

STATE OF WISCONSIN FFY  
2015

# Annual Report

*Scott Walker*

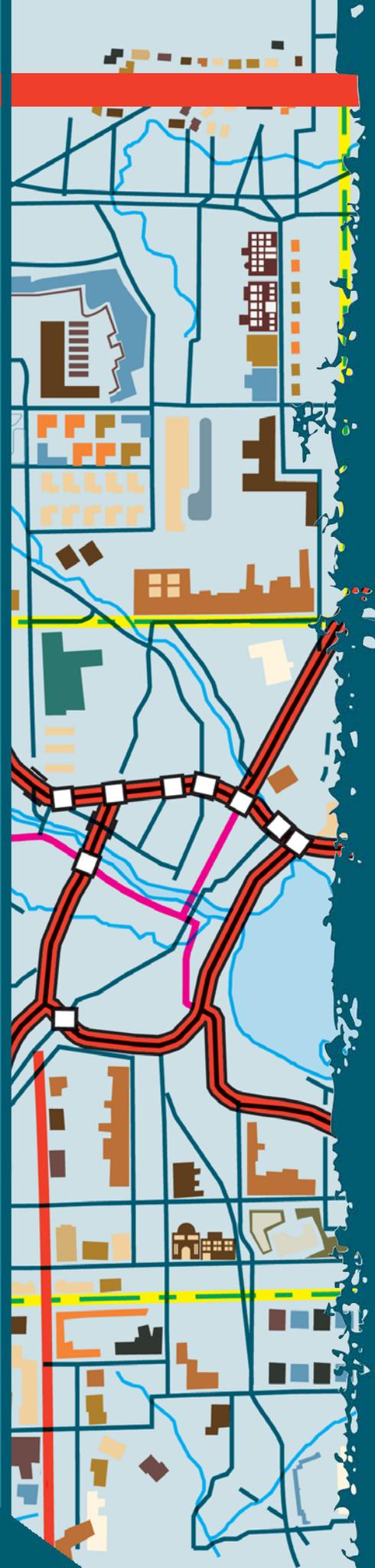
GOVERNOR OF WISCONSIN

*Mark Gottlieb, P.E.*

SECRETARY OF WISCONSIN DOT  
GOVERNOR'S REPRESENTATIVE FOR HIGHWAY SAFETY

*David Pabst*

HIGHWAY SAFETY COORDINATOR





State of Wisconsin  
Federal Fiscal Year 2015  
Annual Report

|  |            |
|--|------------|
| <b>Foreword</b>                                | <b>iii</b> |
| <b>Planning and Administration</b>             | <b>2</b>   |
| <b>Occupant Protection Program</b>             | <b>3</b>   |
| <b>Impaired Driving and Youth Program</b>      | <b>8</b>   |
| <b>Police Traffic Program</b>                  | <b>11</b>  |
| <b>Traffic Records Improvement Program</b>     | <b>14</b>  |
| <b>EMS Improvement Program</b>                 | <b>17</b>  |
| <b>Motorcyclist Safety Program</b>             | <b>19</b>  |
| <b>Pedestrian and Bicyclist Safety Program</b> | <b>22</b>  |
| <b>Community Traffic Safety Program</b>        | <b>25</b>  |
| <b>Media and Outreach Program</b>              | <b>31</b>  |
| <b>Fiscal Summary</b>                          | <b>36</b>  |



December 16, 2015

On behalf of the Wisconsin Department of Transportation, Bureau of Transportation Safety (BOTS), I am pleased to present the State of Wisconsin's Annual Evaluation Report of federal fiscal year 2015 highway safety program activities. The report identifies behavioral activities undertaken with both state and federal highway safety funds and some additional activities undertaken by our valued safety partners in support of our transportation safety objectives.

In 2014, there were 498 fatalities here in Wisconsin. Wisconsin is responsible for roughly 1.51% of the country's traffic fatalities and has seen a decrease of 11.23% in fatalities since 2009 (from 561 in 2009 to 498 in 2014) and believe that our program continues to be effective. Due to strong active commitment from our safety partners, BOTS awarded over \$11.7 million in grants in federal fiscal year 2015. The Wisconsin Department of Transportation continually promotes traffic safety through education, engineering, enforcement, and emergency medical services. The delivery of the multiple programs described in this report collectively work toward our vision of achieving zero deaths on all Wisconsin roads.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Pabst".

David Pabst, Director  
Bureau of Transportation Safety

## FOREWORD

The Wisconsin Highway Safety Program is administered by the Bureau of Transportation Safety (BOTS), which is within the Wisconsin State Patrol. The Wisconsin State Patrol is a division of the Wisconsin Department of Transportation (WisDOT). The Secretary of Transportation, Mark Gottlieb, is the Governor's Highway Safety Representative and David Pabst, Director of BOTS, is the State Highway Safety Coordinator.

## WisDOT Leadership



David Pabst,  
Highway Safety  
Coordinator



Mark Gottlieb, P.E.,  
Secretary of Wisconsin  
DOT, Governor's  
Representative for  
Highway Safety



Superintendent  
Stephen  
Fitzgerald,  
Wisconsin  
State Patrol

## Mission

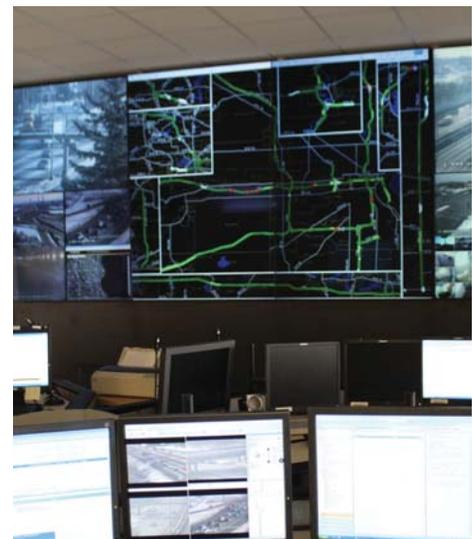
The mission of the bureau is the coordination of statewide behavioral highway safety programs and making effective use of all highway safety funds and other resources. We strive to provide leadership, partnership, innovation, and program support for Wisconsin's traffic safety community, and to decrease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



Highway safety planning and administration functions are performed by state-funded and federally-funded BOTS staff, with the assistance of other safety professionals within WisDOT and throughout the state. Planning and administration functions overlap with WisDOT planning. Jointly they produce high-quality data-driven reports, fact sheets, and other publications including the Highway Safety Plan (HSP) as well as this document, which reports on the fiscal performance of the bureau and its adherence to the HSP.

## Funds

Wisconsin programmed nearly \$11.7 million of federal highway safety formula and incentive grants during federal fiscal year 2015. This included funds primarily from the Moving Ahead for Progress in the 21st Century



Act (MAP-21) as well as some carryover funds from the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU):

Section 402 State and Community Highway Safety Grants

Section 405(b) Occupant Protection Grants

Section 405(c) and Section 408 State Traffic Safety Information Improvements System Grants

Section 405(d) Impaired Driving Countermeasures Grants

Section 405(f) and Section 2010 Motorcyclist Safety Grants

Section 164 Repeat Offender Transfer Provision Funds

Section 1906 Racial Profiling Prohibition Grants

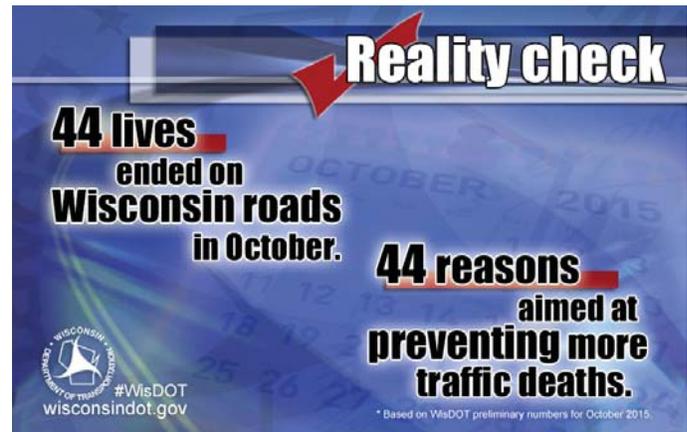
Section 2011 Child Safety and Child Booster Seat Incentive Grants

The Bureau of Transportation Safety also administered more than \$2.4 million in State of Wisconsin funds for transportation safety program management and policy analysis, pedestrian and bicyclist safety, the safe-ride grant program, pretrial intensive supervision grants, and the state motorcycle rider education programs. Wisconsin achieves its required administrative match for all funds through straight time traffic enforcement performed by the Wisconsin State Patrol.

## Goal

Goals for this Federal Fiscal Year 2015 Annual Report are set and committed to in the 2015 HSP. The results laid out in this document use 2014 calendar year data. The Governor's Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration (NHTSA) agreed to a minimum set of performance measures to be used in the development of HSPs. Wisconsin has set a perpetual goal of a 5% reduction each year for all of the "Core Outcome Measures" from the prior five-year rolling average.

The agreed upon performance measures and the results are summarized in the matrix on the next page. The results in green are in areas where the goal was met or exceeded.



## HIGHLIGHTS

- Total fatalities decreased from 801 to 498 from 2005-2014, a decrease of 37.8%. Incapacitating injuries decreased from 5,129 to 2,986 from 2005-2014, a decrease of 41.7%.
- Alcohol-related fatalities decreased from 330 to 162 from 2005 to 2014, a decrease of 50.9%. Alcohol-related incapacitating injuries decreased from 1,181 to 439 from 2005 to 2014, a decrease of 62.8%.

- Wisconsin's safety belt use rate reached an all-time high of 85.8 percent in 2015, which is still lower than the national average of 87 percent.
- On average for the past five years (2010-2014), traffic crashes have killed 88 motorcyclists and injured 2,111 each year.
- On average during the last five years (2010-2014), there were 1,800 work zone crashes annually in Wisconsin that killed, on average, ten people and injured 740 each year.
- Approximately 33 percent of traffic deaths in Wisconsin were the result of alcohol-related crashes in 2014. These deaths are tragic and preventable.

| Measures   | 2009  | 2010  | 2011  | 2012  | 2013  | 2009-2013 Avg | 2014 Goal | 2014 Actual |
|--|-------|-------|-------|-------|-------|---------------|-----------|-------------|
| C1. Traffic Fatalities (FARS)  | 561   | 572   | 582   | 615   | 543   | 574.6         | 546       | 507         |
| C2. Serious Traffic Injuries (State Crash Data Files)                        | 3,854 | 3,845 | 3,534 | 3,582 | 3,301 | 3,623.2       | 3,442     | 2,986       |
| C3a. Fatalities/VMT (FARS)   | 0.96  | 0.96  | 0.99  | 1.04  | 0.91  | 0.97          | 0.92      | 0.84        |
| C3b. Rural Fatalities/VMT (FARS)   | 1.38  | 1.15  | 1.27  | 1.27  | 1.17  | 1.25          | 1.19      | 1.09        |
| C3c. Urban Fatalities/VMT (FARS)   | 0.59  | 0.74  | 0.71  | 0.79  | 0.63  | 0.69          | 0.66      | 0.57        |
| C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)                | 231   | 178   | 189   | 201   | 186   | 197           | 187       | 162         |
| C5. Alcohol Impaired Driving Fatalities (FARS)                               | 209   | 203   | 197   | 200   | 178   | 197.4         | 188       | 166*        |
| C6. Speeding Related Fatalities (FARS)                                       | 203   | 202   | 195   | 209   | 178   | 197.4         | 188       | 168*        |
| C7. Motorcyclist Fatalities  | 84    | 105   | 88    | 117   | 85    | 95.8          | 91        | 73          |
| C8. Un-helmeted Motorcyclist Fatalities (FARS)                               | 55    | 82    | 78    | 87    | 62    | 72.8          | 69        | 51          |
| C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)               | 92    | 91    | 83    | 81    | 58    | 81            | 77        | 67          |
| C10. Pedestrian Fatalities (FARS)  | 38    | 52    | 57    | 45    | 37    | 45.8          | 44        | 45          |
| C11. Bicyclist Fatalities (FARS)   | 7     | 9     | 12    | 11    | 10    | 9.8           | 9         | 4           |
| B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)                       | 73.8% | 79.2% | 79.0% | 79.9% | 82.4% | 78.86%        | 82.8%     | 84.7%       |
| A1. Seat Belt Citations Issued During Grant Funded Enforcement Activities    |       |       |       |       |       |               |           | 15,589      |
| A2. Impaired Driving Arrests Made During Grant Funded Enforcement Activities |       |       |       |       |       |               |           | 2,030       |
| A3. Speeding Citations Issued During Grant Funded Activities                 |       |       |       |       |       |               |           | 24,511      |

\*Note: NHTSA added new criteria and changed other criteria for querying statistics related to speed and alcohol that affected final speed-related and alcohol-related fatality data in 2014.

