000			5,000
2017-80-05	Enforcement	100,000			100,000
402	(PS)	220,000	0	220,000	207,500
2017-89-01	Program Management		87,000		
State	(562)		87,000		
TOTAL	PED/BIKE FUNDS	220,000	87,000		307,500

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
COMMUNITY TRAFFIC SAFETY 90 Community Activity					
2017-90-01	Program Mgmt	284,000			
2017-90-02	PI & E	480,000			240,000
2017-90-04	Community Programs	125,000			125,000
2017-90-06	Equipment	375,000			375,000
2017-90-07	Paid Media	500,000			250,000
402 (CP)	1,764,000	0	1,764,000	990,000	
2017-31-07	Paid Media	250,000			
405d (M5)	250,000	0	250,000		
Total Community Programs 2,014,000		0	2,014,000	990,000	

Fund Totals					
	402 total		5,199,000		3,132,500 (60.25%)
	405b total		898,000		0
	405c total		795,000		0
	405d total (incl. 24/7 and IID)		4,450,000		0
	405f total		275,000		0
	TOTAL NHTSA FUNDS		11,617,000		3,132,500

**APPENDIX 7:
BUREAU OF TRANSPORTATION
SAFETY ORGANIZATIONAL CHART MAY 2016**



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

‡The IT Project Coordinator, the Law Enforcement Liaisons, the Community Service Specialists, and the Communications Specialist work under contract and are not employees of the Wisconsin Department of Transportation.

The Crash Records Unit is in the process of being created. Initial hires began in May 2015 and final hires will be in January 2017.

APPENDIX 8: STATE CERTIFICATIONS AND ASSURANCES

APPENDIX A TO PART 1300 –CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS

(23 U.S.C. CHAPTER 4; SEC. 1906, PUB. L. 109-59, AS AMENDED BY SEC. 4011, PUB. L. 114-94)

[Each fiscal year, the Governor's Representative for Highway Safety must sign these Certifications and Assurances affirming that the State 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.]

State: Wisconsin, Fiscal Year: 2017

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

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
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL 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 Subward and Executive Compensation Reporting, August 27, 2010,

(https://www.fsr.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSR.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—
 - (I) 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), 78o(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 (“Federal Nondiscrimination Authorities”). These include but are not limited to:

- Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d et seq., 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- Federal-Aid Highway Act of 1973, (23 U.S.C. 324 et seq.), and Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- Section 504 of the Rehabilitation Act of 1973, (29 U.S.C. 794 et seq.), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- The Age Discrimination Act of 1975, as amended, (42 U.S.C. 6101 et seq.), (prohibits discrimination on the basis of age);
- The Civil Rights Restoration Act of 1987, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, sub-recipients and contractors, whether such programs or activities are Federally-funded or not);
- Titles II and III of the Americans with Disabilities Act (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities, public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;
- Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR at 74087 to 74100).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted.
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require any of its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Insert in all contracts and funding agreements with other State or private entities the following clause:
“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—
 - a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;
 - b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in Appendix B of 49 CFR part 21 and herein;
 - c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
 - d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
 - e. To insert this clause, including paragraphs a through e, in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - The dangers of drug abuse in the workplace.
 - The grantee's policy of maintaining a drug-free workplace.
 - Any available drug counseling, rehabilitation, and employee assistance programs.
 - The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - 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).

- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - Abide by the terms of the statement.
 - Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction.
- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –
 - Taking appropriate personnel action against such an employee, up to and including termination.
 - 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.
- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

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 (States)

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
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 or may pursue suspension or debarment.
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*, *debarment*, *suspension*, *ineligible*, *lower tier*, *participant*, *person*, *primary tier*, *principal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 2 CFR Part 180. 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 NHTSA.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "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 and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the

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

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

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 and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
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, debarment, suspension, ineligible, lower tier, participant, person, primary tier, principal, and voluntarily excluded, as used in this clause, have the meanings set out in the Definition and Coverage sections of 2 CFR Part 180. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "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 and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.
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, the department or agency with which this transaction originated may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

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.

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase only steel, iron and manufactured products produced in the United States with Federal funds, unless the Secretary of Transportation determines that such domestically produced items 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. In order to use Federal funds to purchase foreign produced items, the State must submit a waiver request that provides an adequate basis and justification to and approved by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE

(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

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. 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.

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.

