STATE OF WISCONSIN FFY **2016**

Annual Report

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GOVERNOR OF WISCONSIN

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State of Wisconsin
Federal Fiscal Year 2016
Annual Report

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December 1, 2016

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 2016 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 2015, there were 555 fatalities in Wisconsin. Wisconsin is responsible for roughly 1.55% of the country's traffic fatalities and has seen a decrease of 1.77% in fatalities since 2011 (from 565 in 2011 to 555 in 2015). Wisconsin has 1.84% of the U.S. population. With a strong and active commitment from our safety partners in federal fiscal year 2016, BOTS administered highway safety grants provided by the National Highway Traffic Safety Administration (NHTSA) under 23 U.S.C. Chapter 4. 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,

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, Dave Ross, 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

Dave Ross, Secretary of Wisconsin DOT, Governor's Representative for Highway Safety

Superintendent J. D. Lind, Wisconsin State Patrol

Mission

The bureau is charged with coordinating 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 $12.7 million of federal highway safety formula and incentive grants during federal fiscal year 2016. This included funds from the Fixing America's Surface Transportation (FAST) Act:

- Section 402 State and Community Highway Safety Grants
- Section 405(b) Occupant Protection Grants
- Section 405(c) State Traffic Safety Information System Grants
- Section 405(d) Impaired Driving Countermeasures Grants
- Section 405(f) Motorcyclist Safety Grants

The Bureau of Transportation Safety also administered more than $2.0 million in State of Wisconsin funds for transportation safety program management and policy analysis, pedestrian and bicycle safety, the safe-ride grant program, and 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 2016 Annual Report were set and committed to in the 2016 HSP. The results laid out in this document use 2015 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 indicate measures where the goal was either met or exceeded, and the results in red indicate measures where the goal was not met.

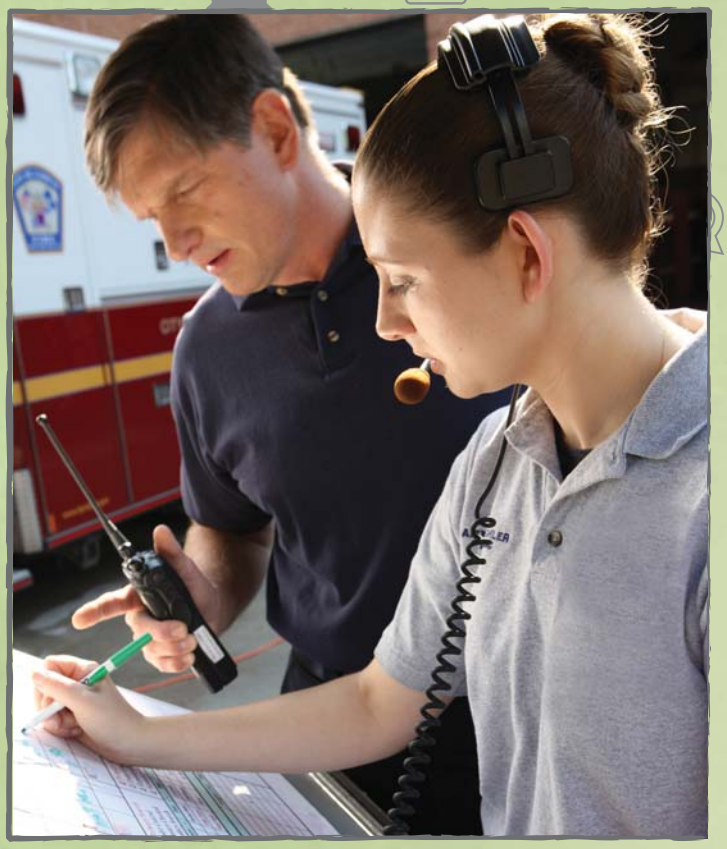
KEY STATISTICS

- Total fatalities decreased from 712 to 555 between 2006 and 2015, a decrease of 22.1%. Incapacitating injuries decreased from 4,874 to 2,999 between 2006 and 2015, a decrease of 38.5%.
- Alcohol-related fatalities decreased from 305 to 190 between 2006 and 2015, a decrease of 37.7%. Alcohol-related incapacitating injuries decreased from 1,105 to 491 between 2006 and 2015, a decrease of 55.6%.
- Nearly 49% of traffic deaths in Wisconsin were the result of operator impairment in 2015, with 190 fatalities in alcohol-related crashes, 149 fatalities in drug-related crashes, and 68 fatalities in crashes that had both alcohol and drugs involved.
- In addition to hitting our 2015 goal for safety belt use by having a use rate of 85.8% that year, Wisconsin's safety belt use rate reached an all-time high of 88.4% in 2016. This is, however, still lower than the 2016 national seat belt use rate of 90.1%.
- During the last five years (2011-2015), traffic crashes have killed on average 84 motorcyclists and injured 2,049 each year.
- During the last five years (2011-2015), on average there were 1,933 work zone crashes annually in Wisconsin that killed, on average, nine people and injured 778 each year.
- At least 18% of traffic deaths in Wisconsin were due to inattentive driving in 2015, and over 27% of traffic deaths were in speed-related crashes.

Measures	2010	2011	2012	2013	2014	2010-2014 Avg	2015 Goal	2015 Actual
C1. Traffic Fatalities (FARS)	572	582	615	543	506	563.6	535	566
C2. Serious Traffic Injuries (State Crash Data Files)	3,845	3,534	3,582	3,309	2,986	3,451.2	3,279	2,999
C3a. Fatalities/VMT (FARS)	0.96	0.99	1.04	0.91	0.84	0.948	0.90	0.91
C3b. Rural Fatalities/VMT (FARS)	1.15	1.27	1.27	1.17	1.09	1.190	1.13	1.12
C3c. Urban Fatalities/VMT (FARS)	0.74	0.71	0.79	0.63	0.57	0.688	0.65	0.68
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	178	189	201	186	161	183	174	167
C5. Alcohol Impaired Driving Fatalities (FARS)	203	197	202	177	165	188.8	179	189
C6. Speeding Related Fatalities (FARS)	202	195	209	178	168	190.4	181	167
C7. Motorcyclist Fatalities	105	88	117	85	73	93.6	89	81
C8. Un-helmeted Motorcyclist Fatalities (FARS)	82	78	87	62	51	72.0	68	65
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	91	83	81	58	67	76	72	77
C10. Pedestrian Fatalities (FARS)	52	57	45	37	45	47.2	45	57
C11. Bicyclist Fatalities (FARS)	9	12	11	10	4	9.2	9	15
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	79.2%	79.0%	79.9%	82.4%	84.7%	81.04%	85.09%	85.80%
A1. Seat Belt Citations Issued During Grant Funded Enforcement Activities								21,340
A2. Impaired Driving Arrests Made During Grant Funded Enforcement Activities								2,072
A3. Speeding Citations Issued During Grant Funded Activities								22,464

STATE OF WISCONSIN FFY

2016



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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 evidence-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 federal fiscal year (FFY) 2016.
- Financial management and program management documentation.

Expenses in this section using section 402 funds included wage and fringe benefits for the grants management supervisor, the policy and program supervisor, two full-time program associates, and two part-time program associates. Data processing, training, travel, printing, and postage costs were also included.

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

PLANNING AND ADMINISTRATION—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Expended
2016-10-01-PA	402	Planning & Administration	$340,000	$283,565.15
2016-19-01	state 562	Planning & Administration	$530,000	$443,912
Program Total			**$870,000**	**$727,477.15**

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Occupant Protection Program

PERFORMANCE GOALS AND MEASURES

In 2015, 46% of Wisconsin's passenger vehicle occupant fatalities were unrestrained occupants. The program met its safety belt usage goal of 85.1%, having reached 85.8% average safety belt use. The program also met its goals of decreasing unbelted fatalities and incapacitating 'A' injuries and decreasing the ejection rate as shown in the matrix below.

Average Belt Use and Child Safety Seat Use	
2010-2014 Baseline	81.0%
2015 Goal	85.1%
2015 Actual	85.8%
Unbelted Fatalities and 'A' injuries	
2010-2014 Baseline	1.26/100M VMT
2015 Goal	1.20/100M VMT
2015 Actual	1.06/100M VMT
Ejection Rate/Fatal and Injury Crashes	
2010-2014 Baseline	1.44%
2015 Goal	1.37%
2015 Actual	1.32%
Child Safety Seat Installation	
In 2016 in partnership with Wisconsin Information Network for Safety (WINS) and Safe Kids, BOTS educated and certified 130 technicians in the proper installation and use of child safety seats in accordance with Wisconsin law and best practice.	

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

1. Program Management
2. Law Enforcement
3. Child Passenger Safety
4. Data and Program Evaluation

Wisconsin's occupant protection program consists of many facets, some of which are summarized elsewhere in this document. These facets include public information and education activities in the media and outreach program section, as well as some law enforcement activities that are summarized in the police traffic section.

Program Management

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.

Law Enforcement

A total of 238 law enforcement agencies from across Wisconsin participated in the Click It or Ticket national enforcement mobilization. Agencies that participated in this mobilization were eligible to enter a drawing for equipment. Seventy-nine agencies were able to receive an equipment grant.

BOTS planned for statewide participation in overtime-funded enforcement. A total of 59 grants were given to law enforcement agencies statewide. Wisconsin had 18 multi-agency high-visibility enforcement task forces dedicated to enforcing the state's occupant protection laws in 2016.