‡Note: Data are unavailable.



STATE OF WISCONSIN FFY  
2015

# Annual Report



**YOUR TEAM NEEDS YOU!**



Be a Designated Sober Driver.

**FANS DON'T LET FANS DRIVE DRUNK.**



STATE OF WISCONSIN Highway Safety Program  
**2015 Annual Report**



# Planning and Administration

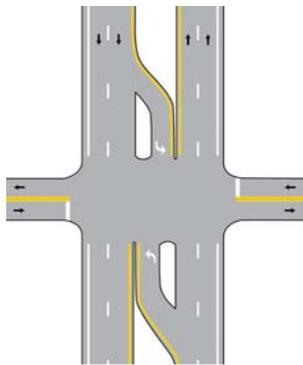


## PERFORMANCE GOALS AND MEASURES

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



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



- The production of timely, accurate, and complete plans and reports.
- The proper application of funds throughout the year.
- The administration of planned activities by the end of FFY2015.
- Financial management and program management documentation.

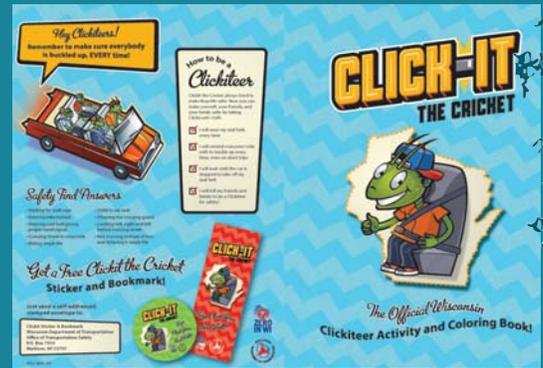
Expenses in this section included wage and fringe for the grant management supervisor, the policy and program supervisor, two full-time program associates, and two part-time program associates. Data processing costs, training, travel, printing, and postage were also included.

Wage and fringe for the director, the section chief, and two analysts are paid with state funds.

### PLANNING AND ADMINISTRATION—BUDGET SUMMARY

| Account              | Fund | Program Activity            | Planned          | Obligated        | Expended            |
|----------------------|------|-----------------------------|------------------|------------------|---------------------|
| 2015-10-01-PA        | 402  | Planning and Administration | \$340,000        | \$320,000        | \$277,784.40        |
| 2015-19-01           | 562  | Planning and Administration | \$530,000        | \$530,000        | \$454,531.00        |
| <b>Program Total</b> |      |                             | <b>\$870,000</b> | <b>\$850,000</b> | <b>\$732,315.40</b> |

# Occupant Protection Program



## PERFORMANCE GOALS AND MEASURES

In 2014, 51% of Wisconsin’s passenger vehicle occupant fatalities were occupants that were unrestrained. The program met its belt usage goal of 82.8%, having reached 84.7% average belt use. The program also met its goals of decreasing unbelted fatalities and A injuries and decreasing the ejection rate as shown in the matrix below.

| Average Belt Use and Child Safety Seat Use   |               |
|--|---------------|
| 2009-2013 Baseline   | 78.9%         |
| 2014 Goal  | 82.9%         |
| 2014 Actual  | 84.7%         |
| Unbelted Fatalities and ‘A’ injuries   |               |
| 2009-2013 Baseline   | 1.41/100M VMT |
| 2014 Goal  | 1.34/100M VMT |
| 2014 Actual  | 1.07/100M VMT |
| Ejection Rate/Fatal and Injury Crashes   |               |
| 2009-2013 Baseline   | 1.55%         |
| 2014 Goal  | 1.47%         |
| 2014 Actual  | 1.21%         |
| Child Safety Seat Installation   |               |
| In 2015 in partnership with WINS and Safe Kids, BOTS educated and certified 116 technicians in the proper installation and use of child safety seats in accordance with Wisconsin law and best practice. |               |

BOTS’s behavioral specialist oversees all occupant protection grants and a portion of the enforcement grants. This staff person provides leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in occupant protection education and training. This person also integrates occupant protection programs into community/corridor traffic safety and other injury prevention programs. Most importantly, the person in this position encourages communities and grantees to view occupant protection as a sustained effort rather than an occasional enforcement mobilization or campaign.

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



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

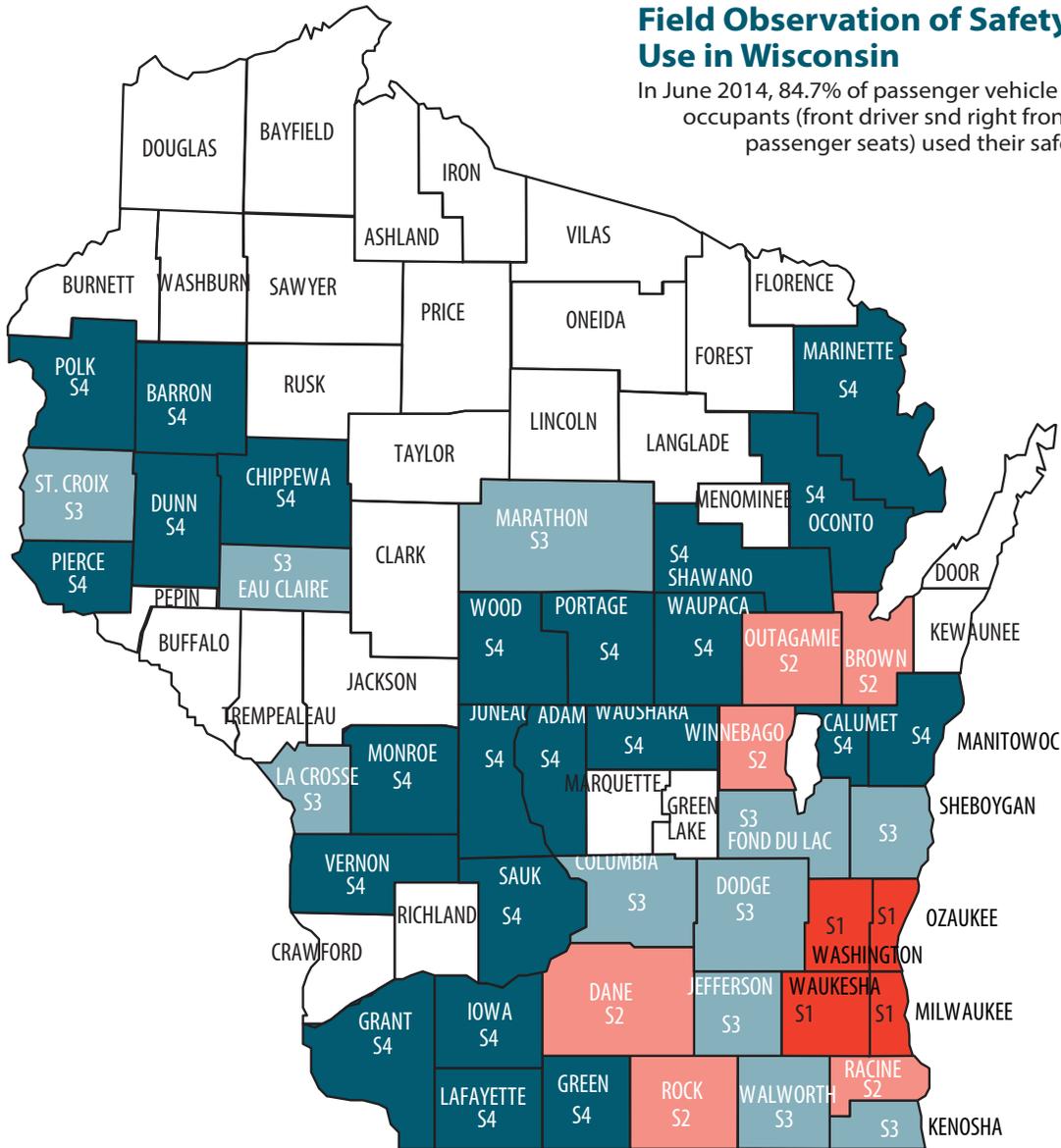
Wisconsin’s Seat Belt program consists of many facets, some of which have been or will be summarized elsewhere in this document including Public Information and Education found in Community Outreach and Law Enforcement (Activity in Police Traffic Services Section). Other program components include

## BELT USE BY REGION, SUMMER 2014

Belt use varies by 4.1% across the state. The Stratum 3 area is highest at 87.5%, and the Stratum 1 area is lowest at 83.2%. Regions are defined by a combination of population and Vehicle Miles Traveled (VMT).

### Field Observation of Safety Belt Use in Wisconsin

In June 2014, 84.7% of passenger vehicle occupants (front driver and right front passenger seats) used their safety belts.



| Strata    | Belt Usage 2014 (%) |
|-----------|---------------------|
| Stratum 1 | 83.2                |
| Stratum 2 | 83.6                |
| Stratum 3 | 87.5                |
| Stratum 4 | 84.5                |

- 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, Marinette, Monroe, Oconto, Pierce, Polk, Portage, Sauk, Shawano, Vernon, Waupaca, Waushara, and Wood Counties

Source: WisDOA Demographic Services

our Little Convincer program. In FFY 2015 the Little Convincer Program participated in seventy events around the state. The types of events included Rural Safety Fairs, Driver's Ed Classes, CPS Checks, County Fairs, Fire Department Open Houses, National Night Out Events, High School Safety Fairs, Teen Choice Programs, Pre-Prom Events, Mock Crash Events, and High Profile Parades. An estimated 21,173 citizens were in attendance at the various events.

## Child Passenger Safety

The purpose of the program is to make car seats available at no cost to low-income families who might otherwise choose to place their children in older, unsafe seats or transport them unrestrained, putting them at risk. Seats are dispersed as needed to eligible recipients by receiving a voucher from a referring partnering agency, such as county health departments, social workers, WIC, county injury prevention coalitions, etc. The voucher cards instruct the families where to call to set up an appointment to receive instruction, installation assistance and a new car seat appropriate for their child. The objectives of the program are measured by the number of clients redeeming vouchers. There is a strong educational component given by CPS trained and certified staff at the time of the appointment. After receiving education and assistance with installation, a survey is given to be filled out by participants for each seat distributed. The Wisconsin Information Network and our partners distributed 3,456 child restraints in 2015.

## Certification Course

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

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

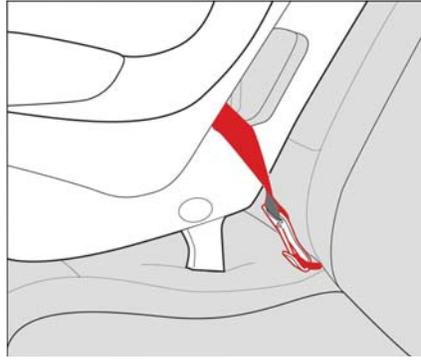
If any of the above does not occur, a student must repeat the entire course to be certified. No refund will be provided, as all processing and course materials have been delivered. A student must register for any subsequent course and pay any associated fees.

The national standardized child passenger safety technician certification course is three to four days long and combines classroom instruction, hands-on work with car seats and vehicles, and a community safety seat checkup event. At the checkup event, students demonstrate skills learned during class, following event procedures and instructions, proper use and installation of child restraints and safety belts and the ability to teach parents and caregivers how to properly protect their family on the road. Successful completion of this course certifies the individual as a CPS technician for two years. Renewal courses are available to technicians whose certifications have expired and are eligible to take the 8-hour Certification Renewal Course. This class is designed to renew the certification for expired technicians who wish to become nationally certified Child Passenger Safety Technicians (CPSTs) again. After successfully completing this class, students will be re-certified and be able to provide both individual and group CPS education. A minimum score of 84% is required to pass a written test. This is not an update/refresher class. This course is meant for expired CPS Technicians who have maintained their child passenger safety knowledge and their hands-on skills. It is expected that students attempting to renew their certifications stayed involved in CPS programs and activities, have kept up with changes in the field by reading technical updates, attended other CPS classes, and worked with non-expired technicians to keep their installation skills current, but who—for one reason or another—allowed their certifications to expire.

### **The number and location of training classes conducted and the individuals or groups trained.**

In 2015, there were ten CPS certification training classes held in Wisconsin. These were located in the following cities around the state:

Wauwatosa (2)  
Evansville  
McFarland  
Grand Chute  
Wausau  
Verona  
Watertown  
Viroqua  
Eau Claire



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

**In 2015, there were 116 newly-certified car seat technicians for a total of 729 certified car seat technicians in Wisconsin.** Additionally, there was one course for Safe Travel for All Children-Special Needs Training held in Wisconsin in which 12 technicians were trained and certified.

### Programs to Educate the Public:

Wisconsin Information Network for Safety (WINS) has the following items available for loan that agencies can use to help educate the public:

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

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

- a) A list of child restraint inspection stations/check-up events/clinics, including their locations (see appendix for a list of child restraint inspection stations/check-up events/clinics, including their locations).