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for 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))
3. 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))
4. At least 40 percent 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 political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. 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))
6. 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))

7. 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 as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - o Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - o Increase use of seatbelts by occupants of motor vehicles;
 - Submission of information regarding mobilization participation into the HVE Database;
 - 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, except for the Secretary of Interior on behalf of Indian tribes;
 - 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))
8. 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. 402(j))
9. 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))

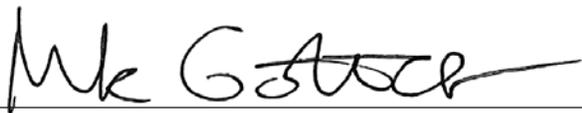
The State: CHECK ONLY ONE

Certifies that automated traffic enforcement systems are not used on any public road in the State;

OR

Is unable to certify that automated traffic enforcement systems are not used on any public road in the State, and therefore will conduct a survey meeting the requirements of 23 CFR 1300.13(d)(3) AND will submit the survey results to the NHTSA Regional office no later than March 1 of the fiscal year of the grant.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



Signature Governor's Representative for Highway Safety

6-16-2016

Date

MARK GOTTLIEB, P.E.

Printed name of Governor's Representative for Highway Safety

APPENDIX 9A: STATE CERTIFICATIONS AND ASSURANCES

OCCUPANT PROTECTION (23 U.S.C. 405(b))

Instructions: States may elect to apply for an occupant protection grant using the application requirements under Part 1200 or Part 1300.

- If the State is applying for a grant under Part 1200 (MAP-21 IFR), check the box for Part 1.1 and complete the form.
- If the State is applying for a grant under Part 1300 (FAST Act IFR), check the box for Part 1.2 and complete the form.

X PART 1.1: OCCUPANT PROTECTION GRANT (23 CFR § 1200.21)

[Check the box above only if applying for this grant.]

All States: [Fill in all blanks below.]

- The lead State agency responsible for occupant protection programs will maintain its aggregate expenditures for occupant protection programs at or above the average level of such expenditures in fiscal years 2014 and 2015. (23 U.S.C. 405(a)(9))
- 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 # 15.
- The State's occupant protection plan for the upcoming fiscal year is provided as HSP attachment or page # 13-18.
- Documentation of the State's active network of child restraint inspection stations is provided as HSP attachment or page # Supplemental Appendix OP-1.
- The State's plan for child passenger safety technicians is provided as HSP attachment or page # Supplemental Appendix OP-2.

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 all occupants riding in a passenger motor vehicle to be restrained in a seat belt or a child restraint, was enacted on 6/29/2009 and last amended on 06/29/2009, is in effect, and will be enforced during the fiscal year of the grant. Legal citation(s): Section 347.48 (2m), Wis. Stats.; Section 347.48 (4), Wis. Stats.
- 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: Section 347.48 (2m), Wis. Stats.; Section 347.48 (4), Wis. Stats.
 - 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: _____
- The State's seat belt enforcement plan is provided as HSP attachment or page # _____
- The State's high risk population countermeasure program is provided as HSP page or attachment # _____.

- The State's comprehensive occupant protection program is provided as HSP attachment # _____.
- The State's NHTSA-facilitated occupant protection program assessment was conducted on _____ .
 - 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 page or attachment # Supplemental Appendix OP-3 and HSP page 14.
- The State's comprehensive occupant protection program is provided as HSP attachment # _____.
- The State's NHTSA-facilitated occupant protection program assessment was conducted on _____ .

PART 1.2: OCCUPANT PROTECTION GRANT (23 CFR § 1300.21)

[Check the box above only if applying for this grant.]

All States: [Fill in all blanks below.]

- The lead State agency responsible for occupant protection programs will maintain its aggregate expenditures for occupant protection programs at or above the average level of such expenditures in fiscal years 2014 and 2015. (23 U.S.C. 405(a)(9))
- The State's occupant protection program area plan for the upcoming fiscal year is provided as HSP page or attachment # _____.
- 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 page or attachment # _____.
- A table that documents the State's active network of child restraint inspection stations is provided as HSP page or attachment # _____. Such table includes (1) the total number of inspection stations/events in the State; and (2) the total number of inspection stations and/or inspection events that service rural and urban areas and at-risk populations (e.g., low income, minority). Each inspection station/event is staffed with at least one current nationally Certified Child Passenger Safety Technician.
- A table, as provided in HSP page or attachment # _____, identifies the number of classes to be held, location of classes, and estimated number of students needed to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

Lower Seat belt Use States Only:

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

- The State's primary seat belt use law, requiring all occupants riding in a passenger motor vehicle to be restrained in a seat belt or a child restraint, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant. Legal citation(s): _____.
- 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: _____.
- The State's seat belt enforcement plan is provided as HSP page or attachment # _____.
- The State's high risk population countermeasure program is provided as HSP page or attachment # _____.
- The State's comprehensive occupant protection program is provided as follows:
 - Date of NHTSA-facilitated program assessment conducted within 5 years prior to the application date: _____;
 - Multi-year strategic plan: HSP page or attachment # _____;
 - Name and title of State's designated occupant protection coordinator: _____
 - List that contains the names, titles and organizations of the statewide occupant protection task force membership: HSP page or attachment # _____.
- The State's NHTSA-facilitated occupant protection program assessment of all elements of its occupant protection program was conducted on _____ (within 3 years of the application due date).