Child Passenger Safety (CPS)

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, thereby putting them at risk. Seats are dispersed as needed to eligible recipients who receive a voucher from a referring partnering agency, such as county health departments, social workers, the Women, Infants, and Children (WIC) Program, and county injury prevention coalitions. 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. This program is characterized by a strong educational component as a result of the instruction from CPS trained and certified staff during the appointment. After receiving education and assistance with installation, a survey is given to be filled out by participants for each seat distributed.

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.

In 2016, there were ten CPS certification training classes held in Wisconsin. These were located in the following cities around the state:

Crivitz in Marinette County	Kenosha/Racine in Kenosha Co. and Racine Co.
Eau Claire in Eau Claire County	La Crosse in La Crosse County
Evansville in Rock County	Madison in Dane County
Grand Chute in Outagamie County	Wausau in Marathon County
Glendale/Milwaukee in Milwaukee County	West Bend/Milwaukee in Milwaukee County

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 2016, there were 130 newly-certified car seat technicians for a total of 741 certified car seat technicians in Wisconsin. Fitting stations are often promoted with flyers posted around the community and—when possible—media outlets. The Wisconsin Information Network for Safety (WINS) and our partners checked approximately 3,859 car seats for proper installation.

Programs to Educate the Public

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

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

Data and Program Evaluation

BOTS contracted with UW-Whitewater to conduct the seat belt observational survey. In 2016, Wisconsin reached a record high of 88.4% compliance with its mandatory safety belt use laws.

BOTS contracted with UW-Madison to conduct a Knowledge, Attitude, and Behavior survey to evaluate the effectiveness of paid media. The executive summary is following:

Safety Belt Use: Awareness and Expectation of Safety Belt Law Enforcement

According to mail surveys completed before and after a media and enforcement effort in July through September of 2016, 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. When asked how often they wore a safety belt, 96% of the pre-survey respondents and 94% of the post-survey respondents said they wear one "all the time" or "most of the time."

Changes in safety belt use varied significantly between the pre and post public service announcement (PSA) survey by age and education level. This includes the 35-44 age group and those that reported having an education level of high school or less. Those respondents aged 35-44 showed a slight decrease in compliance between pre and post as 91% reported wearing a seatbelt "all of the time" or "most of the time" in the pre, while 86% reported the same in the post. Similarly, those who reported having "high school or less" as their education level showed a decrease in compliance between pre and post with 97% of respondents reporting wearing a safety belt "all of the time" or "most of the time" in the pre PSA survey, and only 85% reporting the same in the post survey.

There was a significant increase observed between the surveys in the number of people who "Had read, seen, or heard anything about safety belt law enforcement". Of the respondents in the pre survey, 39% reported awareness of safety belt law enforcement in the past 30 days, while 60% reported this in the post survey. The changes were significant for men, women, those aged 35-64, and residents with education levels from "high school or less" up to "some college". Men had a 23 percentage point increase from pre to post surveys, while women saw a gain of 18 percentage points in awareness of seat belt enforcement. Three age groups had statistically significant gains in awareness.

Those respondents aged 35-44 showed an increase of awareness from 39% in the pre to 63% in the post, similarly those aged 45-54 saw an increase from 33% in the pre to 66% in the post. Furthermore, respondents aged 55-64 saw an increase from 39% in the pre survey to 65% in the post survey. Those who reported having "high school or less" as their education level

showed the highest increase in awareness with 43% having awareness in the pre and 77% in the post. Similarly those with a technical education had an increase from 35% in the pre to 65% in the post survey, and awareness of those with some college increased from 37% in the pre to 60% 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 failed to wear a safety belt. 57% of pre PSA and 64% of the post PSA participants reported that they were somewhat, very, or extremely likely to get a ticket for not wearing a safety belt, while the number of those who believe they are not at all likely to receive a ticket decreased between the pre and post surveys. There was a statistically significant increase in awareness among male respondents. In the pre survey, 53% of the male respondents reported being somewhat, very, or extremely likely to get a ticket if they failed to wear a safety belt; this number increased to 67% in the post survey.

Relationships among Safety Belt Use, Speeding, and Alcohol-Impaired Driving

Analysis of the pooled pre-post sample shows how safety belt use, speeding behavior, and alcohol-impaired driving are related.

Safety belt use is significantly and inversely related to speeding behavior on both types of road. That is, respondents who report being more likely to wear a safety belt are less likely to exceed the speed limit on 30 MPH and 70 MPH roads. Safety belt use is also significantly related to the perception of getting a ticket if not wearing a safety belt. Those participants who answered "extremely likely" to get a ticket if not wearing a safety belt had a higher percentage of reporting that they wear seat belts "all of the time."

Safety belt use does not consistently increase or decrease with the perception of getting a ticket if driving over the speed limit, the likelihood of someone getting arrested if driving after drinking, or the frequency of alcohol-impaired driving. The vast majority of participants reported zero incidences of drinking and driving and reported wearing their seat belt all of the time.

Speeding behavior on 30 MPH roads and 70 MPH roads is significantly related to alcohol-impaired driving. Respondents who are less likely to speed on 30 MPH and 70 MPH roads are also less likely to have driven within two hours after drinking in the past 30 days and vice versa.

Opinions about the likelihood of getting arrested when driving after drinking are significantly related to reported frequency of having driven after drinking. A majority of respondents who believe that the likelihood of someone getting arrested if driving after drinking is "slightly", "somewhat", "very", or "extremely likely" are also the least likely to drive within two hours of drinking.

Additional summarization of this survey is found in the Police Traffic section and the Impaired Driving section.

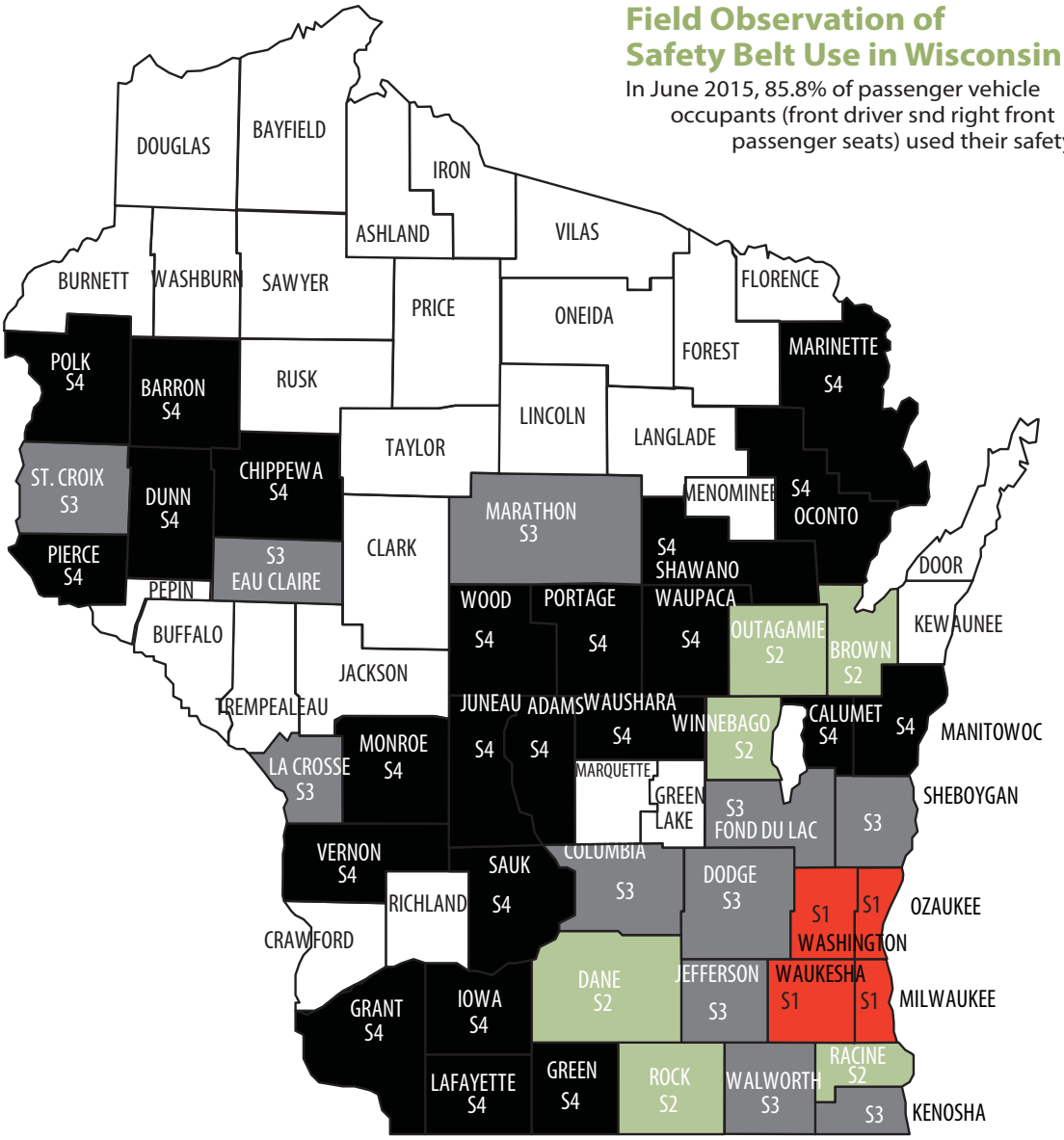
(Source: "Wisconsin Department of Transportation: NHTSA Performance Measures Survey: Spring 2016: Summary Report." University of Wisconsin Survey Center, University of Wisconsin-Madison.)