- b) An estimate of the number of child restraints checked at inspection stations/check-up events/clinics.

WINS and our partners checked approximately 4,068 car seats for proper installation.

### Program Evaluation

According to mail surveys completed before and after a media and enforcement effort in July and September of 2015, there is a high level of reported compliance with Wisconsin's safety belt law. For the overall sample, there was no statistically significant change in the level of compliance between surveys. Asked how often they wore a safety belt, 94% of the pre-survey respondents and 99% of the post-survey respondents said they wear one all or most of the time.

Changes in safety belt use varied significantly between the pre and post survey by age and education level. This included respondents that were women, or in the '18-34' age group, or those that reported having an education level of 'HS or less', or 'Some College'. Women reported an increase in compliance with 92% of post respondents reporting 'all of the time' compared with 89% of the pre respondents. Those respondents reporting to be aged '18-34' showed a



slight increase in compliance between pre and post as 87% reported wearing a seatbelt 'All of the time' in the pre, while 88% reported the same in the post. Conversely, those who reported having 'Some College' as their education level showed a decrease in compliance between pre and post, as 92% reported wearing a safety belt all of the time in the pre, and only 89% reported the same in the post survey.

There was a slight decrease observed between the surveys in the number of people who HAD read, seen or heard anything about safety belt law enforcement. For the pre survey, 52% of respondents reported awareness of safety belt law enforcement, and for the post survey, 49% did so.



The majority of participants in both the pre and post surveys report that they think they would be somewhat, slightly, or very likely to get a ticket if they failed to wear a safety belt, with 63% reporting they were slightly, very, or somewhat likely to get a ticket for not wearing a safety belt in the pre and 51% in the post survey, though the number of those who believe they are not at all likely to receive a ticket has also increased between the pre and post surveys. There were statistically significant differences found in the gender, age, or education level categories. Specifically, these changes were significant among males, respondents aged 35-44 and those respondents reporting College+ education. In the pre survey 7% of males reported being not at all likely to get a ticket if they don't wear a seatbelt, this number doubled to 14% in the post survey. In the pre survey 2% of those aged 35-44 reported being not at all likely to get a ticket if they don't wear a seatbelt, this number increased to 16% in the post survey. These trends continued for respondents with College+ education who reported 'not at all likely' at a rate of 8% in the pre survey and 17% in the post survey.

(Source: "Wisconsin Department of Transportation: NHTSA Performance Measures Survey: Fall 2015: Summary Report." University of Wisconsin Survey Center, University of Wisconsin-Madison.)

| OCCUPANT PROTECTION PROGRAM—BUDGET SUMMARY |      |                          |                    |                    |                       |
|--|------|--------------------------|--------------------|--------------------|-----------------------|
| Account                                    | Fund | Program Activity         | Planned            | Obligated          | Expended              |
| 2015-20-01-OP                              | 402  | OP State Program Manager | \$90,000           | \$90,000           | \$79,614.34           |
| 2015-20-05-OP                              | 402  | Enforcement              | \$0                | \$30,000           | \$29,500.96           |
| 2015-20-06-OP                              | 402  | Equipment                | \$192,000          | \$192,000          | \$188,391.11          |
| 2015-25-03-M2                              | 405b | Training-Technical       | \$247,000          | \$117,000          | \$74,207.39           |
| 2015-25-05-M2                              | 405b | Enforcement              | \$500,000          | \$672,548          | \$632,921.29          |
| 2015-25-06-M2                              | 405b | Equipment                | \$225,000          | \$195,599          | \$154,068.85          |
| 2015-25-09-M2                              | 405b | Evaluation               | \$110,000          | \$109,520          | \$95,034.55           |
| <b>Program Total</b>                       |      |                          | <b>\$1,364,000</b> | <b>\$1,406,667</b> | <b>\$1,253,738.49</b> |



# Impaired Driving and Youth Program



## PERFORMANCE GOALS AND MEASURES



Wisconsin exceeded its goal of a 5% decline from the prior five-year rolling (2009-2013) average of 181 alcohol impaired driving fatalities.

In addition, the program met all five of its additional goals as illustrated in the tables to the right.

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

1. Program Management and Strategic Planning
2. Prevention through Promotion of Transportation Alternatives
3. Criminal Justice System
  - a. Enforcement
  - b. Publicizing High Visibility Enforcement
  - c. Prosecution
  - d. Adjudication
4. Youth-Specific Program

### Program Management and Strategic Planning

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

### Alcohol and Drug Related Motor Vehicle Crashes

|                    |               |
|--------------------|---------------|
| 2009-2013 Baseline | 9.98/100M VMT |
| 2014 Goal          | 9.48/100M VMT |
| 2014 Actual        | 8.94/100M VMT |

### Resulting Deaths and A Injuries

|                    |               |
|--------------------|---------------|
| 2009-2013 Baseline | 1.55/100M VMT |
| 2014 Goal          | 1.47/100M VMT |
| 2014 Actual        | 1.16/100M VMT |

### Proportion of Alcohol and Drug Related Fatalities

|                    |        |
|--------------------|--------|
| 2009-2013 Baseline | 50.30% |
| 2014 Goal          | 47.79% |
| 2014 Actual        | 42.57% |

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

|                    |        |
|--------------------|--------|
| 2009-2013 Baseline | 21.79% |
| 2014 Goal          | 20.70% |
| 2014 Actual        | 20.03% |

### Crashes involving alcohol (15-24 year olds)

|                    |                  |
|--------------------|------------------|
| 2009-2013 Baseline | 211.65/100K pop. |
| 2014 Goal          | 201.06/100K pop. |
| 2014 Actual        | 163.71/100K pop. |

## Prevention Through Transportation Alternatives

BOTS collaborated with the Tavern League of Wisconsin in administering the state-funded Safe Ride Program for another year, where approximately 85,413 rides were given throughout the state of Wisconsin. The Sauk Prairie Bar Buddies program offered alternative transportation options for citizens, sponsoring approximately 6,608 rides home, and the Bar Buddies in Baraboo provided approximately 7,397 rides home. In addition, our various OWI Task Forces were encouraged to partner with local cab companies to notify citizens and provide alternative transportation options. Efforts included publicity, transportation costs, and advertising utilizing the “Zero in Wisconsin” campaign on marketing and advertising materials. BOTS funded seven festival grants including five festivals with live music and beer tents in Dane and Columbia Counties and the municipalities of McFarland, Watertown, DeForest, Seymour, and the Town of Beloit where alternative transportation was offered.

## Criminal Justice System

As mentioned above, BOTS has partnered with multiple counties and municipalities and provided overtime funding for high-visibility enforcement. We encouraged law enforcement agencies to make OWI a priority by educating the public, writing citations, sponsoring media events, and working overtime in geographical areas where impaired driving is highest. We provided overtime and equipment funding for sustained Alcohol Saturation Patrols consisting of at least monthly High Visibility Enforcement (HVE) overtime patrols, including nighttime enforcement, accompanied by media in targeted jurisdictions. Activity for enforcement is found in the Police Traffic section.

In addition to single agency enforcement, Wisconsin had over 50 multi-jurisdictional task forces throughout the state in 2015. Each OWI TF operated as a “true”

multi-jurisdictional project in that all participating agencies work at the same time. Officers from the participating agencies used saturation patrols that featured high visibility enforcement, which included OWI Task Force-specific branding such as vests and squad magnets, along with electronic message boards. Some of the OWI Task Forces used written agreements that varied from county-wide deputization, to temporary deputization, to MOUs that allowed officers to work jurisdictions outside of their own. The various projects received considerable attention from the media and also had a strong social media presence, which included Facebook pages dedicated to OWI Task Forces. Task Forces have been successful both from an awareness standpoint and from a statistical standpoint, seeing a drop in alcohol-related fatalities from 225 fatalities in 2011 to 162 fatalities in 2014, resulting in approximately a 28% drop in the percentage of alcohol-related fatalities,

BOTS also encouraged agencies to participate in national and state enforcement mobilizations by offering the chance to win an equipment grant. BOTS awarded equipment to 48 agencies for Click-It-Or-Ticket, 47 agencies for Drive Sober, and 20 agencies for Booze and Belts.

Wisconsin’s Traffic Safety Resource Prosecutor and the Dane County Special Prosecutor on Traffic Crimes provided training and technical assistance to hundreds of prosecutors and law enforcement officers.

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

The ten state-funded Intensive Supervision Programs monitored, supervised, and connected the repeat OWI offender with an assessment and treatment as soon as possible after the arrest and before conviction.



buzzed driving is drunk driving designate a sober driver



## Youth Specific Program

The Youth Program uses different strategies using a combination of NHTSA and state funding. These include:

1. Social Norms Marketing
2. Community Programs.
3. Paying costs for training related to Drug Impairment Training for Educational Professionals (DITEP).

## Evaluation

The survey conducted by the University of Wisconsin-Madison first mentioned in the occupant protection section also conducted its survey with respect to alcohol-impaired driving and the awareness and expectation of drunk driving enforcement before and after a media and enforcement effort in July and September of 2015.

- The majority of pre and post survey participants (71%) reported never having driven 2 hours after drinking in the past thirty days. There was a significant decrease of driving 3 or more times within two hours of drinking, for those aged 18 to 34, of fifteen percentage points.
- A majority of respondents HAD read, seen, or heard about impaired driving enforcement in the past 30

days, 75% of the pre-respondents and 72% of the post respondents said they had read, seen or heard about impaired driving enforcement by police in the past 30 days. Participants 18 to 34 years old reported a significant increase of 13 percentage points in the number who had read, seen or heard about impaired driving enforcement between the pre and post survey. Conversely, participants aged 35 to 44 reported a 30 percentage point decrease in the number who had read, seen, or heard about impaired driving enforcement between the pre and post survey.

- The majority of participants in the pre and post survey reported that the likelihood of someone getting arrested if they drive after drinking is somewhat, very, or extremely likely. Of the pre survey participants 79% reported that the likelihood of someone getting a ticket for drinking and driving is somewhat, very, or extremely likely, while 74% of post survey participants responded the same way. For the pre survey, 84% of participants with a high school or less education reported that it was somewhat, very, or extremely likely to get arrested if they drive after drinking, a lower number of poser respondents (75%) reported the same.

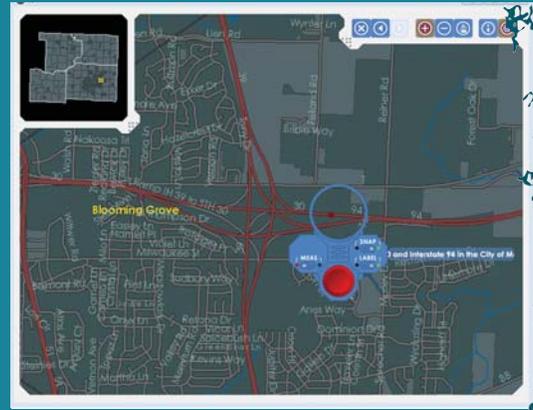
(Source: "Wisconsin Department of Transportation: NHTSA Performance Measures Survey: Fall 2015: Summary Report." University of Wisconsin Survey Center, University of Wisconsin-Madison.)

### IMPAIRED DRIVING AND YOUTH PROGRAM—BUDGET SUMMARY

| Account              | Fund | Program Activity                 | Planned            | Obligated          | Expended              |
|----------------------|------|----------------------------------|--------------------|--------------------|-----------------------|
| 2015-30-01-AL        | 402  | Impaired Driving Program Manager | \$54,000           | \$63,000           | \$58,066.04           |
| 2015-30-06-AL        | 402  | Equipment                        | \$302,000          | \$285,505          | \$281,337.47          |
| 2015-31-03-M5        | 405d | Training—Technical               | \$720,000          | \$526,551          | \$471,861.77          |
| 2015-31-04-M5        | 405d | Training—Community               | \$80,000           | \$58,902           | \$57,199.24           |
| 2015-00-00-290       | HSIP | Task Forces                      | \$500,000          | \$563,725          | \$455,832.90          |
| 2015-31-05-M5        | 405d | Enforcement                      | \$2,600,000        | \$2,017,547        | \$1,665,055.37        |
| 2015-31-06-M5        | 405d | Equipment                        | \$0                | \$105,541          | \$44,424.52           |
| 2015-31-09-M5        | 405d | Evaluation                       | \$75,000           | \$60,160           | \$51,816.34           |
| 2015-39-04-WI        | 531  | Transportation Alternatives      | \$350,000          | \$452,500          | \$452,500.00          |
| 2015-39-04-W8        | 568  | Pretrial Court Intervention      | \$731,600          | \$731,600          | \$731,600.00          |
| <b>Program Total</b> |      |                                  | <b>\$5,412,600</b> | <b>\$4,865,031</b> | <b>\$4,269,693.65</b> |



# Police Traffic Program



## PERFORMANCE GOALS AND MEASURES

Speed-related traffic fatalities have increased from the 197 prior five-year rolling average (2009-2013) to 232 (FARS). NHTSA has changed the manner in which FARS calculates statistics regarding speed-related and alcohol-related crashes. Wisconsin exceeded one of its goals in reducing combined fatalities and serious injuries. However, it did not reach its goal of reducing speed-related crashes.