APPENDIX 9B:**STATE CERTIFICATIONS AND ASSURANCES****STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS (23 U.S.C. 405(c))**

Instructions: States may elect to apply for a State Traffic Safety Information System Improvements grant using the application requirements under Part 1200 or Part 1300.

- If the State is applying for a grant under Part 1200 (MAP-21 IFR), check the box for Part 2.1 and complete the form.
- If the State is applying for a grant under Part 1300 (FAST Act IFR), check the box for Part 2.2 and complete the form.

X PART 2.1: STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANT (23 CFR § 1200.22)

[Check the box above only if applying for this grant.]

- The lead State agency responsible for traffic safety information system improvements programs will maintain its aggregate expenditures for traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015. (23 U.S.C. 405(a)(9))

[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 # Supplemental Appendix TR-1.

- A copy of meeting schedule and all reports and other documents promulgated by the TRCC during the 12 months preceding the application due date is provided as HSP attachment # Supplemental Appendix TR-2.
 - A list of the TRCC membership and the organization and function they represent is provided as HSP attachment # Supplemental Appendix TR-3.
 - The name and title of the State's Traffic Records Coordinator is Larry Corsi, State Program Manager, and Neil May, Program Evaluation Analyst, Co-Chairs.
 - A copy of the State Strategic Plan, including any updates, is provided as HSP attachment # Supplemental Appendix TR-4.
 - [Check one box below and fill in any blanks under that checked box.]
- X 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 Supplemental Appendix TR-5.

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 6/8/2015.

PART 2.2: STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANT (23 CFR § 1300.22)

[Check the box above only if applying for this grant.]

All States:

- The lead State agency responsible for traffic safety information system improvements programs will maintain its aggregate expenditures for traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015. (23 U.S.C. 405(a)(9))

[Fill in all blank for each bullet below.]

- The TRCC meeting dates (at least 3) during the 12 months preceding the application due date were: _____.
- The name and title of the State's Traffic Records Coordinator is _____.
- A list of the TRCC members by name, title, home organization and the core safety database represented is provided as HSP page or attachment # _____.
- The State Strategic Plan is provided as follows:
 - Description of specific, quantifiable and measurable improvements: HSP page or attachment # _____;
 - List of all recommendations from most recent assessment: HSP page or attachment # _____;
 - Recommendations to be addressed, including projects and performance measures: HSP page or attachment # _____;
 - Recommendations not to be addressed, including reasons for not implementing: HSP page or attachment # _____.

- 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 is provided as HSP page or attachment # _____.
- The State's most recent assessment or update of its highway safety data and traffic records system was completed on _____.

APPENDIX 9C:

STATE CERTIFICATIONS AND ASSURANCES

IMPAIRED DRIVING COUNTERMEASURES (23 U.S.C. 405(d))

Instructions: States may elect to apply for an Impaired Driving Countermeasures grant using the application requirements under Part 1200 or Part 1300.

- If the State is applying for a grant under Part 1200 (MAP-21 IFR), check the box for Part 3.1 and complete the form.
- If the State is applying for a grant under Part 1300 (FAST Act IFR), check the box for Part 3.2 and complete the form.

X PART 3.1: IMPAIRED DRIVING COUNTERMEASURES GRANT (23 CFR § 1200.23)

[Check the box above only if applying for this grant.]

- The lead State agency responsible for impaired driving programs will maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.
- 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(j) in the fiscal year of the grant.

Mid-Range State:

- The statewide impaired driving plan approved by a statewide impaired driving task force was issued on 5/16/2016 and is provided as HSP attachment # Supplemental Appendix AL-1
- A copy of information describing the statewide impaired driving task force is provided as HSP attachment # Supplemental Appendix AL-1

High-Range State:

- A NHTSA-facilitated assessment of the State's impaired driving program was conducted on _____.
- 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 # _____.

PART 3.2: IMPAIRED DRIVING COUNTERMEASURES GRANT (23 CFR § 1300.23) [Check the box above only if applying for this grant.]