OCCUPANT PROTECTION PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Expended
2016-20-01-OP	402	OP State Program Manager	$90,000	$72,007.93
2016-20-03-OP	402	Training and Support-Technical	$0	$2,033.00
2016-20-05-OP	402	Enforcement	$0	$1,175,600.29
2016-20-06-OP	402	Equipment	$200,000	$482,973.38
2016-25-03-M2	405b	Training and Support – Technical	$225,000	$162,990.76
2016-25-05-M2	405b	Enforcement	$500,000	$702,527.36
2016-25-06-M2	405b	Equipment	$0	$46,510.43
2016-25-09-M2	405b	Evaluation	$185,000	$143,764.57
Program Totals			**$1,382,000**	**$2,788,407.72**

BELT USE BY STRATUM, SUMMER 2015

In 2015, belt use varied by 9.8% across the state. The Stratum 4 area is 90.0%, and the Stratum 1 area is lowest at 80.2%.



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

Source: WisDOA Demographic Services

- 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

STATE OF WISCONSIN Highway Safety Program

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Impaired Driving and Youth Program

PERFORMANCE GOALS AND MEASURES

Wisconsin did not meet its goal of a 5% decline from the prior five-year rolling (2010-2014) average of 179 alcohol impaired driving fatalities (FARS). In addition, the program only met one out of five additional goals as illustrated in the tables to the right.

The impaired driving safety program was comprised of six types of programming, all of which were designed to reduce impaired driving fatalities and serious injuries. They are as follows:

1. Program Management and Strategic Planning
2. Prevention through the Promotion of Transportation Alternatives
3. Enforcement
4. Drug Recognition Experts
5. Criminal Justice System
6. Evaluation

Alcohol and Drug Related Motor Vehicle Crashes	
2010-2014 Baseline	9.45/100M VMT
2015 Goal	8.98/100M VMT
2015 Actual	9.18/100M VMT
Resulting Deaths and A Injuries	
2010-2014 Baseline	1.42/100M VMT
2015 Goal	1.35/100M VMT
2015 Actual	1.38/100M VMT
Proportion of Alcohol and Drug Related Fatalities	
2010-2014 Baseline	48.49%
2015 Goal	46.07%
2015 Actual	48.83%
Proportion of Alcohol and Drug Related Fatalities and 'A' Injuries	
2010-2014 Baseline	21.07%
2015 Goal	20.01%
2015 Actual	23.33%
Crashes involving alcohol (15-24 year olds)	
2010-2014 Baseline	194.05/100K pop.
2015 Goal	184.35/100K pop.
2015 Actual	178.01/100K pop.

Program Management and Strategic Planning

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

Prevention through the Promotion of Transportation Alternatives

BOTS collaborated with the Tavern League of Wisconsin in administering the state-funded safe-ride grant program for another year, where approximately 82,353 rides were given throughout the state of Wisconsin.

The Sauk Prairie Bar Buddies program offered alternative transportation options for citizens, sponsoring approximately 5,434 rides home. The Bar Buddies in Baraboo provided approximately 7,592 rides home and the newest Bar Buddies program in Reedsburg, which started in May, provided approximately 791 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 focused on publicity, transportation costs, and advertising utilizing the "Zero in Wisconsin" campaign on all marketing and advertising materials.

BOTS funded seven festival grants covering nine festivals with live music and beer tents in Barron, Dane, Crawford, and Columbia counties. Alternative transportation was offered in the municipalities of Watertown, DeForest, and Seymour.

BOTS previously developed a Drive Sober mobile application (app) for smart phones, and as of October 1, 2016, there have been 71,049 app downloads. This app includes a blood alcohol estimator and a Find a Ride feature that uses a phone's GPS to provide users with a list of taxi services and public transit options to allow users to find a safe ride home.

Enforcement

BOTS 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 grants targeting single agencies, Wisconsin had over 33 multi-jurisdictional OWI task forces throughout the state in 2016. Officers from the participating agencies used saturation patrols featuring high-visibility enforcement, which included branding specific to OWI task forces such as vests, squad magnets, and 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; indeed they have corresponded with an 18% drop in alcohol-related fatalities (from 225 fatalities in 2011 to 190 fatalities in 2015).

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 77 agencies for the Drive Sober or Get Pulled Over national mobilization during Labor Day, and to 50 agencies for the Drive

Sober or Get Pulled Over national mobilization during the winter holidays.

Drug Recognition Experts (DREs)

BOTS funded Drug Recognition Expert (DRE) training including instructor wages, printing, supplies, and lodging for students and instructors. Twenty-four officers became certified DREs. The training program was held in Milwaukee. The grant provided DRE Program Oversight Committee support for a contractor position. BOTS funding covered related programs including Advanced Roadside Impaired Driving Enforcement (ARIDE), Drug Impairment Training for Educational Professionals (DITEP), and Standard Field Sobriety Testing (SFST). An effort was made to expand the number of ARIDE-trained officers to accommodate demand and to align the program with state and nation focuses.

Criminal Justice System

Wisconsin's Traffic Safety Resource Prosecutor (TSRP) grant covered two state experts who specialized in the legal issues of OWI and in prosecuting those offenders. These TSRPs provided specialized training and technical assistance to hundreds of prosecutors, judges, and law enforcement officers.

The Dane County Special Prosecutor on Traffic Crimes was a specialized prosecutor that reviewed, consulted, and prosecuted serious and fatal crashes. Funding for this pilot county-specific position ended in 2016.

BOTS worked with the Wisconsin Department of Health Services (DHS) to fund start-up costs for OWI courts and drug courts, which helped to implement the program. The provided funding was used to send new program staff members to training sponsored by the National Center for DWI Courts (NCDC).

24-7 sobriety programs are in the process of being created by the Wisconsin Department of Justice.

Funding and administration for the intensive supervision programs, or the Pretrial Court Intervention Program, was transferred from BOTS to the Wisconsin Department of Health Services, and so this project was not completed.

Evaluation

Drugged Driving Pilot Data

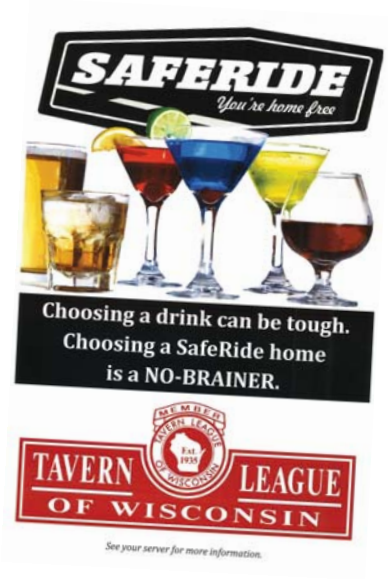
Local law enforcement agencies in Dane County, including the Dane County Sheriff's Office, and the Wisconsin State Laboratory of Hygiene collected and analyzed data with regard to driving under the influence of drugs in Dane County for the purpose of identifying the size and scope of the state's drugged driving problem. Results are being finalized for presentation to BOTS.

Survey

Alcohol-Impaired Driving; Awareness and Expectation of Drunk Driving Enforcement

The majority of residents participating in the pre (65%) and post (73%) public service announcement (PSA) surveys reported never having driven two hours after drinking in the past sixty days. There were statistically significant differences between the two surveys for respondents aged 18-44, those with some college or college or more education, and male respondents. Men who reported never driving within two hours after a drink increased from 55% in the pre PSA survey to 67% in the post. Similarly, we saw an increase of 19 percentage points for respondents in the 18-34 age group, a 16 percentage point increase for respondents in the 35-44 age group, and a 15

percentage point increases for respondents with some college education. The only subgroup that had a significant decrease in the number of respondents who reported driving zero times in the two hours after drinking, were those with a "college plus" education with a reduction of 3 percentage points.



The majority of participants in the pre (78%) and post (75%) surveys reported that the likelihood of someone getting arrested if they drive after drinking is "somewhat likely," "very likely," or "extremely likely." The subgroup of respondents that were statistically significant included the following: men, respondents in the 18-34 age group, and those with a college plus education. Of the pre PSA survey participants, 76% of males reported that the likelihood of someone getting a ticket for drinking and driving is "somewhat," "very," or "extremely likely," while 72% of male post survey participants responded the same way. 73% of respondents in the pre PSA survey with a college plus education reported a "somewhat," "very," or "extremely likely" to getting arrested if they drive after drinking, a lower number of post respondents (70%) reported the same.

A majority of respondents "Had read, seen, or heard about impaired driving enforcement in the past 30 days". Of the residents surveyed, 74% of the pre and 72% of the post survey reported that they had read, seen, or heard about impaired driving enforcement by police in the past 30 days.

(Source: "Wisconsin Department of Transportation: NHTSA Performance Measures Survey: Spring 2016: Summary Report." University of Wisconsin Survey Center, University of Wisconsin-Madison.)