The police traffic program is managed collaboratively with multiple staff members. State program managers work closely with regional program managers, law enforcement liaisons, and law enforcement agencies of all sizes to coordinate enforcement efforts, encourage safe and effective high-visibility enforcement operations, and participate in mobilizations.

The police traffic program employs four strategies aimed at preventing speed and aggressive driving related fatalities and serious injuries.

1. Program Management - Public Information, Education, and Outreach
2. Law Enforcement
3. Equipment Grants
4. Evaluation Programs

### Program Management Public Information, Education, and Outreach

BOTS worked with partners (law enforcement professional organizations, Wisconsin Highway Safety Coordinators Association and others)



### Speed Related Crashes

|                    |                |
|--------------------|----------------|
| 2009-2013 Baseline | 31.29/100M VMT |
| 2014 Goal          | 29.72/100M VMT |
| 2014 Actual        | 34.77/100M VMT |

### Combined Fatalities and Serious 'A' injuries

|                    |               |
|--------------------|---------------|
| 2009-2013 Baseline | 1.84/100M VMT |
| 2014 Goal          | 1.75/100M VMT |
| 2014 Actual        | 1.57/100M VMT |

to develop handouts, posters, presentations, conferences, and other media campaigns. Information and materials were updated to ensure they met the needs of our staff and partners. BOTS developed aggressive driving PI&E and outreach materials.

### Law Enforcement

BOTS planned statewide participation, encouraged voluntary participation, and provided overtime funding for the speed and aggressive driving enforcement campaign. BOTS also encouraged coordination between county and local law enforcement by the use of grant bundling and multi-jurisdictional task forces. We provided equipment grants and recognition for law enforcement.

Enforcement was a great success again this federal fiscal year and exceeded expectations. Summary totals for all enforcement



activities for impaired driving, occupant protection, and speed are shown in the table below. During this last fiscal year, it was determined for the purposes of continuity in programming that all agencies are required to report their enforcement numbers, regardless if it was on a national or statewide enforcement mobilization or a targeted grant.

### Equipment Grants

BOTS conducted a drawing for equipment grants at its Law Enforcement Luncheon at the Governor's Conference on Highway Safety. All law enforcement agencies that had a targeted grant or those that participated in any of the major mobilizations were eligible to participate in the luncheon.

### Evaluation

The survey conducted by the University of Wisconsin-Madison (first mentioned in the occupant protection section) also surveyed speeding behavior and the awareness and expectation of speeding enforcement before and after a media and enforcement effort in July and September of 2015.

Participants reported compliance with speed limit laws at lower speeds, with 62% of pre survey participants reporting that they 'rarely' or 'never' drive faster than 5 miles per hour over the speed limit when the limit is 30 miles per hour, and 63% reporting the same at the post survey. There were significant differences between the pre and post surveys in the reporting of respondents that were aged 35 to 44, with a nineteen percentage point increase of post respondents who answered 'never' or 'rarely' when reporting how often they drive faster than 5 miles per hour over the speed limit when the limit is 30 miles per hour.

### FFY 2015 Enforcement Summary Totals

|                           |        |
|---------------------------|--------|
| # Officers Deployed       | 17,880 |
| Total OT Hours            | 70,865 |
| Total Straight Time Hours | 10,526 |
| Safety Belts OT           | 15,308 |
| Safety Belts Straight     | 1,310  |
| Child Restraints OT       | 281    |
| Child Restraints Straight | 37     |
| Speed OT                  | 24,511 |
| Speed Straight            | 2,141  |
| OWI OT                    | 2,030  |
| OWI Straight              | 455    |
| OAR OT                    | 7,910  |
| OAR Straight              | 908    |
| Open Intox OT             | 341    |
| Open Intox Straight       | 62     |
| Vehicle Reg OT            | 4,454  |
| Vehicle Reg Straight      | 587    |
| Vehicle Equip OT          | 2,438  |
| Vehicle Equip Straight    | 505    |
| All Other OT              | 18,002 |
| All Other Straight        | 2,366  |
| Drug Arrests              | 909    |
| Felony Arrests            | 235    |
| Misdemeanor Arrests       | 633    |
| Warrants Served           | 1,581  |

- Participants reported similar levels of compliance with speed limit laws at higher speeds, with 56% of pre and post survey participants reporting that they 'rarely' or 'never' drive faster than 5 miles per hour over the speed limit when the limit is 65 miles per hour. Significant changes between the pre and post surveys were reported by males and people aged 35 to 44. When asked how often they drive faster than 5 miles per hour over the speed limit when the limit is 65 miles per hour, men reported a decrease in speeding with 50% of the pre and 61% of the post survey respondents reporting 'never' or 'rarely'.

When looking at those aged 35 to 44, we see a similar trend with 36% of the pre and 43% of the post respondents reporting ‘never or ‘rarely’.

- A majority of respondents had read, seen, or heard about police speed limit enforcement in the past 30 days. 59% of the pre survey respondents and 56% of the post survey respondents said they had read, seen, or heard about speed enforcement by the police. Significant changes were found between the pre and the post surveys when broken down by age and education levels. These included the ‘35-44’ age category, and the ‘High School or less,’ and the ‘College+’ categories. Those participants reporting to be 35 to 44 years old showed a twenty one percentage point decrease in awareness between pre and post surveys. There was a significant amount of reported awareness for those participants with ‘High School or less’ who reported a twenty one percentage point increase in awareness between pre and post surveys. Conversely, we saw a decrease in awareness from those in the ‘College+’ category, 63% reported awareness in the pre survey and 49% in the post.
- The majority of participants in both the pre and post surveys report that they think they would be somewhat, very, or extremely likely to get a ticket if they exceed the speed limit, with 80% reporting they were extremely, very, or somewhat likely to get a ticket for driving over the speed limit in the pre survey and 78% in the post survey. Significant changes were found between the pre and the post



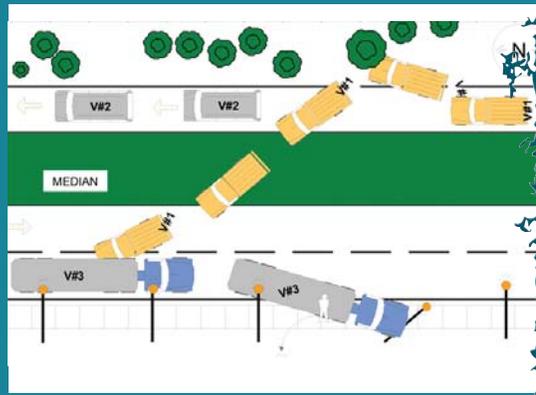
TrACS map example: traffic stop locations during State Patrol high-visibility enforcement with US and state highway emphasis

surveys in the age and education level categories. These included the ‘18-34’ age category, and the ‘High School or less,’ education category. Of those participants 18 to 34 years old, 79% of the pre survey respondents and 81% of the post PSA respondents reported somewhat, very, or extremely likely when asked about the likelihood of getting a ticket if driving over the speed limit. We see a decrease in likelihood among those with high school or less education levels; with 87% of the pre survey respondents and 79% of the post respondents reporting somewhat, very, or extremely likely to get a ticket if driving over the speed limit.

(Source: “Wisconsin Department of Transportation: NHTSA Performance Measures Survey: Fall 2015: Summary Report.” University of Wisconsin Survey Center, University of Wisconsin-Madison.)

| POLICE TRAFFIC PROGRAM—BUDGET SUMMARY |      |                                |                  |                    |                       |
|---------------------------------------|------|--------------------------------|------------------|--------------------|-----------------------|
| Account                               | Fund | Program Activity               | Planned          | Obligated          | Expended              |
| 2015-40-01-PT                         | 402  | Police Traffic Program Manager | \$75,000         | \$86,000           | \$76,911.97           |
| 2015-40-05-PT                         | 402  | Enforcement                    | \$675,000        | \$1,551,685        | \$1,276,173.13        |
| 2015-40-06-PT                         | 402  | Equipment                      | \$90,000         | \$50,000           | \$35,136.86           |
| <b>Program Total</b>                  |      |                                | <b>\$840,000</b> | <b>\$1,687,685</b> | <b>\$1,388,221.96</b> |

# Traffic Records Improvement Program



## PERFORMANCE GOALS AND MEASURES

The 2010-2014 Traffic Records Strategic Plan (TRSP) has been coordinated with Wisconsin's Strategic Highway Safety Plan (SHSP) and WisDOT's Highway Safety Plan to create a statewide integrated data collection network, analytical tools, and to make expertise available to highway safety stakeholders. BOTS has had a traffic records assessment and is currently working on the 2015-2019 TRSP.

BOTS staff coordinated the traffic records program grant funding and chaired the Traffic Records Coordinating Committee (TRCC), which held four TRCC meetings during the year. Staff assisted with strategic plan development and implementation, developed the 2015 405c grant application, and updated the Traffic Records Strategic Plan. BOTS continues to increase the number of relationships with partners and stakeholders. This program also supported an evaluation analyst position with 402 funding, and an LTE to assist

agencies with the Mobile Architecture for Communications Handing (MACH) system with 405c funding.

BOTS sent two TRCC members to the 2014 ATSIP Conference in Saint Louis, Missouri, in October 2014. Both of the TRCC members gave presentations at the conference. Both



attendees came back with some great ideas and contacts relating to the projects Wisconsin is working on.

The following is a summary of the projects funded during the federal fiscal year:

### Wisconsin Statewide Pedestrian and Bicyclist Crash Data

We worked with the UW–Milwaukee to capture information about ped/bike crash reports including location accuracy; citation accuracy; pedestrian, bicyclist, and driver behavior; and roadway characteristics at the crash location, including tables to summarize additional characteristics of fatal pedestrian and fatal bicyclist crashes. The data will be used to help reduce ped/bike crashes in the future.

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

We were able to follow a strategic approach of rolling out TraCS grants throughout the state. We funded four law enforcement agencies that are now equipped to report crashes and citations electronically with TraCS. 98% of crashes are currently reported electronically.

### CODES Data Linkage

The Wisconsin Department of Health Services (DHS) created the basic CODES file linkage between Wisconsin traffic crash records and both Wisconsin Hospital Inpatient records and Wisconsin Hospital Emergency Department visits using deterministic linkage methods rather than probabilistic methods for 2014.



## WARDS/NEMSIS

We currently have a multi-year project aimed at improving the ambulance data within the state. Its purpose is to better coordinate data between traffic records and provide a more complete data record for those injured in traffic crashes and those with traumatic injuries. As an initiative under the National Highway Transportation Safety Administration, this project brings the data housed in the Wisconsin Ambulance Run Data System (WARDS) to be more complete and usable nationally when reported to the National EMS Information System (NEMSIS).

## Community Maps

The Community Maps project—to help local agencies understand the locations of crashes within their jurisdictions—has been modified and is currently being run in-house with support from University of Wisconsin TOPS Lab. There have been modifications to the project making it easier to use. Community Maps had its first ever user’s group meeting where current and prospective users could ask the developer questions and provide feedback.

## EMS Data

The Department of Health Services provided training to 80 EMS personnel from 70 different agencies to implement the updated NEMSIS v.3 data requirements in order to confirm compliance with the new standard, which improved the understanding and compliance of services licensed in Wisconsin.

## Crash Database Project

The administration of the Wisconsin Department of Transportation (WisDOT) crash database is moving from the Division of Motor Vehicles to BOTS. This

project includes creating a new crash database and resolve system, as well as a revision to the MV4000 crash report form. This project is meeting the 2010 NHTSA assessment recommendation that indicated that WisDOT should update its motor vehicle crash report form. New fields and attributes are being added to the crash report forms to ensure Model Minimum Uniform Crash Criteria (MMUCC) compliance and to increase data quality.

## Data Access and Interstate Cooperation

BOTS is improving data access by cooperating with Minnesota and Iowa to link hospital records of Wisconsin residents in Wisconsin crashes who received medical services in those states to Wisconsin state records.

## Mobile Architecture for Communications Handing (MACH) Limited Term Employee (LTE)

The Wisconsin State Patrol hired an LTE that was tasked with the work involved in setting up new agencies to include streamlining the process, creating documentation and setting up additional agencies within MACH. MACH is collaborative command and control software that offers real-time information and information sharing between agencies that can aid in the rapid identification of special resources and plot these resources using map layers.

## Correlating Crashes with Lane Closures

This project is examining crashes that are flagged as being in construction zones on the MV4000 crash report form that do not match a WisLCS work zone record. This project is also examining those crashes

that match a WisLCS record but have not been marked with the construction zone flag on the MV4000. An additional goal of this research is to increase confidence in the matching set (construction zone flag crashes that match WisLCS closure records) to support future Wisconsin work zone safety research and analysis.