All States:

- The lead State agency responsible for impaired driving programs will maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

Mid-Range State Only:

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

- The State submits its statewide impaired driving plan approved by a statewide impaired driving task force on _____. Specifically –
- HSP page or attachment # _____ describes the authority and basis for operation of the Statewide impaired driving task force;
- HSP page or attachment # _____ contains the list of names, titles and organizations of all task force members;
- HSP page or attachment # _____ contains the strategic plan based on Highway Safety Guideline No. 8 – Impaired Driving.
- The State has previously submitted a statewide impaired driving plan approved by a statewide impaired driving task force on _____ and continues to use this plan.

High-Range State Only:

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

- The State submits its statewide impaired driving plan approved by a statewide impaired driving task force on _____ that includes a review of a NHTSA-facilitated assessment of the State's impaired driving program conducted on _____. Specifically, –
- HSP page or attachment # _____ describes the authority and basis for operation of the Statewide impaired driving task force;
- HSP page or attachment # _____ contains the list of names, titles and organizations of all task force members;
- HSP page or attachment # _____ contains the strategic plan based on Highway Safety Guideline No. 8 – Impaired Driving;
- HSP page or attachment # _____ addresses any related recommendations from the assessment of the State's impaired driving program;
- HSP page or attachment # _____ contains the detailed project list for spending grant funds;
- HSP page or attachment # _____ describes how the spending supports the State's impaired driving program and achievement of its performance targets.
- The State submits an updated statewide impaired driving plan approved by a statewide impaired driving task force on _____ and updates its assessment review and spending plan provided as HSP page or attachment # _____.

APPENDIX 9D:

STATE CERTIFICATIONS AND ASSURANCES

MOTORCYCLIST SAFETY (23 U.S.C. 405(f))

Instructions: States may elect to apply for a Motorcyclist Safety grant using the application requirements under Part 1200 or Part 1300.

- If the State is applying for a grant under Part 1200 (MAP-21 IFR), check the box for Part 7.1 (formerly Part 5 of Appendix D) and complete the form.
- If the State is applying for a grant under Part 1300 (FAST Act IFR), check the box for Part 7.2 and complete the form.

X PART 7.1*: MOTORCYCLIST SAFETY GRANT (23 CFR § 1200.25)**(*Under Appendix D of Part 1200, Motorcyclist Safety Grant application was Part 5.)**

(*Under Appendix D of Part 1200, Motorcyclist Safety Grant application was Part 5.)

[Check the box above only if applying for this grant.]

[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 # Supplemental Appendix MC-1.
- Document(s) showing the designated State authority approving 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 # Supplemental Appendix MC-2.
- Document(s) regarding locations of the motorcycle rider training course being offered in the State is provided as HSP attachment # Supplemental Appendix MC-3.
- Document showing that certified motorcycle rider training instructors teach the motorcycle riding training course is provided as HSP attachment # Supplemental Appendix 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 # Supplemental Appendices MC-4 and MC-8.

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 # Supplemental Appendix MC-1.
 - Letter from the Governor's Representative for Highway Safety regarding the development of the motorcyclist awareness program is provided as HSP attachment # Supplemental Appendix MC-5.
 - Data used to identify and prioritize the State's motorcyclist safety program areas is provided as HSP attachment or page # Supplemental Appendix MC-6.
 - Description of how the State achieved collaboration among agencies and organizations regarding motorcycle safety issues is provided as HSP attachment # or page # Supplemental Appendices MC-5 and MC-7.
 - Copy of the State strategic communications plan is provided as HSP attachment # Supplemental Appendix MC-7, pages 1-2.
- 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 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 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 requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs. Legal citation(s): _____
- AND
- The State’s law appropriating funds for FY ____ requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs be 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 by 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 7.2: MOTORCYCLIST SAFETY GRANT (23 CFR § 1300.25)

[Check the box above only if applying for this grant.]

[Check at least 2 boxes below and fill in all blanks under those checked boxes only.]

Motorcycle riding training course:

- The name and organization of the head of the designated State authority over motorcyclist safety issues is _____
- The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted one of the following introductory rider curricula: [Check one of the following boxes below and fill in any blanks.]

Motorcycle Safety Foundation Basic Rider Course;

TEAM OREGON Basic Rider Training;

Idaho STAR Basic I;

California Motorcyclist Safety Program Motorcyclist Training Course;

Other curriculum that meets NHTSA’s Model National Standards for Entry-Level Motorcycle Rider Training and that has been approved by NHTSA.

- On HSP page or attachment # _____, a list of counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant AND number of

registered motorcycles in each such county or political subdivision according to official State motor vehicle records.