IMPAIRED DRIVING AND YOUTH PROGRAM—BUDGET SUMMARY				
Account	**Fund**	**Program Activity**	**Planned**	**Expended**
2016-30-06-AL	402	Equipment	$300,000	$343,244.19
2016-31-01-M5	405d	Program Management	$90,000	$67,147.69
2016-31-03-M5	405d	Training and Support – Technical	$740,000	$486,828.95
2016-31-04-M5	405d	Training and Support – Community	$150,000	$65,669.36
2016-31-05-M5	405d	Enforcement	$2,500,000	$2,294,674.42
2016-31-06-M5	405d	Equipment	$30,000	$79,964.21
2016-31-09-M5	405d	Evaluation	$10,000	$40,000.00
2016-39-04	State 531	Transportation Alternatives	$400,000	$583,212
2016-39-04	State 568	Pretrial Court Intervention Program	$731,600	0
Program Totals			**$4,951,600**	**$3,960,740.82**

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Police Traffic Program

PERFORMANCE GOALS AND MEASURES

Speed-related traffic fatalities have decreased from the prior five-year rolling average (2009-2013) of 190 to 167 using Fatality Analysis Reporting System (FARS) data. Wisconsin exceeded both of its goals, reducing combined fatalities and serious injuries in speed-related crashes as well as the number of speed-related crashes.

The police traffic program was managed collaboratively with multiple staff members. State program managers worked 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 employed three 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. Evaluation Programs

Speed Related Crashes	
2010-2014 Baseline	31.59/100M VMT
2015 Goal	30.01/100M VMT
2015 Actual	28.66/100M VMT

Combined Fatalities and Serious 'A' injuries	
2010-2014 Baseline	1.73/100M VMT
2015 Goal	1.64/100M VMT
2015 Actual	1.50/100M VMT

Program Management
Public Information and Education (PI&E)

BOTS worked with partners (law enforcement professional organizations, the Wisconsin Highway Safety Coordinators Association, and others) to develop handouts, posters, presentations, conferences, and other media campaigns. Information and materials were updated to ensure they met the needs of our staff and partners. Project 2016-49-01 was not used because positions cannot be split-funded.

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 through the use of grant bundling and multi-jurisdictional task forces. We provided equipment grants and recognition for law enforcement. BOTS funded 61 traffic enforcement missions of the Wisconsin State Patrol's Air Support Unit during federal fiscal year 2016.

While we planned to do mobilization drawings as a project in the police traffic area, the mobilization drawings were instead included as a part of the impaired driving section for Drive Sober or Get Pulled Over or the occupant protection section for Click It or Ticket to more closely match these projects with their program areas.

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 to the right. For the purposes of continuity in programming, all agencies are required to report their enforcement numbers, regardless if such numbers were from national enforcement mobilizations or from a targeted grant.

Evaluation

On behalf of BOTS, the University of Wisconsin-Madison surveyed speeding behavior and the awareness and expectation of speeding enforcement before and after a media and enforcement effort in July through September of 2015.

Participants reported compliance with speed limit laws at lower speeds, with 59% 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 58% reporting the same at the post survey.

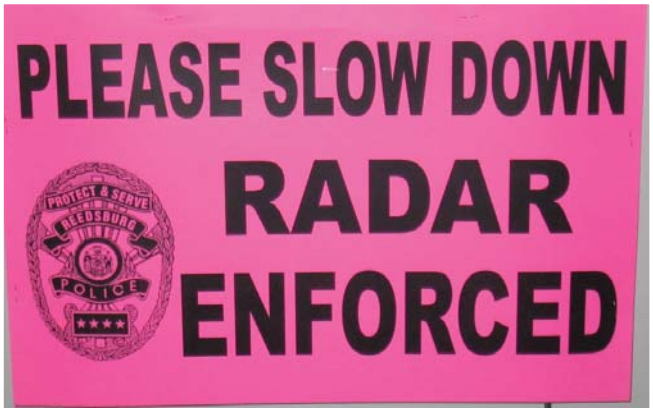
Participants reported similar levels of compliance with speed limit laws at higher speeds, with 66% of pre and 61% of post survey participants reporting that they "rarely" or "never" drive faster than 5 miles per hour over the speed limit when the limit is 70 miles per hour.

A majority of respondents "Had read, seen, or heard about police speed limit enforcement in the past 30 days". 58% of the pre survey respondents and 55% 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

FFY 2016 Enforcement Summary Totals	
# Officers Deployed	15,101
Total OT Hours	58,698
Total Straight Time Hours	14,631
Safety Belt Citations OT	19,539
Safety Belts Citations Straight	1,455
Child Restraint Citations OT	287
Child Restraint Citations Straight	59
Speed Citations OT	18,594
Speed Citations Straight	3,870
OWI Citations OT	1,279
OWI Citations Straight	793
OAR Citations OT	6,374
OAR Citations Straight	843
Open Intox Citations OT	203
Open Intox Citations Straight	39
Vehicle Reg Citations OT	3,222
Vehicle Reg Citations Straight	492
Vehicle Equip Citations OT	2,280
Vehicle Equip Citations Straight	401
All Other Citations OT	14,256
All Other Citations Straight	2,410
Drug Arrests	744
Felony Arrests	227
Misdemeanor Arrests	623
Warrants Served	1,201

surveys when broken down by age and education levels. These changes were seen in the 18-34 age category, and the College+ education categories. There was a significant decrease of reported awareness for those participants aged 18-34, where 60% reported awareness in the pre survey and just 42% in the post. This was similar for respondents with a college or more education, who reported 67% awareness in the pre survey and 52% in the post.

The majority of participants in both the pre and post surveys reported 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 81% in the post survey. Significant changes were present in the 18-34 age category. Of those participants 18 to 34 years old, 78% of the pre survey respondents and 76% of the post respondents reported being somewhat, very, or extremely likely to get a ticket if they were to drive over the speed limit.



(Source: "Wisconsin Department of Transportation: NHTSA Performance Measures Survey: Spring 2016: Summary Report." University of Wisconsin Survey Center, University of Wisconsin-Madison.)

POLICE TRAFFIC PROGRAM—BUDGET SUMMARY				
Account	**Fund**	**Program Activity**	**Planned**	**Expended**
2016-40-01-PT	402	Police Traffic Program Manager	$75,000	$65,992.25
2016-40-04-PT	402	Training and Support-Community	0	$4,005.21
2016-40-05-PT	402	Enforcement	$675,000	$2,073,402.69
2016-40-06-PT	402	Equipment	$300,000	0
2016-49-01	State	Program Management	$11,000	0
Program Totals			**$1,061,000**	**$2,143,400.15**

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Traffic Records Improvement Program

In 2015, NHTSA conducted a traffic records assessment in Wisconsin. The 2015-2019 Traffic Records Strategic Plan (TRSP) has been coordinated with Wisconsin's Strategic Highway Safety Plan (SHSP) and the WisDOT Highway Safety Plan to create a statewide integrated data collection network supported by effective analytical tools, as well as to make expertise available to highway safety stakeholders.

BOTS sent four members of the Traffic Records Coordinating Committee (TRCC) to the 2016 Association of Transportation Safety Information Professionals (ATSIP) Conference in Baltimore in August 2016. Two of the TRCC members gave presentations at the conference. All attendees came back with 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:

Program Management/Analysis

BOTS staff coordinated the traffic records program grant funding and chaired the TRCC, which held four TRCC meetings during the year. Staff assisted with strategic plan development and implementation, developed the 2016 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 a program evaluation analyst position with 405c funding. Project 2016-50-01-TR was not used because positions cannot be split-funded.

Crash Outcome Data Evaluation System (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. In 2015, this was accomplished using deterministic linkage methods rather than probabilistic methods.

Trauma Registry Database

BOTS worked with DHS, Office of Preparedness and Emergency Health Care, to implement an electronic data system compliant with national EMS information System (NEMSIS) standards. This system autopopulates the patient's hospital trauma registry record. When completed, EMS providers will have access to hospital disposition data. This will allow electronic transfer of data eliminating duplication of data entry. The project started late in the federal fiscal year and will be completed in federal fiscal year 2017.

CODES Reporting and Data Linkage

The Center for Health Systems Research and Analysis (CHSRA) at the University of Wisconsin-Madison merged Wisconsin inpatient and emergency department (ED) data with crash data for calendar year 2015, including inpatient and ED data from Minnesota and Iowa for 2015. The project developed injury severity and cost information for inpatient and ED records received from the Wisconsin Hospital Association. Furthermore, CHSRA continued working on updating diagnosis coding for CODES programs.

Hospital Patient Data Archive Improvements

DHS engaged in hospital data modernization, process improvement work, hospital data governance work, project development work, and project management and planning activities. This project, which updated data archives, addressed the major change from ICD-9 to ICD-10 coding of diagnoses and procedures, which occurred in the fourth quarter of 2015, and processed hospital patient records for Wisconsin residents treated in Minnesota and Iowa hospitals. In addition, DHS staff helped develop mapping algorithms for the ICD coding change.

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 33 law enforcement agencies that are now equipped to report crashes and citations electronically with TraCS.

Work Zone Crash Data Integration

This project was not completed this year due to a lack of available time and resources.

KABCO [K-Fatal; A-Incapacitating Injury; B-Nonincapacitating injury; C-Possible Injury; and O-No injury] Crash Severity Levels Phase 2

The Traffic Operations and Safety Laboratory (TOPS Lab) at the University of Wisconsin-Madison College of Engineering completed a regression analysis reviewing national guidelines on the KABCO crash severity levels and presented the information at the December 7th TRCC meeting.

Study of the Relationships between Alcohol-Related Crashes and Alcohol-Serving Establishments

The TOPS Lab prepared maps presenting how the numbers of alcohol-related fatalities, incapacitating injuries, and crashes are affected by the number of liquor permits in Wisconsin municipalities. The TOPS Lab analyzed the data, working through data quality issues. They created intersection data using the TIGER dataset from the U.S. Census, and the intersection points were identified from the line features using ArcGIS. BOTS has not received the final data to date, but it has received preliminary reports.