### Spatial Crash Data Mining to Improve Site Selection for Initiating Warnings and Citations

The goal of this project is to identify the common characteristics of optimal locations for issuing warnings and citations as enforcement strategies that can effectively prevent the occurrence of speed-related, unbelted, and alcohol-related crashes.

| TRAFFIC RECORDS IMPROVEMENT PROGRAM—BUDGET SUMMARY |      |                            |                    |                    |                     |
|--|------|----------------------------|--------------------|--------------------|---------------------|
| Account  | Fund | Program Activity           | Planned            | Obligated          | Expended            |
| 2015-50-01-TR                                      | 402  | Program Evaluation Analyst | \$90,000           | \$96,000           | \$93,709.48         |
| 2015-58-01-M3                                      | 405c | Program Management         | \$10,000           | \$9,860            | \$3,479.20          |
| 2015-58-03-M3                                      | 405c | Training–Technical         | \$1,389,500        | \$1,543,286        | \$589,191.91        |
| 2015-58-06-M3                                      | 405c | Equipment                  | \$100,000          | \$53,515           | \$51,903.98         |
| <b>Program Total</b>                               |      |                            | <b>\$1,589,500</b> | <b>\$1,702,661</b> | <b>\$738,284.57</b> |

# EMS Improvement Program



## PERFORMANCE GOALS AND MEASURES

Fortunately, statewide safety belt usage continues to increase. However, crash survivability varies by location in the state, which is a result of many factors, including the speed and quality of emergency medical response and treatment. As it has been for a long time, 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.

### Training

At the Governor's Conference on Highway Safety, BOTS hosted a free EMT Basic six-hour refresher class training 15 EMTs.



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

|                         |        |
|-------------------------|--------|
| 2000 Statewide Baseline | 65.40% |
| 2014 Statewide Goal     | 82.80% |
| 2014 Actual             | 84.70% |

### Injury to Death Ratios

|   |           |
|---|-----------|
| 2010-2012 Statewide 3-year average Baseline | 70.5 to 1 |
| 2014 Statewide Goal                         | 74.0 to 1 |
| 2014 Actual                                 | 79.4 to 1 |

## EMS IMPROVEMENT PROGRAM—BUDGET SUMMARY

| Account              | Fund | Program Activity     | Planned          | Obligated      | Expended          |
|----------------------|------|----------------------|------------------|----------------|-------------------|
| 2015-60-02-EM        | 402  | PI&E                 | \$25,000         | \$0            | \$0.00            |
| 2015-60-03-EM        | 402  | Training - Technical | \$150,000        | \$5,000        | \$5,000           |
| <b>Program Total</b> |      |                      | <b>\$175,000</b> | <b>\$5,000</b> | <b>\$5,000.00</b> |





# Motorcyclist Safety Program



## PERFORMANCE GOALS AND MEASURES

Motorcyclist fatalities fell in 2014 after the second-highest spike since 1970 of 112 in 2012. According to NHTSA, motorcyclists accounted for roughly 14% of total fatalities nationwide in 2013. Motorcyclists accounted for 14% of Wisconsin fatalities in 2014. The program reached its goal of a 5% decrease over the prior five-year rolling average of 95.8 (2009-2013) as well as meeting the other goals for the Wisconsin Motorcyclist Safety Program (WMSP).

The motorcyclist safety program employs four activities intended to reduce motorcyclist crashes, injuries and fatalities:

1. Motorist Awareness and Conspicuity
2. Rider Education and Training
3. Impaired Driving Countermeasures
4. Evaluation

| Motorcycle/MoPed Crashes  |       |
|---|-------|
| 2009-2013 Baseline  | 2,650 |
| 2014 Goal   | 2,518 |
| 2014 Actual   | 2,326 |
| Combined Fatalities and Incapacitating Injuries in Motorcycle/MoPed Crashes |       |
| 2009-2013 Baseline  | 740   |
| 2014 Goal   | 703   |
| 2014 Actual   | 603   |
| Motorcycle/MoPed Killed and Injured   |       |
| 2009-2013 Baseline  | 2,502 |
| 2014 Goal   | 2,377 |
| 2014 Actual   | 2,185 |





## Motorist Awareness and Conspicuity

During the 2015 riding season, local, county, and state law enforcement agencies continued to participate in motorcycle-specific activities and events, and, as in the past, many of these events were attended in conjunction with THE REF (Transportable High-End Rider Education Facility) activities, promoting motorcycle awareness, motorcyclist safety and training, and providing motorcycle skills/riding demonstrations. During 2015, THE REF once again hit the road to participate in over 56 events and activities statewide. Since THE REF cannot be present at all of the activities and events that are of interest, we address some of the overflow by staffing a small trailer equipped with a monitor/DVD combo, table and literature that we use to transport SMARTrainers.

## Rider Education and Training

During the 2015 motorcycle training season, the WMSP in partnership with the Motorcycle Safety

Foundation (MSF), continued implementation of the first new basic motorcycle riders course curriculum since the introduction of the (BRC) Basic RiderCourse in 2001. Wisconsin was the first state to Field Test, Pilot Test, and go on to full implementation of the “BRC (update)” classroom and range activities curriculum statewide.

## Impaired Driving Countermeasures

The WMSP’s 5=ZERO initiative dovetails appropriately with the overall Wisconsin initiative of ZERO In Wisconsin. The 5=ZERO initiative describes five activities that motorcyclists should employ to minimize risk and ultimately reduce crashes and fatalities. These five activities are:

- Riding Sober - Free of alcohol and/or drugs
- Get Trained and Get Licensed - Obtain your Class M License and become a life-long learner
- All The Gear, All The Time - Wear conspicuous and protective riding gear at all times



THE REF trailer



- Practice Safe Riding - Ride within your limits, your motorcycle's limits, and environmental limits
- Motorcycle Maintenance - Maintain tires, controls, lights, fluid levels, drive components, etc.

### Evaluation

In 2015, we continued our ongoing analysis of Wisconsin motorcyclist fatalities. Information gleaned from this ongoing analysis provides the WMSP and

WisDOT with valuable insight into the circumstances that cause fatal motorcycle crashes, and the means by which to develop appropriate countermeasures. As a result of this ongoing analysis, it remains apparent that motorcyclists need to focus on strategies that minimize and manage risk while riding. To that end, it is the goal of the WMSP to positively affect rider attitude, behavior, choices and decision making.



## MOTORCYCLE SAFETY PROGRAM—BUDGET SUMMARY

| Account              | Fund | Program Activity     | Planned          | Obligated           | Expended            |
|----------------------|------|----------------------|------------------|---------------------|---------------------|
| 2015-79-01           | 562  | Program Management   | \$191,000        | \$139,394.13        | \$139,394.13        |
| 2015-70-04-MC        | 402  | Training - Community | \$220,000        | \$220,000           | \$173,845.50        |
| 2015-72-03-M9        | 405f | Training - Technical | \$100,000        | \$100,000           | \$31,500.00         |
| 2015-72-06-M9        | 405f | Equipment            | \$100,000        | \$100,000           | \$12,712.03         |
| 2015-72-09-M9        | 405f | Evaluation           | \$20,000         | \$20,000            | \$13,099.02         |
| <b>Program Total</b> |      |                      | <b>\$631,000</b> | <b>\$579,394.13</b> | <b>\$370,550.68</b> |

# Pedestrian and Bicyclist Safety Program



## PERFORMANCE GOALS AND MEASURES

Pedestrian fatalities were lower in 2014 than the prior five-year average.

Bicyclist fatalities are down six from 2013 to 2014 in Wisconsin (from 10 to 4) and were much lower than the prior five-year average of 9.8. Both programs met all the below goals for this calendar year.

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

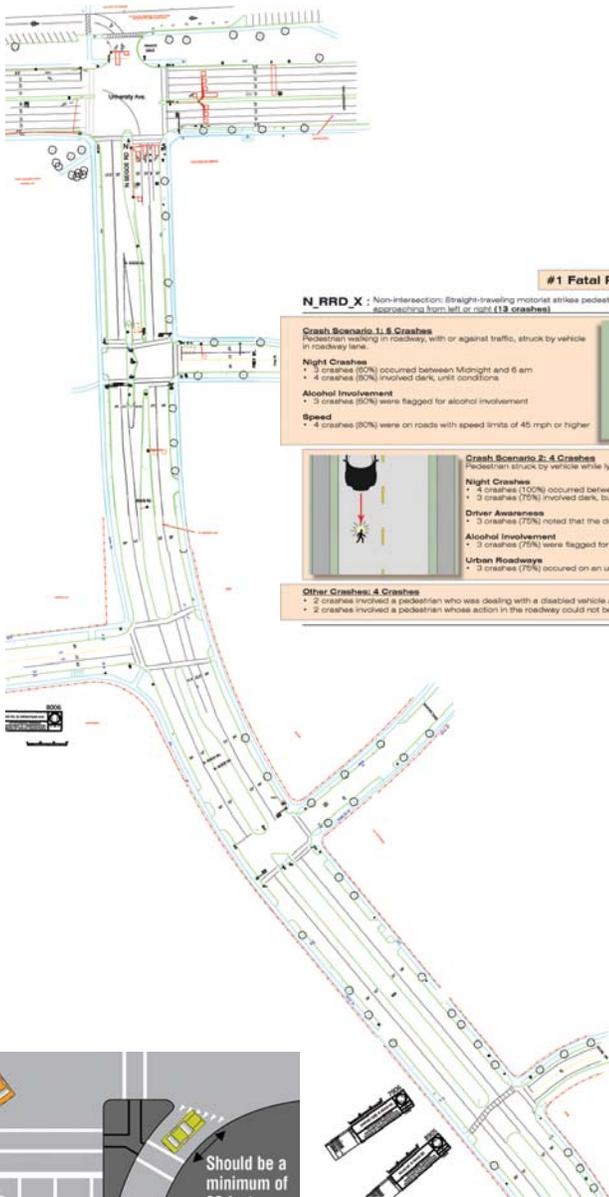
1. Law Enforcement
2. Outreach
3. Public Education and Training

During FFY 2015, the program manager planned and managed the state pedestrian/bicyclist safety program. He worked with a number of agencies and programs to increase the number of people trained and educated on pedestrian and bicyclist safety and the rules of the road. Teaching Safe Bicycling, pedestrian safety training



| Pedestrian-Motor Vehicle Crashes             |                 |
|--|-----------------|
| 2009-13 Baseline                             | 21.82/100K pop. |
| 2014 Goal                                    | 20.73/100K pop. |
| 2014 Actual                                  | 20.63/100K pop. |
| Combined Fatalities and Serious 'A' Injuries |                 |
| 2009-13 Baseline                             | 4.68/100K pop.  |
| 2014 Goal                                    | 4.45/100K pop.  |
| 2014 Actual                                  | 4.20/100K pop.  |
| Pedestrian Injuries                          |                 |
| 2009-13 Baseline                             | 21.85/100K pop. |
| 2014 Goal                                    | 20.76/100K pop. |
| 2014 Actual                                  | 20.25/100K pop. |

| Bicyclist-Motor Vehicle Crashes              |                 |
|--|-----------------|
| 2009-13 Baseline                             | 18.52/100K pop. |
| 2014 Goal                                    | 17.59/100K pop. |
| 2014 Actual                                  | 16.13/100K pop. |
| Combined Fatalities and Serious 'A' Injuries |                 |
| 2009-13 Baseline                             | 1.96/100K pop.  |
| 2014 Goal                                    | 1.87/100K pop.  |
| 2014 Actual                                  | 1.62/100K pop.  |
| Bicyclist Injuries                           |                 |
| 2009-13 Baseline                             | 17.29/100K pop. |
| 2014 Goal                                    | 16.42/100K pop. |
| 2014 Actual                                  | 14.79/100K pop. |

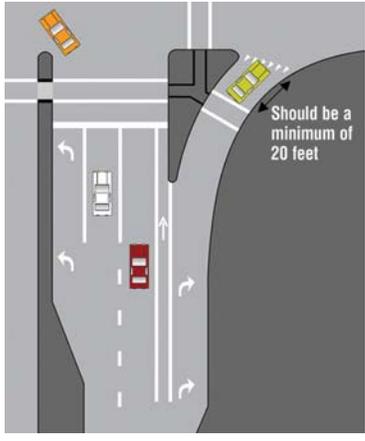


with a high number of bicyclist or pedestrian injuries and fatalities over the past three years (2011-2014). Projects were set-up with the goals and objectives of reducing/eliminating crashes, injuries, and fatalities. Most of the

grant amounts ranged from \$2,000 to \$6,000 per grant, with three HVE grants receiving \$15,500, \$23,000, and \$30,000. A few law enforcement agencies turned down grant funding due to lack of staff available to work overtime.