Motorcyclist awareness program:

- The name and organization of the head of the designated State authority over motorcyclist safety issues is _____.
- The State's motorcyclist awareness program was developed by or in coordination with the designated State authority having jurisdiction over motorcyclist safety issues.
- On HSP page or attachment # _____, performance measures and corresponding performance targets developed for motorcycle awareness that identifies, using State crash data, the counties or political subdivisions within the State with the highest number of motorcycle crashes involving a motorcycle and another motor vehicle.
- On HSP page or attachment # _____, countermeasure strategies and projects demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions corresponding with the majority of crashes

involving at least one motorcycle and at least one motor vehicle causing a serious or fatal injury to at least one motorcyclist or motor vehicle occupant.

Reduction of fatalities and crashes involving motorcycles:

- Data showing the total number of motor vehicle crashes involving motorcycles is provided as HSP page or attachment # _____.
- Description of the State's methods for collecting and analyzing data is provided as HSP page or attachment # _____.

Impaired driving program:

- On HSP page or attachment # _____, performance measures and corresponding performance targets developed to reduce impaired motorcycle operation.
- On HSP page or attachment # _____, countermeasure strategies and projects demonstrating that the State will implement data-driven programs designed to reach motorcyclists and motorists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest (i.e., the majority of counties or political subdivisions in the State with the highest numbers of motorcycle crashes involving an impaired operator) based upon State data.

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

Use of fees collected from motorcyclists for motorcycle programs:

[Check one box only below and fill in all blanks under the checked box only.]

Applying as a Law State –

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

AND

- The State's law appropriating funds for FY ____ requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs be 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 by the State from motorcyclists for the purpose of funding motorcycle training and safety programs were used for motorcycle training and safety programs is provided HSP page or attachment # _____.

**APPENDIX 9E:
STATE CERTIFICATIONS AND ASSURANCES**

24-7 SOBRIETY PROGRAMS (23 U.S.C. 405(d)(6)(B))

Instructions: States must apply for a 24-7 Sobriety Program grant using the application requirements Part 1300.

X PART 5: 24-7 SOBRIETY PROGRAM GRANT (23 CFR § 1300.23(H))

[Check the box above only if applying for this grant.]

[Fill in all blanks.]

The State provides citations to a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to receive a restriction on driving privileges that was enacted on 10/1/1972 and last amended on 9/30/2003, is in effect, and will be enforced during the fiscal year of the grant. Legal citation(s): 343.30 (1q) (b), Wis. Stats.

[Check at least one of the boxes below and fill in all blanks under that checked box.]

- X Law citation. The State provides citations to a law that authorizes a statewide 24-7 sobriety program that was enacted on 10/2/2016 and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant. Legal citation(s): s. 343.301 (1g) (am) 2., Wis. Stats.

- Program information. The State provides program information that authorizes a statewide 24-7 sobriety program. The program information is provided as HSP page or attachment # _____.

**APPENDIX 9F
STATE CERTIFICATIONS AND ASSURANCES**

ALCOHOL-IGNITION INTERLOCK LAWS (23 U.S.C. 405(d)(6)(A))

X PART 4: ALCOHOL-IGNITION INTERLOCK LAW GRANT (23 CFR § 1300.23(G))

[Check the box above only if applying for this grant.]

[Fill in all blanks.]

The State provides citations to a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to drive only motor vehicles with alcohol-ignition interlocks for a period of 6 months that was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant. Legal citation(s): N/A; see s. 343.301 (1g) (a) 2., Wis. Stats.

APPENDIX 9G**STATE CERTIFICATIONS AND ASSURANCES****APPENDIX B TO PART 1300 –APPLICATION REQUIREMENTS****FOR SECTION 405 AND SECTION 1906 GRANTS**

[Each fiscal year, to apply for a grant under 23 U.S.C. 405 or Section 1906, Pub. L. 109-59, as amended by Section 4011, Pub. L. 114-94, the State must complete and submit all required information in this appendix, and the Governor's Representative for Highway Safety must sign the Certifications and Assurances.]

State: Wisconsin Fiscal Year: 2017

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

- I have reviewed the above information in support of the State's application for 23 U.S.C. 405 and Section 1906 grants, and based on my review, the information is accurate and complete to the best of my personal knowledge.
- As condition of each grant awarded, the State will use these grant funds in accordance with the specific statutory and regulatory requirements of that grant, and will comply with all applicable laws, regulations, and financial and programmatic requirements for Federal grants.
- I understand and accept that incorrect, incomplete, or untimely information submitted in support of the State's application may result in the denial of a grant award.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.

Mark Gottlieb

Signature Governor's Representative for Highway Safety

6-16-2016

Date

MARK GOTTLIEB, P.E.

Printed name of Governor's Representative for Highway Safety

STATE OF WISCONSIN
FFY 2017

Highway Safety Plan