DT4000 Crash Database Training

The TOPS Lab assisted BOTS in training more than 900 law enforcement officers on the TraCS 10 system. Starting January 1, 2017, all crash reports and citations will be required to be filed electronically through TraCS.

Crash Database Project

The administration of WisDOT's crash database has moved from the WisDOT's Division of Motor Vehicles (DMV) to BOTS. This project included the creation of a new crash database and resolve system, as well as a revision to the MV4000 crash report form to create a new form, the DT4000. This project is meeting the 2010 NHTSA assessment recommendation that indicated that WisDOT should update its motor vehicle crash report form. The new crash database with 100% electronic reporting will go live on January 1, 2017.

National Model Steering Committee Travel

This project funded the travel for two people to attend the February and August 2016 national model steering committee meetings. Information on the Wisconsin TraCS system and data collection was shared.

Equipment-Scanner and GPS Technologies

This project assisted in the Wisconsin State Patrol's purchase of equipment that will provide advanced technologies to forensically map serious injury and fatal crash scenes. The data that has been and will continue to be collected is utilized by law enforcement agencies to improve traffic crash reconstruction analysis reports.

Community Maps

In coordination with the TOPS Lab, Community Maps has been modified and updated so that it is easier to use. The new version is currently being presented to the county traffic safety commissions. Community Maps had its second users' group meeting, where current and prospective users could ask the developer questions and provide feedback.

Evaluation of Wisconsin High-Visibility Pedestrian Enforcement Program

The TOPS Lab and the University of Wisconsin-Milwaukee created a survey questionnaire for deployment to the general public, including the creation of an online version of the survey. They tested data collection procedures to identify possible problems with the practice and collected field data during selected hours over a two-day period, which included video and vehicle trajectory data obtained from a microwave radar. They established data analysis procedures used in statistical software to extract the trajectory of vehicles as they approach a crosswalk. Analysis of the data is currently underway.

Law Enforcement Traffic Records Data Warehouse Pilot Development

The TOPS Lab reviewed the BadgerTraCS warnings and citations extensible markup language (XML) schemas provided by the Division of Motor Vehicles (DMV). The project focused on the development of XML schemas that are compatible in format with the DT4000 schema for the crash database development project. The TOPS Lab coordinated with BOTS on data warehouse needs with respect to DMV records and overall analysis and data integration requirements of the warehouse.

TRAFFIC RECORDS IMPROVEMENT PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Expended
2016-50-01-TR	402	Program Evaluation Analyst	$90,000	0
2016-58-01-M3	405c	Program Evaluation Analyst	$16,000	$102,921.38
2016-58-02-M3	405c	Crash Database Training	$12,500	$12,495.29
2016-58-03-M3	405c	Training and Support– Community	$963,500	$770,784.89
2016-58-06-M3	405c	Equipment	$325,620	$550,447.38
2016-58-09-M3	405c	Evaluation	$15,000	$14,996.00
2016-59-06	state	Equipment	$69,000	$79,517.38
Program Totals			**$1,491,620**	**$1,531,162.32**

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EMS Improvement Program

PERFORMANCE GOALS AND MEASURES

Fortunately, statewide safety belt usage continues to increase and Wisconsin met its goal for safety belt usage this past year. However, crash survivability varies by location in the state, which is a result of many factors including the speed and level of emergency medical response and treatment. Statewide, Wisconsin did not meet its goal for the injury-to-death ratio. As has long been the case, 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.

Safety Belt Use Rate	
2000 Statewide Baseline	65.40%
2015 Statewide Goal	85.09%
2015 Actual	85.80%
Injury-to-Death Ratios	
2012-2014 Statewide 3-year average Baseline	73.1 to 1
2015 Statewide Goal	76.8 to 1
2015 Actual	75.5 to 1

Publicity and Outreach

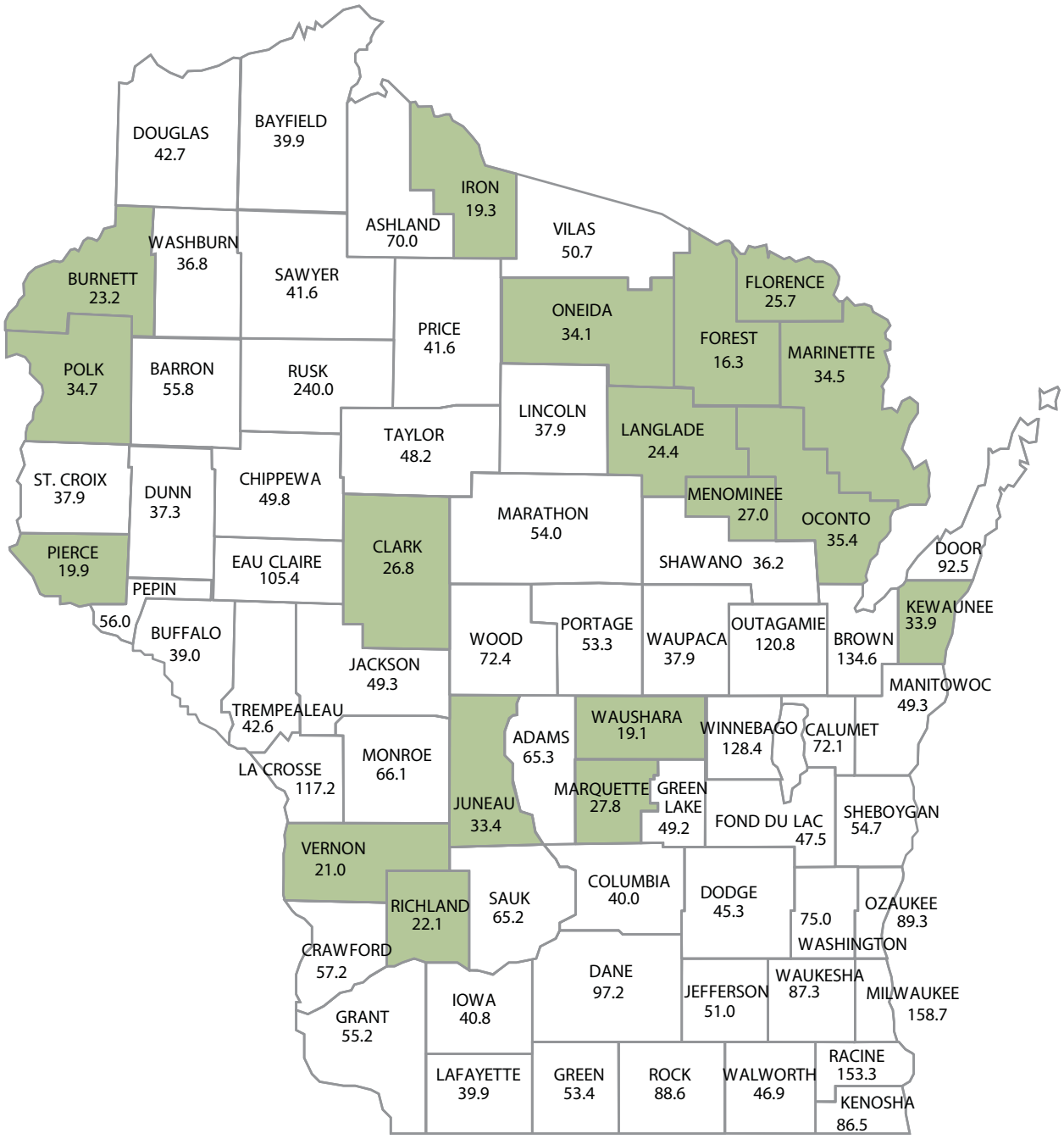
BOTS provided funding to the Wisconsin Department of Health Services (DHS) for course materials and supplies for initial first responders. Our plan to partner with DHS to focus on the recruitment and retention of emergency responders did not come into fruition this year, but we will continue to work with DHS and other partners to further develop EMS recruitment and training.

Emergency Response Training

At the Governor's Conference on Highway Safety, BOTS hosted an EMT Basic six-hour refresher class conducted by DHS.

EMERGENCY MEDICAL SERVICES IMPROVEMENT PROGRAM—BUDGET SUMMARY				
Account	**Fund**	**Program Activity**	**Planned**	**Expended**
2016-60-02-EM	402	PI&E	$50,000	0
2016-60-03-EM	402	Training and Support – Technical	$50,000	$4,955.81
Program Totals			**$100,000**	**$4,955.81**

MAP 07-02: 2012-2014 3-YEAR AVERAGE INJURY-TO-DEATH RATIOS



State Average Injury-to-Death Ratio

2015	75.5
2012-2014	73.1

Source: WisDOT Crash Database

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

STATE OF WISCONSIN Highway Safety Program

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Motorcyclist Safety Program

PERFORMANCE GOALS AND MEASURES

Motorcyclist fatalities rose in 2015. Furthermore, according to NHTSA, motorcyclists accounted for roughly 14% of total fatalities nationwide in 2015, while in the same year, they accounted for 15% of Wisconsin's traffic fatalities. However, the program did reach its goal of a 5% decrease over the prior five-year rolling average of 93.0 (2010-2014) as well as meeting the other goals for the Wisconsin Motorcyclist Safety Program (WMSP).