BOTS held two Designing for Pedestrian Safety courses in FFY15, one in Madison and one in Eau Claire. The two-day workshops were conducted through the Highway Safety Research Center, including sessions aimed at planners/engineers and pedestrian advocates. There were 70 participants trained in the following objectives: how pedestrians belong in all geometric designs; operations, and safety operations; site design in making a safer pedestrian environment; interaction of people and motor vehicle; roundabouts and other traffic calming measures.

BOTS succeeded in holding four Teaching Safe Bicycling courses in different communities around the state. Approximately 60 people attended the courses, including EMT/EMS, park rangers, Safe Kids, physical education teachers, youth organizations, after school programs, law enforcement personnel, public health



(planners/engineer/advocates training), and Pedestrian/Bicycle Ambassadors were all coordinated. He continues to work with a number of different agencies and non-profit programs to educate and improve pedestrian/bicyclist safety. He ran three pedestrian high-visibility enforcement projects targeting intersections that data showed to be the most dangerous for pedestrian use. All were successful projects, justifying an increase in the HVE projects for FFY 2016.

In FFY2015, there were ten pedestrian enforcement and five bicycle enforcement grants for communities





nurses, and future bicycle rodeo instructors on teaching bicycle safety.

BOTS ran three pedestrian high-visibility enforcement projects this year in La Crosse, Madison, and Milwaukee, with the following law enforcement agencies participating: La Crosse Police Department, UW-La Crosse Police Department, Madison Police Department, UW-Madison Police Department, Milwaukee Police Department, and the UW-Milwaukee Police Department. All three communities have several miles of bicycling, walking, and hiking trails with Madison recognized as a platinum community, La Crosse as silver, and Milwaukee as a bronze-level community by the League of American Bicyclists for the advances in bike lanes, shared lane markings, trails, and numerous events and programs to encourage multiple modes of transportation. It is a goal for La Crosse to attain status as a gold-level community and Milwaukee to attain a silver level for both biking and walking. Partially funded through a grant from BOTS, the PDs used a multi-pronged approach to attain this goal. A combination of education (schools,

bike rodeos, and media), membership on the Bike/Pedestrian Safety Committee, involvement in Safe Routes to School program, data driven targeted enforcement, and the training of officers completing BOTS’s Pedestrian & Bicycle Training.

BOTS has a representative on the Governor’s Bicycle Coordinating Council, the Wisconsin Safety Patrol Inc., Wisconsin Safety Patrol Congress, the Traffic Records Coordinating Committee, and the Wisconsin Partnership for Activity and Nutrition.



| PEDESTRIAN AND BICYCLIST SAFETY PROGRAM—BUDGET SUMMARY |      |                    |                  |                     |                     |
|--|------|--------------------|------------------|---------------------|---------------------|
| Account  | Fund | Program Activity   | Planned          | Obligated           | Expended            |
| 2015-89-01   | 562  | Program Management | \$75,000         | \$87,913.39         | \$87,913.39         |
| 2015-80-03-PS  | 402  | Training-Technical | \$105,000        | \$42,180            | \$35,345.56         |
| 2015-80-05-PS  | 402  | Enforcement        | \$115,000        | \$100,617           | \$91,543.31         |
| <b>Program Total</b>                                   |      |                    | <b>\$295,000</b> | <b>\$230,710.39</b> | <b>\$214,802.26</b> |

# Community Traffic Safety Program

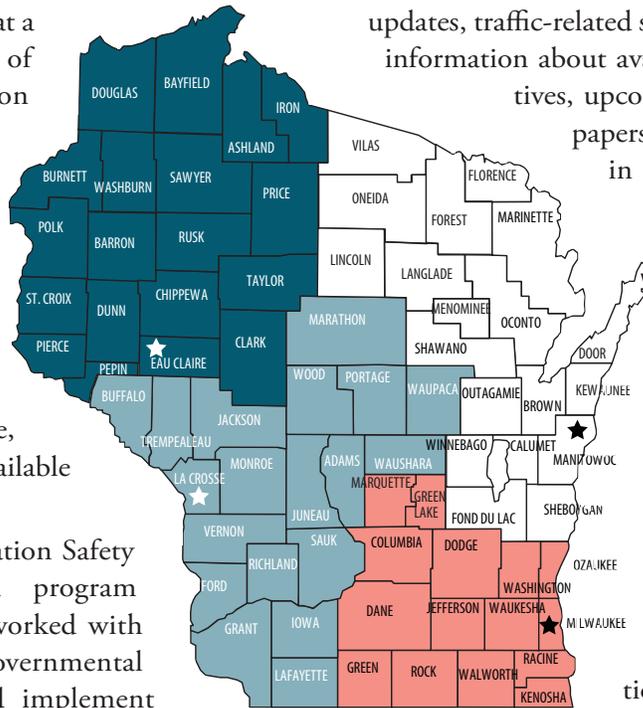


Federal statutes require that a minimum of 40% of Wisconsin's annual Section 402 State and Community Highway Safety Funds be disbursed to local units of government. Local agency and safety advocate time is more effectively used when state knowledge, expertise, and assistance is made available to them.

The Bureau of Transportation Safety employs four regional program managers (RPMs) who worked with and assisted local governmental agencies to develop and implement highway safety improvement programs within their jurisdictions.

Some of these local efforts were assisted with federal highway safety grant funds and some of these programs were locally supported.

Fortunately for Wisconsin, our statutes mandate that each county create a Traffic Safety Commission (TSC) that meets at least quarterly to review fatal traffic crashes and to promote traffic safety initiatives. The statute identifies a minimum of nine local and state officials who are required to staff these TSCs, and one of these required members is a representative from the state highway safety office. BOTS staff provide legislative



Bureau of Transportation Safety (BOTS) Regions

updates, traffic-related statistics such as fatality reports, information about available grants and DOT initiatives, upcoming mobilizations, and white papers. The RPMs have been integral

in the expansion of the use of a tool called Community Maps during the TSCs. Use of the tool in TSC meetings has provided a much more in-depth discussion of fatalities and the behavioral element found in all crashes, especially as it relates to impaired driving, speed, and use of safety equipment. The RPMs have also been integral in the development of many of the state's multi-jurisdictional high-visibility task forces.

Wisconsin has experienced tremendous success in the creation of high-visibility multi-jurisdictional task forces in 2015, with the number of task forces increasing to over four times the number of task forces from the previous year. In 2014, Wisconsin had 12 of these task forces. This year, in 2015, the number of task forces has increased to 61. These task forces focus on various behavioral highway safety issues, including OWI, safety belts, speed, and pedestrian safety.

Another major task of the RPMs is to collect input from the TSCs to inform the development of the state's Highway Safety Plan. A snapshot of what happened in each RPM region follows:

# High-Visibility Enforcement

High-Visibility Enforcement (HVE) is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors. It combines highly visible law enforcement targeting a specific traffic safety issue (impaired driving, seat belts, speeding, etc.); visibility elements; and a publicity strategy.

### PUBLICITY

**Tell the Public the Law is Being Enforced**

- Press Events
- Press Releases
- News Stories
- Letters to the Editor
- Social Media
- Billboards
- Posters
- Brochures

### VISIBILITY

**Show the Public the Law is Being Enforced**

- Portable Signage
- Specially Marked Squads
- Specially Marked Vests
- BAT (Breath Alcohol Testing) Mobiles
- Command Posts
- Electronic Message Signs

### ENFORCEMENT

**Ensure the Public Sees High Levels of Enforcement Activity**

- Highly Active
- Highly Visible
- Data-Driven Locations
- Data-Driven Violations

As part of your daily patrol routine, or part of a national campaign with paid media ads, HVE is a research-proven strategy that reduces crashes and saves lives!

Implement or enhance your HVE with the High-Visibility Enforcement How-To Toolkit at [www.nhtsa.gov](http://www.nhtsa.gov)

8485-071212-v6



capabilities; but these TSCs are working to improve this situation. Some counties and local communities use their own mapping

system so they have been slow to adopt Community Maps. Eau Claire PD uses a mapping program that highlights crash areas throughout the city. Some counties and municipalities have the capability to use Community Maps but are not inputting data. While most large law enforcement agencies regularly attend the TSCs, participation by a few agencies could improve.

## Task Forces

The following counties are participating in task forces in 2015:

- Ashland County OWI, 2015-16 (working with other northern counties)
- Barron County Speed, 2014-15
- Barron County OWI, 2015-16
- Bayfield County OWI, 2015-16 (working with other northern counties)
- Chippewa County Speed, 2014-2015 (included smaller communities)
- Chippewa County OWI, 2015-2016 (includes the city of Chippewa Falls PD)
- Douglas County Speed, 2014-15 (with Superior PD)
- Iron County OWI, 2015-16 (working with Hurley PD and other northern counties)
- Pepin County Speed, 2014-15 (with the Buffalo Co. Task Force)
- Pepin County OWI, 2015-16 (with the Buffalo Co. Task Force)
- Polk County OWI (both years)
- Superior PD Speed, 2014-15 (with Douglas Co. SD)

A task force has been formed in Ashland, Bayfield and Iron counties, to include the city of Hurley PD. They

## NORTHWEST REGION REPORT

### TSCs

The Northwest Region has 19 counties. The regional program manager was in attendance at every TSC that safe travel allowed. Some counties are better than others for overall attendance. Some may only have five or six attendees including state personnel such as the RPM, DOT engineer, and a state trooper, while most counties usually have 12 to 15 attendees. The regional program manager has encouraged full participation by law enforcement as well as other members, sending emails to the coordinator (or chair) and asking them to talk to those members who have not been attending to either do so, send an alternate, or ask to be replaced. The regional program manager assembles the TSC calendar for each county and gives it to TSC members, and he sends reminders to local law enforcement agencies.

### Community Maps

Overall, participation in the Community Maps program has improved over the year. Some locations are unable to show it due to lack of equipment or internet

will focus on U.S. Highway 2, which runs through each county, and coordinate deployments whenever possible.

Pepin County Sheriff's Department worked with Buffalo and Trempealeau counties for a 2014-2015 speed task force. The Durand PD has joined various Buffalo and Trempealeau County agencies of the Southwest Region to work an OWI task force.

For the 2014-2015 grant cycle, Polk County administered an alcohol enforcement task force that included the sheriff's department, and the Amery, Clayton, Clear Lake, Luck, Osceola, and St. Croix Falls police departments. These same agencies are once again participating in a 2015-2016 OWI task force.

Other:

- The Northwest Region hosted a Teaching Safe Bicycling Workshop in Eau Claire on May 9th. A Pedestrian Workshop was also held in Eau Claire on May 18th and 19th. It was well attended by safety advocates and DOT engineers.
- Recently, the Eau Claire area was chosen by NHTSA as a study area for traffic crashes. They met with area police agencies and explained that they will be requesting crash reports in the future. Their analysis of the reports will determine if vehicles played a part in crash. This is important in determining recalls. Lt. Adrian Logan, post executive officer, will serve as the WSP contact.
- The AAA Driving Simulator was used by UW-Superior during their start of the school year health fair.
- Dennis gave safety presentations to driver's education classes at Barron, Cumberland and Shell Lake high schools, some more than once.

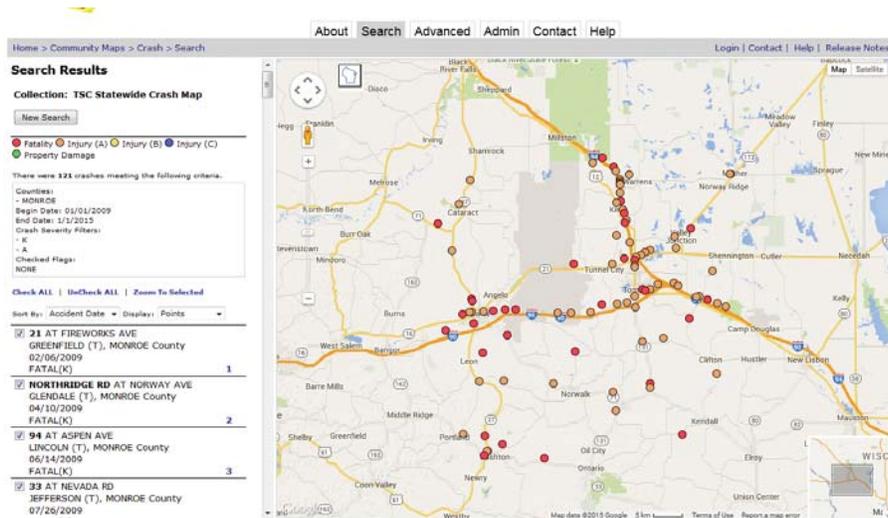
### Choose Your Ride Vehicle

The Choose Your Ride vehicle continues to be popular as it was displayed at numerous locations throughout the region, including car, truck, and air shows; driver education classes; traffic safety commission meetings; fairs; high school events; festivals; games; and parades.

- Indianhead Car Show and Swap Meet (Chippewa Falls)



- Big Rig Truck Show (Eau Claire)
- Red Cedar Speedway (Menomonie)
- Driver's Education Classes (Barron, Cumberland) and mock crashes
- TSCs-numerous
- Northern Wisconsin State Fair (Chippewa Falls)
- High School State Track Meet (La Crosse)
- Rolling Classroom Event for students (NW Post)
- Blue Angels Air Show (Eau Claire)
- Eau Claire County Junior Fair
- Strategically parked during music festivals in Eau Claire during summer
- Parked at Eau Claire grocery store on Super Bowl Sunday
- Eau Claire Express baseball game
- Various conferences, including the Governor's Conference on Highway Safety and the Police Chiefs Association
- Parades:
  - Augusta Bean & Bacon Days
  - Eau Claire Memorial Day Parade
  - Sand Creek Parade
  - Whitehall Beef & Dairy Days Parade
- Festivals:
  - Durand Safe Day
  - Blair Cheese Fest
  - Muscoda Morel Mushroom Festival



Community Maps example: fatal and serious-injury crashes 2009—14 in Monroe County

## SOUTHWEST REGION REPORT

One of the areas of primary focus within the southwest region was the strengthening of the Traffic Safety Commissions (TSCs) in each of the counties. The regional program manager drafted a “best practices” document that also included a membership list. This was disseminated to other regional program managers in the state for their review and use at TSC meetings.

The southwest region used this tool as a form of self-evaluation to see where the TSC was below standards, met standards, or exceeded standards. The form did strengthen attendance in several key areas via showing what positions were mandated and by completing the membership list. This also caused some counties to modify their locations to be at government facilities that were better capable of sharing electronic data on the Community Maps forum.

The newly hired BOTS law enforcement liaison (LEL) who is focused on the improvement of TSCs is expected to further increase the level of excellence within this area. In conducting seminars around the state, an emphasis on TSCs was promoted to increase awareness and involvement which included drafting a TSC informational brochure geared to increasing membership.

A spring regional TSC coordinator meeting for the Southwest was held in Lake Delton where information

was shared with those in attendance regarding current issues and strengthening TSCs. Early in the year, the Southwest Regional Program Manager was also appointed as the BOTS liaison to the Wisconsin Highway Safety Coordinators’ Association (WHSCA). His focus over two bi-annual meetings is to assist them in developing their vision and mission for improving traffic safety coordination.

As mentioned briefly above, Community Maps is a key

component of the TSC quarterly meetings. Over the past year, data input has gone from a handful of participating counties to only two that have not made the conversion.

The Second Annual Community Maps Users Group meeting had approximately 50 attendees, a 100% increase over the previous year. Additional meetings are scheduled for three additional counties (Fond du Lac – NE Region, Waupaca – SW Region, and St. Croix – NW Region) and other municipalities. The primary enhancement requested by the Users Group was the software’s ability to transfer data from TraCS to Community Maps. This would eliminate some data entry and the corresponding jurisdiction would then edit and review.

The southwest region grants are primarily focused on countywide task forces as well as task forces that cross traditional county boundaries. These cooperative enforcement efforts span 17 counties and target a variety of violations to include, but not limited to: OWI, speed, safety belts, and pedestrian and bicyclist right-of-way laws. The regional program manager conducted monitoring and audit duties for a sampling of agencies. FFY 2015 also focused on mobilizations for the NHTSA enforcement periods of CIOT, Drive Sober, and Drive Sober – Winter (Booze and Belts). CIOT mobilization equipment grants were awarded at the Governor’s Conference on Highway Safety.



## NORTHEAST REGION REPORT

### TSCs

This region has 19 counties, all of which have very active TSCs. One item the regional program manager has worked on this year was attempting to integrate more mapping technology, specifically Community Maps, for his TSCs. TSCs in the region have increased their usage of Community Maps.

### Task Forces

This year, this region had OWI task forces in Brown, Marinette, Manitowoc, Sheboygan, and Fond du Lac Counties. The Fond du Lac County OWI Task Force is new this year. The Brown County OWI Task Force has had more than 6,600 stops, nearly 4,000 citations, and more than 700 Operating a Motor Vehicle While Intoxicated (OWI) arrests since its inception in 2011.

### Local Involvement

The regional program manager continued to complete numerous television, newspaper, and radio interviews on behalf of WisDOT and the task forces. He is also the BOTS liaison and attends board meetings and speaks at the annual conference for the Wisconsin Association of Wo/men Highway Safety Leaders, and he is an active member of SafeKids, a local advocacy group. Mike spoke at the Wisconsin driver education regional meetings.

## SOUTHEAST REGION REPORT

### TSCs

The southeast region of Wisconsin has TSCs in each of its fifteen counties. Each TSC aims to reduce fatalities and serious injuries by reviewing fatal crashes, engaging local communities in traffic safety initiatives and suggesting safety improvements on roadways. Many of the TSCs developed creative ways to engage local drivers to reduce fatalities and serious injuries. For example, the Racine County TSC issued monthly safety posters with various themes such as the Move Over Law and Senior Driving Tips, the Dane County TSC held press conferences to address safety concerns, the Walworth County and Kenosha County TSCs have county board supervisors serving as active members of their TSC, the Marquette County TSC engages Amish communities to increase safety for horse-drawn buggy drivers, and the Green County TSC provides opportunities for all-terrain vehicle (ATV) and utility-terrain vehicle (UTV) drivers to address safety concerns and explore new routes throughout the county. TSCs in the southeast region also provide meeting spaces for law enforcement officers from various departments to discuss new ways to make roadways safer.

Law enforcement attendance at TSCs has increased because the platform of the TSCs provides officers with the opportunity to work together on task forces, share mobilization results, plan press conferences, and identify hot spots throughout their respective counties.

### Task Forces

Task forces are steadily growing in the southeast region. In 2015, task forces have expanded their partnerships



Deputies at media event for the launch of STOP (Sheriff 's Traffic and OWI Patrols), a high-visibility enforcement campaign along the heavily-traveled US 12 and 14 corridors in four counties—Jefferson, Dane, Rock and Sauk

to include all eligible law enforcement agencies within a county. Currently there are active countywide task forces in 14 out of the 15 counties in southeast region. There were 34 task forces in the southeast region in 2015. The following counties have all law enforcement agencies participating in a comprehensive OWI/Speed/Seatbelt Task Force, operating under three grants, administered by one lead agency: Walworth, Marquette, Dodge, Racine, Columbia, Jefferson, and Rock.

The creation of many new task forces in the southeast region has had some spillover that has led to better program outcomes in other areas. Grant liquidation rates in the southeast region have increased in 2015, and the creation of these task forces was the key factor that contributed this increase. Through task forces, agencies are coordinating deployments as well as sharing resources and equipment purchases, which has increased the number of officers per deployment.



## New Initiatives

Data analysis of fatality increases in dense populated municipalities revealed crime as contributing factor in the increase in the number of crashes. To address driver behavior and crime, the southeast region partnered with the U.S. National Highway Traffic Safety Administration and two agencies of the U.S. Department of Justice, the Bureau of Justice Assistance and the National Institute of Justice, to implement Data-Driven Approaches to Crime and Traffic Safety (DDACTS). DDACTS integrates location-based crime and traffic crash data to determine the most effective methods for deploying law enforcement and other resources. Drawing on the deterrent value of highly





visible traffic enforcement and the knowledge that crimes often involve motor vehicles, the goal of DDACTS is to reduce crime, crashes, and traffic violations across the country. Milwaukee Police Department and the Milwaukee County Sheriff's Office were the first two agencies in the southeast region to implement DDACTS within their speed enforcement grant to reduce fatalities in Milwaukee County, particularly in the City of Milwaukee.



| COMMUNITY TRAFFIC SAFETY PROGRAM—BUDGET SUMMARY |      |                    |                  |                  |                     |
|---|------|--------------------|------------------|------------------|---------------------|
| Account   | Fund | Program Activity   | Planned          | Obligated        | Expended            |
| 2015-90-01-CP                                   | 402  | Program Management | \$284,000        | \$370,000        | \$368,492.96        |
| 2015-90-04-CP                                   | 402  | Training—Community | \$215,000        | \$128,100        | \$132,617.13        |
| <b>Program Total</b>                            |      |                    | <b>\$499,000</b> | <b>\$498,100</b> | <b>\$501,110.09</b> |

# Media and Outreach Program



## Occupant Protection Outreach Program – Rollover Convincer

As indicated in the Occupant Protection Program, the rollover convincer went to 70 events during the summer of 2015. Events attended included rural safety fairs, driver education classes, child passenger safety checks, county fairs, fire department open houses, national night out events, high school safety fairs, teen choice programs, pre-prom events, mock crash events, and high profile parades. Attendance at these events is estimated to be 21,173.

## Occupant Protection Public Information and Education

For our communication efforts, our staff reviewed and updated information regarding child passenger safety, safety belt materials, and other items. BOTS worked with Staples Marketing to create a state specific occupant protection message using CIOT and Zero in Wisconsin.



## Youth Driver Outreach

In partnership with the Children's Hospital of Wisconsin, BOTS supports the Cross Roads Teen Driving resource website. The website aims to connect teenagers, schools and parent with program and resources to support and cultivate a generation of safe drivers.



## Choose Your Ride

The State Patrol provided the Bureau of Transportation Safety with an old cruiser to use as a driving billboard to remind people to make the right choice when they drink. Due to the success of the first Choose Your Ride cruiser, a second cruiser has been added to the program. The Choose Your Ride cruisers are wrapped as a half cab, half police car. The car asks viewers to “Choose Your Ride” when they drink; reminding them that they can take a cab or end up in a cruiser. In 2015, the “Choose Your Ride” cruisers were out in Wisconsin Communities taking part in community events, fairs, and festivals.

## Impaired Driving Communication Program

BOTS continued to develop a statewide public information and education campaign to reduce OWI injuries and fatalities based on NHTSA's goals and objectives utilizing various methods such as the Web, print, and TV. Contractual services were utilized for product and placement, printing and postage. We collaborated with partners and revised and updated all information.

## Law Enforcement Liaisons

This program also provides the funding for our Law Enforcement Liaisons (LELs). Liaisons provided outreach to enforcement agencies and encouraged participation in mobilizations and other safety activities. LELs have worked to get participation by law enforcement agencies that do not qualify as targeted for overtime grant funding or were otherwise unable to staff such enforcement in state and national enforcement mobilizations. 214 agencies participated in the Click or Ticket, Drive Sober, and Drive Sober-Winter (Booze and Belts) mobilizations during 2015. Participation required press, media and community publicity activities by each agency. Reporting of activity during these mobilizations qualifies participants for a drawing in which they can win a \$4,000 equipment grant. 115 different Wisconsin law enforcement agencies have been awarded these grants. Results of enforcement activities are summarized in the police traffic section. BOTS collaborated with organizations to improve working relationships among law enforcement, prosecutors, judges, and the criminal justice system to enhance the effectiveness of programs. BOTS provided incentives and visible recognition for outstanding fieldwork in the areas of reducing impaired driving, speeding, safety belt law, and others. The law enforcement liaisons are working to improve the efficacy of Wisconsin's 72 county Traffic Safety Commissions by promoting best practices.

## Motorist Awareness and Motorcyclist Conspicuity

For the 2015 riding season, and to support both the national and Wisconsin "May is Motorcycle Awareness Month" activities, WisDOT again partnered with the Wisconsin Department of Tourism, to help make Wisconsin roadways safer for motorcyclists by promoting motorcycle awareness to the general motoring public in the form of public service announcements, posters at

Wisconsin visitor information centers, and posting billboards along major thoroughfares.

## Motorcycle Awareness and Motorcycle Education

WisDOT and the ABATE (A Brotherhood Against Totalitarian Enactments) of Wisconsin group, a motorcycle advocacy organization, continued their collaborative effort to encourage all active Wisconsin motorcyclists that are riding without a Class M License to attain that Class M License and successfully complete an appropriate rider education course by distributing posters to motorcycle dealerships, locations where motorcyclists congregate, driver training and rider education facilities, as well as other prominent venues. Additional outreach methods of encouraging riders to obtain their Class M License include new (dealer showroom) motorcycle handlebar hang-tags that replicate the message from the poster.

## Pedestrian and Bicyclist Public Information and Education

BOTS updated and copied brochures on educational/safety information. Regional program managers and Share and Be Aware staff talked with a number of driver education instructors and provided pedestrian and bike DVDs that will be used during driver education classes. BOTS continues to work with the Wisconsin Bicycle Federation on a statewide Share and Be Aware program. The Share and Be Aware program has ambassadors in seven areas of the state that are providing training and education to pedestrians, bicyclists, and motorists.

## Community Outreach Public Information and Education

BOTS works with DaneNet to publish the Traffic Safety Reporter quarterly. The Traffic Safety Reporter is intended for the broader Wisconsin highway safety community.