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

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

Motorcycle/MoPed Crashes	
2010-2014 Baseline	2,597
2015 Goal	2,467
2015 Actual	2,444
Combined Fatalities and Incapacitating Injuries in Motorcycle/MoPed Crashes	
2010-2014 Baseline	713
2015 Goal	677
2015 Actual	616
Motorcycle/MoPed Killed and Injured	
2010-2014 Baseline	2,444
2015 Goal	2,322
2015 Actual	2,187

Motorist Awareness and Conspicuity

For the 2016 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 billboards along major thoroughfares. This project was completed with 405f funds instead of 402 funds as planned.

Share the road with motorcycles

Motorcycle Rider Education and Training

During the 2016 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 Basic RiderCourse (BRC) in 2001. Wisconsin was the first state to Field Test, Pilot Test, and fully implement the Basic RiderCourse updated (BRCu) classroom and range activities curriculum statewide. WMSP has completed this transition process for all RiderCoaches in the state as well as brought two new curricula to the state. The Basic Bike Bonding RiderCourse and the Ultimate Bike Bonding RiderCourse can now be offered at any qualified training site across the state by a traveling team of certified RiderCoaches. This traveling team allows sites to offer this new training option as demand arises as opposed to having dedicated staff at each individual site or only having a limited number of sites able to offer these courses. As there were fewer RiderCoaches to train in the BRCu, this allowed the WMSP Quality Assurance staff to spend more time ensuring consistent, high-quality delivery of the BRCu and the other curricula throughout the state.

Project 2016-72-06-M9 was not completed since BOTS was unable to get waivers from the Buy America Act to purchase this equipment.

Impaired Driving Countermeasures

The WMSP's 5=ZERO initiative dovetails nicely 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. This initiative corresponds with project ID 2016-70-05-MC. 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
- 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.

Project 2016-31-05-K8 was not used because there were no more section 410 funds.

Communication and Outreach

During the 2016 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 Transportable High-End Rider Education Facility (THE REF) activities, promoting motorcycle awareness, motorcyclist safety and training, and providing motorcycle skills/riding demonstrations. During 2016, THE REF once again hit the road to participate in over 50 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 Safe Motorcyclist Awareness and Recognition Trainers (SMARTrainers).

Program Evaluation

In 2016, 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 Awareness and Motorcycle Education

WisDOT and the A Brotherhood Against Totalitarian Enactments (ABATE) 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.

MOTORCYCLIST SAFETY PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Expended
2016-31-05-K8	410	Enforcement	$100,000	0
2016-70-02-MC	402	Public Information and Education	$50,000	0
2016-70-04-MC	402	Training and Support - Community	$220,000	0
2016-70-05-MC	402	Enforcement	0	$44,980.75
2016-72-02-M9	405f	Public Information and Education	0	$79,401.44
2016-72-03-M9	405f	Training and Support - Technical	$100,000	$6,131.74
2016-72-04-M9	405f	Training and Support - Community	0	$134,407.50
2016-72-05-M9	405f	Enforcement	0	$1,281.80
2016-72-06-M9	405f	Equipment	$100,000	0
2016-72-09-M9	405f	Evaluation	$25,000	$19,347.88
2016-79-01	State 562	Program Management	$191,000	$161,012
2016-79-04	State 562	Training and Support - Community	$463,000	$624,455
2016-79-07	State 535	Paid Media	$50,000	$78,159
Program Totals			**$1,299,000**	**$1,149,177.11**

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Pedestrian and Bicyclist Safety Program

PERFORMANCE GOALS AND MEASURES

The pedestrian safety program fell below its goals for calendar year 2015 for the metrics of the numbers of pedestrian-motor vehicle crashes, combined fatalities and serious 'A' injuries in those crashes, and pedestrian injuries as proportions of the population of Wisconsin. In addition, there were 54 pedestrian fatalities in 2015, a higher figure than the previous year's total of 42 and the 2010-2014 average of 46.

The bicyclist safety program, on the other hand, surpassed its goals for calendar year 2015 in lowering the number of bicycle-motor vehicle crashes, combined fatalities and serious 'A' injuries in those crashes, and bicyclist injuries as proportions of the population of Wisconsin. Although Wisconsin met these goals, there was an alarming increase in bicyclist fatalities from the prior year. Bicyclist fatalities were up 11 from 2014 to 2015 in Wisconsin (from 4 to 15) and were much higher than the 2010-2014 five-year average of 9.2.

The pedestrian and bicyclist safety program uses training and outreach as well as law enforcement in order to reduce these fatalities and serious injuries. Public information and education activities are reported in the media and outreach program section.

Pedestrian-Motor Vehicle Crashes	
2010-14 Baseline	21.69/100K pop.
2015 Goal	20.60/100K pop.
2015 Actual	22.40/100K pop.
Combined Fatalities and Serious 'A' Injuries	
2010-14 Baseline	4.60/100K pop.
2015 Goal	4.37/100K pop.
2015 Actual	4.69/100K pop.
Pedestrian Injuries	
2010-14 Baseline	21.62/100K pop.
2015 Goal	20.54/100K pop.
2015 Actual	22.25/100K pop.

Bicyclist-Motor Vehicle Crashes	
2010-14 Baseline	18.11/100K pop.
2015 Goal	17.20/100K pop.
2015 Actual	17.17/100K pop.
Combined Fatalities and Serious 'A' Injuries	
2010-14 Baseline	1.87/100K pop.
2015 Goal	1.77/100K pop.
2015 Actual	1.58/100K pop.
Bicyclist Injuries	
2010-14 Baseline	16.81/100K pop.
2015 Goal	15.97/100K pop.
2015 Actual	15.75/100K pop.

Program Management

During federal fiscal year (FFY) 2016, the program manager planned and managed the state pedestrian and bicyclist safety program. This position 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. Pedestrian safety training (planners/engineer/advocates training), and programs like Pedestrian/Bicycle Ambassadors and Teaching Safe Bicycling were all coordinated. This position will continue to work with a number of different agencies and non-profit programs to educate and improve pedestrian/bicyclist safety.

Furthermore, 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.

Law Enforcement

In FFY 2016, there were four pedestrian high-visibility enforcement (HVE) projects in La Crosse, Madison, Milwaukee, and Green Bay, with the following law enforcement agencies participating: La Crosse Police Department, UW-La Crosse Police Department, Madison Police Department, Milwaukee Police Department, UW-Milwaukee Police Department, Marquette University Police Department, Green Bay Police Department, and UW-Green Bay Police Department. The amounts of these grants ranged from $14,625 to $37,950. All four communities have several miles of bicycling, walking, and hiking trails with Madison recognized as a platinum community, La Crosse as a silver community, and Milwaukee as a bronze community by the League of American Bicyclists for their advances in bike lanes, shared lane markings, trails, and numerous events and programs to encourage active transportation. It is a goal for La Crosse to attain status as a gold level community and Milwaukee to attain a silver level. Partially as a result of BOTS grant funding, the police departments were able to use a multi-pronged approach to attain this goal, which included a combination of education (schools, bike rodeos, and media), membership on the Bike/Pedestrian Safety Committee, involvement in Safe Routes to School programs, data-driven enforcement, and the training of officers through BOTS's pedestrian and bicycle training.

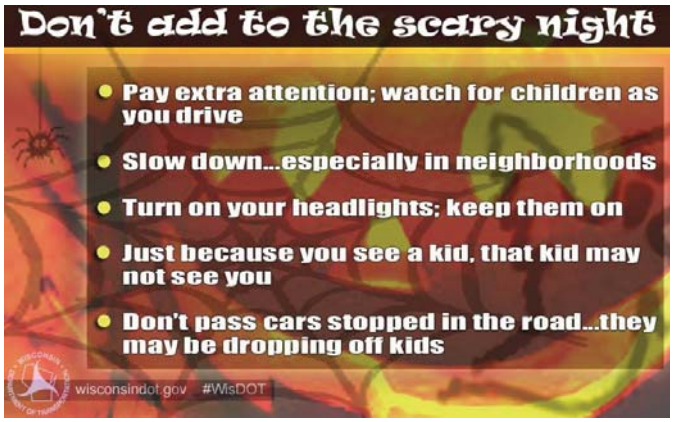
There were three bicycle enforcement grants for communities with a high number of bicyclist injuries and fatalities over the past three years (2012-2015). Projects were set-up with the goals and objectives of reducing/eliminating crashes, injuries, and fatalities. Most of the grant amounts ranged from $4,000 to $6,000 per grant. A few law enforcement agencies turned down grant funding due to lack of staff available to work overtime.

BOTS held a two-day Pedestrian/Bicycle Law Enforcement course for 20 law enforcement officers in Green Bay. This allowed the trained officers to then increase awareness of and attention to pedestrian, bicycle and motor vehicle violations and education.

Training and Outreach

BOTS held two Designing for Pedestrian Safety courses in FFY 2016, one in Waukesha and one in Wausau. The two-day workshops were conducted through the Federal Highway Administration, and included sessions aimed at planners/engineers and pedestrian advocates. There were approximately 70 participants trained in the following objectives: how pedestrians belong in all geometric designs, operations, safe pedestrian site design, interactions between people and motor vehicle, roundabouts, and other traffic calming measures.

BOTS updated and printed 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 Bike Fed on a statewide Share and Be Aware program. The Share and Be Aware program maintained ambassadors in twelve areas of the state that provided training and education to pedestrians, bicyclists, and motorists. The ambassadors provided training to law enforcement.