BOTS created new opportunities to educate teen drivers on safe driving behaviors in safety clinics. BOTS provided information to the public to change driving behaviors by producing handouts, brochures, videos, and other media.

## Paid Media

Funds were utilized for paid media using speed messages to targeted audiences. Following NHTSA guidelines, we planned for statewide, intense broadcast media to

increase perception of enforcement and likelihood of being cited for speeding, aggressive driving, and distracted driving.

### MEDIA AND OUTREACH PROGRAM—BUDGET SUMMARY

| Account              | Fund | Program Activity | Planned            | Obligated          | Expended              |
|----------------------|------|------------------|--------------------|--------------------|-----------------------|
| 2015-25-02-M2        | 405b | PI&E             | \$230,000          | \$436,554          | \$371,722.39          |
| 2015-31-02-M5        | 405d | PI&E             | \$265,000          | \$272,000          | \$166,661.74          |
| 2015-31-07-M5        | 405d | Paid Media       | \$250,000          | \$370,000          | \$268,437.95          |
| 2015-40-02-PT        | 402  | PI&E             | \$275,000          | \$136,000          | \$50,780.93           |
| 2015-70-02-MC        | 402  | PI&E             | \$100,000          | \$100,000          | \$75,602.36           |
| 2015-80-02-PS        | 402  | PI&E             | \$65,000           | \$62,000           | \$27,611.00           |
| 2015-90-02-CP        | 402  | PI&E             | \$626,000          | \$541,000          | \$429,262.04          |
| 2015-90-07-PM        | 402  | Paid Media       | \$600,000          | \$600,000          | \$597,225.94          |
| <b>Program Total</b> |      |                  | <b>\$2,411,000</b> | <b>\$2,517,554</b> | <b>\$1,987,304.35</b> |

## 2015 MEDIA BUY RECAP

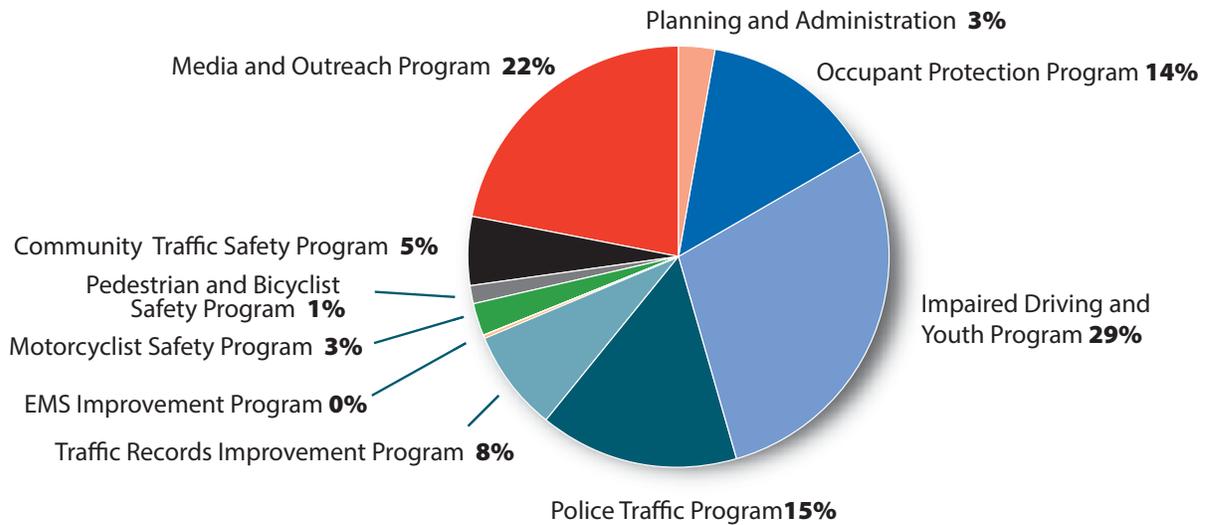
| MOBILIZATION                | DATES*       | MEDIUM               | PAID                | PSA         | IMPRESSIONS                               | DOT GROSS  | MESSAGE  |
|-----------------------------|--------------|----------------------|---------------------|-------------|---|--|--|
| <b>Distracted Driving</b>   | 4/6 - 4/12   | Radio                | 946                 | 409         | n/a                                       | \$48,220.43  | TextingAnywhereButThere-60-032513  |
|                             |              | Television           | 571                 | 346         | n/a                                       | \$55,634.13  | TextingAnywhereButThere-30-030513  |
|                             |              | <b>1,517</b>         | <b>755</b>          | <b>n/a</b>  | <b>\$103,854.56</b>                       |  |  |
| <b>Motorcycle Awareness</b> | 4/27 - 5/3   | Radio                | 910                 | 430         | n/a                                       | \$39,277.35  | TheRideMotorcycleAwareness-30-010914                                     |
|                             |              | Television           | 702                 | 319         | n/a                                       | \$70,697.24  | Invisible-30-060513  |
|                             |              | <b>1,612</b>         | <b>749</b>          | <b>n/a</b>  | <b>\$109,974.59</b>                       |  |  |
| <b>Click it or Ticket</b>   | 5/6 - 5/25   | Radio                | 924                 | 444         | n/a                                       | \$57,386.37  | DDGettingBelted-60-050712  |
|                             |              | Television           | 1,313               | 721         | n/a                                       | \$123,320.99   | DriverSurprise2_Pat_042115   |
|                             |              |                      |                     |             |   |  | DriverSurprise3_John_042115  |
|                             |              |                      |                     |             |   |  | DriverSurprise4_Melissa_042115   |
|                             |              |                      |                     |             |   |  | DriverSurprise5_Michael_042115   |
|                             |              |                      |                     |             |   |  | DriverSurprise6_Sean_042115  |
|                             |              |                      |                     |             |   |  | DriverSurprise7_Dan_042115   |
|                             |              | Print                | 6                   | 0           | n/a                                       | \$13,323.81  | Donald Driver CIOT   |
|                             |              | Screenvision         | n/a                 | n/a         | n/a                                       | \$24,126.18  | DDGettingBelted-60-050712  |
|                             |              | Online Video/Display | n/a                 | n/a         | 3,825,968                                 | \$25,672.46  | DriverSurprise2_Pat_042115   |
|                             |              |                      |                     |             |   |  | DriverSurprise3_John_042115  |
|                             |              |                      |                     |             |   |  | DriverSurprise4_Melissa_042115   |
|                             |              |                      |                     |             |   |  | DriverSurprise5_Michael_042115   |
|                             |              |                      |                     |             |   |  | DriverSurprise6_Sean_042115  |
|                             |              |                      |                     |             |   |  | DriverSurprise7_Dan_042115   |
|                             |              | Hulu                 | n/a                 | na          | 296,610                                   | \$10,882.29  | DriverSurprise2_Pat_042115   |
|                             |              |                      |                     |             |   |  | DriverSurprise3_John_042115  |
|                             |              |                      |                     |             |   |  | DriverSurprise4_Melissa_042115   |
|                             |              |                      |                     |             |   |  | DriverSurprise5_Michael_042115   |
|                             |              | Pandora              | n/a                 | n/a         | 3,261,905                                 | \$21,764.71  | PANDORA Donald Driver DOT-15   |
|                             |              | <b>2,243</b>         | <b>1,165</b>        |             |   | <b>\$276,476.81</b>  |  |
| <b>Speeding</b>             | 6/29 - 7/5   | Radio                | 1,224               | 427         | n/a                                       | \$51,301.11  | TortoiseSnare-60-061412  |
|                             |              |                      |                     |             |   |  | TortoiseSnare-NOSIREN-60-062012 (for Madison stations)                   |
|                             |              |                      |                     |             |   |  | TheTortoiseAndTheHare-30-062314 (for WTMJ)                               |
|                             |              | Online Video/Display | n/a                 | n/a         | 697,787                                   | \$8,767.64   | TortoiseSnare-30-060712  |
|                             |              | Pandora              | n/a                 | n/a         | 1,416,666                                 | \$9,249.99   | TheTortoiseAndTheHare-15-062314  |
| <b>1,224</b>                | <b>427</b>   | <b>2,114,453</b>     | <b>\$69,318.74</b>  |             |   |  |  |
| <b>Drive Sober</b>          | 8/17-9/13    | Radio                | 1,268               | 528         | n/a                                       | \$60,528.78  | ZIW-DAREDEVILS DARE NOT-DERBYGIRLS-60-073114                             |
|                             |              |                      |                     |             |   |  | DriveSoberMobileAppLaunch-60-030113                                      |
|                             |              |                      |                     |             |   |  | SKATEBOARD-DaredevilsDareNot-043012                                      |
|                             |              |                      |                     |             |   |  | ZIW-DAREDEVILS DARE NOT-DERBYGIRLS-30-081814-REV (for WTMJ, also 13-74R) |
|                             |              |                      |                     |             |   |  | ZIW-DAREDEVILSDARENOT-AZTECA-60-081915 (Spanish)                         |
|                             |              | Television           | 1,195               | 811         | n/a                                       | \$149,239.51   | ZIWDaredevilsDareNot-DerbyGirls-30-071714                                |
|                             |              |                      |                     |             |   |  | ZIWDaredevilsDareNot-Skateboard App-30-073114                            |
|                             |              |                      |                     |             |   |  | DriveSoberMobileAppLaunch-30-030113                                      |
|                             |              |                      |                     |             |   |  | BMX-Daredevils Dare Not  |
|                             |              |                      |                     |             |   |  | Daredevils Dare Not - Azteca United Futbol Club                          |
|                             |              | Print                | 6                   | 0           | n/a                                       | \$13,508.44  | Driver Sober Print Ads   |
|                             |              | Online Video/Display | n/a                 | n/a         | 3,319,719                                 | \$26,041.77  | ZIWDaredevilsDareNot-DerbyGirls-30-071714                                |
|                             |              | Hulu                 | n/a                 | n/a         | 432,602                                   | \$16,323.50DOTPID-14-79T-ZIWDaredevilsDareNot-DerbyGirls-30-071714 |  |
| Pandora                     | n/a          | n/a                  | 3,245,383           | \$21,764.71 | ZIWDaredevilsDareNot-DerbyGirls-30-071714 |  |  |
| <b>2,469</b>                | <b>1,339</b> | <b>6,997,704</b>     | <b>\$287,406.71</b> |             |   |  |  |

\*PSA spots were allowed to run past stated end date.

## EXPENDITURES BY PROGRAM AREA AND FUND FFY2015

| Programs                    | 402                   | 2011               | 405b                  | 408               | 405c                | 405d                  | 2010              | 405f               | Total NHTSA Funding   |
|-----------------------------|-----------------------|--------------------|-----------------------|-------------------|---------------------|-----------------------|-------------------|--------------------|-----------------------|
| Planning and Administration | \$277,784.40          |                    |                       |                   |                     |                       |                   |                    | \$277,784.40          |
| Occupant Protection         | \$297,506.41          | \$10,051.50        | \$946,180.58          |                   |                     |                       |                   |                    | \$1,253,738.49        |
| Impaired Driving            | \$339,403.51          |                    |                       |                   |                     | \$2,290,357.24        |                   |                    | \$2,629,760.75        |
| Police Traffic              | \$1,388,221.96        |                    |                       |                   |                     |                       |                   |                    | \$1,388,221.96        |
| Traffic Records             | \$93,709.48           |                    |                       | \$5,715.58        | \$638,859.51        |                       |                   |                    | \$738,284.57          |
| EMS                         | \$5,000.00            |                    |                       |                   |                     |                       |                   |                    | \$5,000.00            |
| Motorcyclist Safety         | \$173,845.50          |                    |                       |                   |                     |                       | \$3,876.22        | \$53,434.83        | \$231,156.55          |
| Pedestrian and Bicyclist    | \$126,888.87          |                    |                       |                   |                     |                       |                   |                    | \$126,888.87          |
| Community Programs          | \$501,110.09          |                    |                       |                   |                     |                       |                   |                    | \$501,110.09          |
| Media and Outreach          | \$1,180,482.27        |                    | \$371,722.39          |                   |                     | \$435,099.69          |                   |                    | \$1,987,304.35        |
| <b>Total</b>                | <b>\$4,383,952.49</b> | <b>\$10,051.50</b> | <b>\$1,317,902.97</b> | <b>\$5,715.58</b> | <b>\$638,859.51</b> | <b>\$2,725,456.93</b> | <b>\$3,876.22</b> | <b>\$53,434.83</b> | <b>\$9,139,250.03</b> |

## EXPENDITURES BY PROGRAM AREA FFY2015





STATE OF WISCONSIN  
2015

# Annual Report



# Annual Report

**Scott Walker**

GOVERNOR OF WISCONSIN

**Mark Gottlieb, P.E.**

SECRETARY OF WISCONSIN DOT  
GOVERNOR'S REPRESENTATIVE FOR HIGHWAY SAFETY

**David Pabst**

HIGHWAY SAFETY COORDINATOR