BOTS succeeded in holding two Teaching Safe Bicycling courses in Fitchburg and Milwaukee. Approximately 30 people attended the courses on bicycle safety, including EMTs, park rangers, physical education teachers, law enforcement personnel, public health nurses, future bicycle rodeo instructors, and staff from Safe Kids, youth organizations, and after school programs. Project 2016-80-04-PS was not completed as no agencies expressed interest in the grants for bicycle training and rodeos.

Evaluation

NHTSA conducted a Pedestrian and Bicycle Safety Program Assessment in April 2016. BOTS has already implemented some of the recommendations of this assessment, including:

- the hiring of an additional law enforcement liaison
- the identification of a more stable funding source for the Share and Be Aware campaign
- sharing pedestrian and bicycle safety best practices with the Traffic Safety Commissions
- expanding the number of driver education instructors who have completed Share and Be Aware driver education training
- on the new crash database:
  - including fields for helmet use, use of lights, and roadway maintenance problems in pedestrian and bicycle crashes
  - including fields that record the intoxication level of any person involved in a crash
  - increasing the number and improving the quality of fields used to record roadway characteristics
  - improving data quality on the crash form with more edit checks at both the form and database level
  - added more fields relating to contributing circumstances, especially those related to distraction

PEDESTRIAN AND BICYCLIST SAFETY PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Expended
2016-89-01	state 562	State Program Manager	$87,000	$90,972
2016-80-03-PS	402	Training and Support – Technical	$85,000	$11,996.10
2016-80-04-PS	402	Training and Support – Community	$5,000	0
2016-80-05-PS	402	Enforcement	$160,000	$94,054.59
2016-80-09-PS	402	Evaluation	0	$12,220.07
Program Totals			**$337,000**	**$209,243.00**

STATE OF WISCONSIN Highway Safety Program

2016 Annual Report

Community Traffic Safety Program

Forty percent of Wisconsin's annual Section 402 State and Community Highway Safety Funds must be disbursed to local units of government. Funding is allocated in this way because local agency and safety advocate time is more effectively used when combined with state knowledge, expertise, and assistance.

Prevention

This project is currently in the beginning stages of development and no funds were expended. BOTS is currently developing relationships with businesses, nonprofit organizations, and government agencies to improve their fleet vehicle safety policies regarding impaired driving, seat belt use, distracted driving, and speeding.

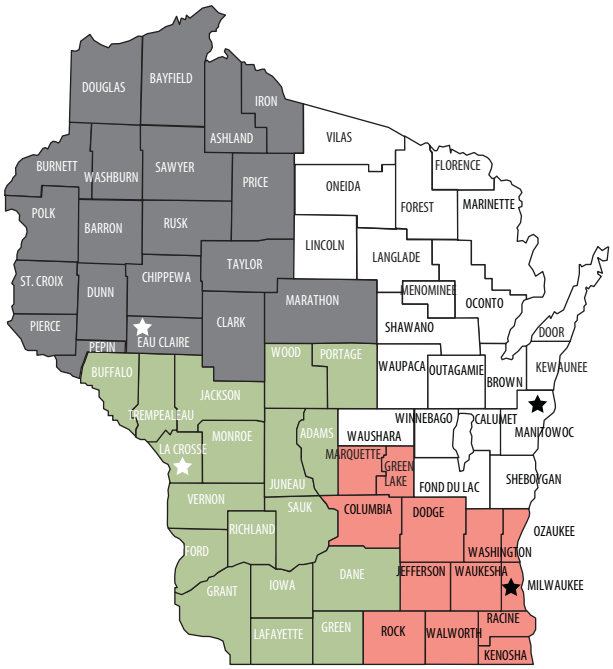
Grants Management System Maintenance and Hosting

This project funded Wise-Grants, the electronic grants management system used by BOTS and its grantees.

Outreach Program

BOTS assembled professionals that have expertise in various areas of traffic safety to provide education for Wisconsin highway safety advocates. BOTS also worked with the Wisconsin Association of Wo/Men Highway Safety Leaders (WAWHSL).

BOTS worked with the Wisconsin Traffic Safety Officer's Association (WTSOA), which provides training, resources, new technology, and knowledge regarding best practices for their officers on traffic enforcement efforts in Wisconsin, by providing a forum for them.



Bureau of Transportation Safety (BOTS) Regions

Program Management

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

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 Community Maps in TSC meetings has provided a much more in-depth discussion of fatalities and the behavioral elements found in all crashes. In particular, the Community Maps program shows where crashes caused by impaired driving and speed are located in a community. 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 this regard, increasing the number of these multi-jurisdictional task forces from 61 to 87 between 2015 and 2016. These task forces focused on various behavioral highway safety issues including OWI, safety belts, speed, pedestrian safety, and distracted driving.

BOTS has two new statewide law enforcement liaisons. Their tasks include assisting the RPMs in increasing the utilization of community maps and increasing the participating by law enforcement at TSCs. More information about the law enforcement liaisons can be found in the Media and Outreach Program section.

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:

NORTHWEST REGION REPORT

The northwest region encompasses 20 counties. Through participation at TSCs, the RPM communicates with safety partners regarding eligibility for, and funding requirements of, federal grant programs. The RPM also provides technical assistance to governmental agencies, civic organizations and schools to aid them in determining local community needs and/or gaps. The RPM has encouraged full participation in the TSCs by law enforcement as well as other members, by communicating with the TSC coordinator (or chair). When applicable, the RPM provides each commission member with digital copies of current safety materials (e.g., the eight-light amber warning system for school buses) along with a copy of each county "Anatomy of Traffic Safety" report. These materials have been helpful in spearheading community conversations about local crash data. There were new crash form trainings in Rice

Lake for law enforcement professionals; at each of those trainings, there was a real-time TraCS exercise with assistance provided by staff from the UW-Madison Traffic Operations and Safety Laboratory (TOPS Lab) and BOTS.

As of Oct. 1, 2016, it is illegal to talk on a handheld mobile device while driving in a Wisconsin road work zone. The law is part of ongoing efforts to reduce distracted driving and increase safety for motorists and workers throughout the state. Drivers caught in violation face fines of up to $40 on the first offense and $100 for subsequent offenses. Following the law is simple: Orange cones – Put down the phones! This new law was mentioned at every TSC meeting after its enactment.

There were many community celebrations and events in the northwest region in 2016.

Community Maps

Community Maps is hosted at the University of Wisconsin-Madison by the TOPS Lab in collaboration with BOTS. Community Maps provides Wisconsin's law enforcement personnel and county Traffic Safety Commissions with an online interface for mapping crash data. Crashes are mapped through a combination of manual and automated processing. Community Maps uses the Google Maps application program interface (API), which provides a familiar, high-quality map interface. The project scope includes support for ITS data archiving, real-time traffic information services, transportation operations applications, and transportation research. The program manager helped promote the Community Maps Users Group Conference in November, and 13 agencies from the northwest region participated.

Task Forces

A task force requires a consortium of law enforcement agencies combining resources with the common goal of enhancing traffic safety by decreasing traffic crashes and

increasing traffic law compliance through High Visibility Enforcement (HVE) education, media interaction, and the use of promotional materials provided by the National Highway Traffic Safety Administration (NHTSA).

The following task forces were operational in the northwest region in 2016:

- Barron County OWI Task Force
- Buffalo/Pepin OWI Task Force
- Chippewa County OWI Task Force
- Marathon Countywide Traffic Safety Task Force-OWI
- Northern Counties OWI Task Force
- Polk County OWI Task Force
- Marathon County Summer Speed Enforcement Task Force
- Iron County Speed Task Force
- Polk County Speed Enforcement Task Force

SOUTHWEST REGION REPORT

The RPM strongly encouraged agencies to attend the quarterly TSC meetings as a central meeting for all county law enforcement agencies. This impacted the TSCs with a greater law enforcement presence. A law enforcement liaison (LEL) expanded a TSC "best practices" document and held regional annual meetings to further present a set of standards and recommended practices for TSCs.

The combination of well-established TSC guidelines and the use of Community Maps created a cohesive set of procedures by which all TSCs can self-evaluate their strengths and weaknesses. The TSCs continue to grow in attendance and participation primarily due to the standards, mapping, and use of the meetings as a LEA grant information hub. The BOTS LEL is focused on the improvement of TSCs and has increased 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 disseminating a TSC informational brochure geared to increasing membership.

A spring regional TSC coordinator meeting for the southwest was held in Prairie du Chien, where information was shared with those in attendance regarding current issues and the strengthening of TSCs. The RPM encouraged the development of their vision and mission for improvement with one of those strategies being the sharing of information through a newly developed Facebook page. The annual meeting at the Governor's Conference showed a strengthening association with greater interest than in recent years.

As mentioned briefly above, Community Maps is a key component of the TSC quarterly meetings. Community Maps has encouraged and benefited from more efficient data management. Over the past year, the number of agencies assisting with data input has dramatically expanded from the original small group of counties. The annual users' group meeting reported over 50 attendees. 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 only have to edit and review. The further support and training to numerous agencies is creating a stronger interest in traffic safety among all regions of the state.

Cooperative enforcement efforts in and between the northwest and southwest regions target a variety of violations to include, but not limited to: OWI, speed,

safety belts/occupant protection, pedestrian/bicyclist safety, and distracted driving. Two new types of pilot grants were also introduced into the southwest region: Vernon County and Crawford County are working together regarding ignition interlock devices and Dane County agencies are working on impaired driving to include a new roadside drug detection tool.

NORTHEAST REGION REPORT

Traffic Safety Commissions

The RPM is assigned to 21 counties, all of which have very active TSCs. Mapping technology, specifically Community Maps, has been integrated deeply into these TSCs. TSCs, for their part, have increased their usage of Community Maps. The RPM continues to work to improve attendance from local law enforcement agencies at the TSCs.

Task Forces

This year the northeast region maintained OWI task forces in Brown, Marinette, Manitowoc, Sheboygan, and Fond du Lac counties. The Fond du Lac/Sheboygan County Highway 23 Speed Task Force is new this year. The Brown County OWI Task Force has had more than 7,100 stops, nearly 4,500 citations, and more than 1,200 Operating a Motor Vehicle While Intoxicated (OWI) arrests since its inception in 2011. High-Visibility Enforcement and Education (HVEE) deployments began in Manitowoc and Sheboygan counties in November 2015 and continues after a very successful first year.

Local Involvement

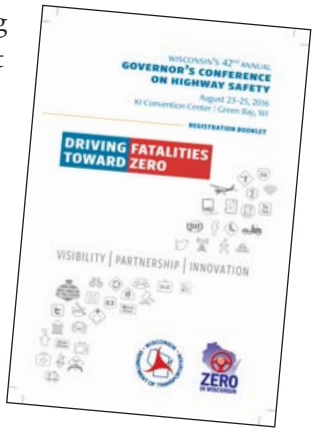
The RPM continued to complete numerous television, newspaper, and radio interviews on behalf of BOTS and the task forces. The RPM is also the BOTS liaison and attended board meetings, spoke at the annual conference for the Wisconsin Association of Wo/men Highway Safety Leaders, and served as a member of Safe Kids, a local advocacy group. The RPM also spoke at the Wisconsin driver education regional meetings. One of the Choose Your Ride vehicles is assigned to the RPM, who continues to coordinate the vehicle's appearances at events ranging from pro sports to community events like National Night Out. Participation in national mobilizations is a point of emphasis for agencies in the northeast region.

SOUTHEAST REGION REPORT

Traffic Safety Commissions

The southeast region of Wisconsin has TSCs in each of its 13 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 Walworth County and Kenosha County TSCs have county board supervisors serving as active members of their TSC, and the Marquette County TSC engages Amish communities to increase safety for horse-drawn buggy drivers.

TSCs in the southeast region also provide positive 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. Law enforcement agencies, particularly the sheriff's departments, are using dash cam video at the TSC meetings to provide crash reconstruction footage so that members can get a sense of road conditions, engineering design, and environments aspects to the crash scene. BOTS has aggressively pursued the usage of Community Maps to complement this use of dash cam video footage for better data collection.

Task Forces

Task forces are heavily utilized in the southeast region. In 2016, task forces have expanded their partnerships to include all eligible law enforcement agencies within a county. Currently there are active countywide task forces in all 13 counties in the southeast region. Within these counties, there were 31 task forces in 2016. 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 task forces in the southeast region has had some spillover leading to better program outcomes in other areas. Grant liquidation rates in the southeast region have increased in 2016, and the creation of these task forces was a key factor that contributed to 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. The southeast region has had fewer grant management issues from project coordinators due to improvements in mandatory online training, the Wise-Grants grant management system, and the processing of reimbursements. Task forces have also reduced turnover among project coordinators. Law enforcement agencies are assigning a project coordinator to their positions for a longer period of time to maintain consistency, which has reduced the number of problems that surface from being new to the Wise-Grants system. The reduction in project coordinator turnover and better efforts to solve problems has strengthened the relationship with the southeast regional program manager and the project coordinators. The time once used for training and problem solving was replaced with more time to build partnerships and improve deployment quality. The improvements in grant management reduced travel for the southeast regional program manager and coordinated task force meetings allowed the southeast regional program manager to interact with several agencies in one meeting versus having the need to travel to many agencies on a regular basis.

New Initiatives

Data analysis of fatality increases in densely populated municipalities revealed crime as a contributing factor in the increasing number of crashes. To address driver behavior and crime, the southeast region partnered with NHTSA and two agencies of the U.S. Department of Justice, the Bureau of Justice Assistance and the National Institute of Justice, to train agencies in the use of 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.

COMMUNITY TRAFFIC SAFETY PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Expended
2016-90-01-CP	402	Regional Program Managers	$284,000	$334,752.61
2016-90-02-CP	402	Public Information and Education	$25,000	0
2016-90-04-CP	402	Grant Management System / Community Outreach	$215,000	$136,666.50
Program Totals			**$524,000**	**$471,419.11**

For Fed ID, 2016-90-02, see page 33.

STATE OF WISCONSIN Highway Safety Program

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Media and Outreach Program

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 in English and Spanish. BOTS worked with Affirm Agency to create a state-specific occupant protection message using Click It or Ticket and Zero in WI. BOTS re-printed materials it had created in previous years, and it reviewed previously produced information and materials for accuracy. Although BOTS did not work with employers through the Wisconsin Compensation Rating Bureau as indicated in the HSP, BOTS is working with employers and their associations to encourage safety belt use for their employees. BOTS created a new advertisement filmed in Milwaukee that featured Donald Driver to encourage seat belt use. WisDOT received awards for its public service announcements in 2016, including a Best of Show and a Gold Addy for the "Driver Surprise" television commercials. These awards were given to WisDOT and to Affirm Agency by the American Advertising Federation – Madison.

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 parents with programs and resources to support and cultivate a generation of safe drivers. This project was completed with 402 funds instead of 405b funds as planned.

Occupant Protection Outreach Program – Rollover Convincer

The rollover convincer went to 55 events during the summer of 2016. 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 22,088. A former trooper is responsible for the program.

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 social media, radio, print, and TV. Contractual services were

ZERO IN WISCONSIN

utilized for product and placement, printing, and postage. We collaborated with partners and revised and updated all information. BOTS created a drugged driving commercial with federal fiscal year 2016 funds in partnership with the Wisconsin Department of Justice to air during December of federal fiscal year 2017. BOTS partnered with local newspapers and magazines to help distribute information on the Drive Sober or Get Pulled Over national enforcement mobilization. BOTS also partnered with Wisconsin Badger Sports to help distribute information on Drive Sober or Get Pulled Over during sporting events.

Choose Your Ride

The Division of State Patrol, Bureau of Field Operations, provided the Bureau of Transportation Safety with two surplus cruisers to use as a rolling billboard to remind people to make the right choice when they drink. 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 2016, the "Choose Your Ride" cruisers were out in Wisconsin communities taking part in community events, fairs, and festivals. This success of this program may lead to more car wraps being created by municipal and county law enforcement agencies.

Police Traffic Services Public Information and Education – Law Enforcement Liaisons

During 2016, 302 agencies participated in the Click or Ticket, Drive Sober, and Drive Sober-Winter mobilizations. 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. 180 equipment grants have been awarded to local law enforcement agencies. 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 visible recognition for outstanding fieldwork in the areas of reducing impaired driving, speeding, safety belt law, and others.

BOTS entered into a contract for services of a statewide law enforcement liaison (LEL) starting in 2015. His primary focus was to complete an assessment on the Traffic Safety Commissions (TSCs) in each of the state's 72 counties and to begin developing resources to support the valuable work these groups are charged with by statute. By attending as many quarterly TSC meetings as possible throughout the state, he made several observations that led to the production of a revised version of the Traffic Safety Commission Guidelines. After a draft version was completed, the LEL led regional TSC Coordinator meetings in the northwest, northeast and southwest regions. The draft guidelines were shared at these meetings, soliciting input from the TSC Coordinators and sharing meeting best practices. At the Governor's Conference on Highway Safety, he led a session on Traffic Safety Commissions at which the finalized TSC guidelines were presented. The new guidelines have been well received, and several TSCs have already begun implementing changes based on them. Based on the observations of attending TSCs statewide, he communicated the need to provide county-specific data to the TSC. This resulted in a project through the analyst section, creating an in-depth analytical look at that specific county. These documents are then presented at the TSC meetings, often generating productive discussion on problem areas not previously discussed. The county profile project has been well received by the TSCs.

In August, BOTS added an additional LEL. By the end of 2016, the two LELs have visited or re-visited over 60 of the 72 TSCs. They have also been able to work directly with several TSC Coordinators who have expressed a desire to increase the functionality of their TSC. The LELs are promoting more law enforcement agencies to become involved with their respective TSC.

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 Bike Federation on a statewide Share and Be Aware program. The Share and Be Aware program has ambassadors throughout the state that are providing training and education to pedestrians, bicyclists, and motorists.

BOTS partnered with the Madison Metro Transit to install signage on 40 buses to help promote pedestrian safety with the city limits.

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, distracted driving, and impaired driving.

MEDIA AND OUTREACH PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Expended
2016-89-02	State 562	Pedestrian/Bicyclist Safety PI&E	$41,000	$3,904.31
2016-20-02-OP	402	Occupant Protection PI&E	0	$314,398.75
2016-40-02-PT	402	Police Traffic Services PI&E	$200,000	$64,257.33
2016-80-02-PS	402	Pedestrian/Bicyclist Safety PI&E	$50,000	$41,039.93
2016-90-02-CP	402	Community Traffic Safety PI&E	$541,000	$490,642.95
2016-90-07-PM	402	Paid Media	$580,000	$419,520.35
2016-25-02-M2	405b	Occupant Protection PI&E	$230,000	0
2016-31-02-M5	405d	Impaired Driving PI&E	$220,000	$115,917.80
2016-31-07-M5	405d	Impaired Driving Paid Media	$230,000	$325,334.64
Program Totals			**$2,092,000**	**$1,775,016.06**

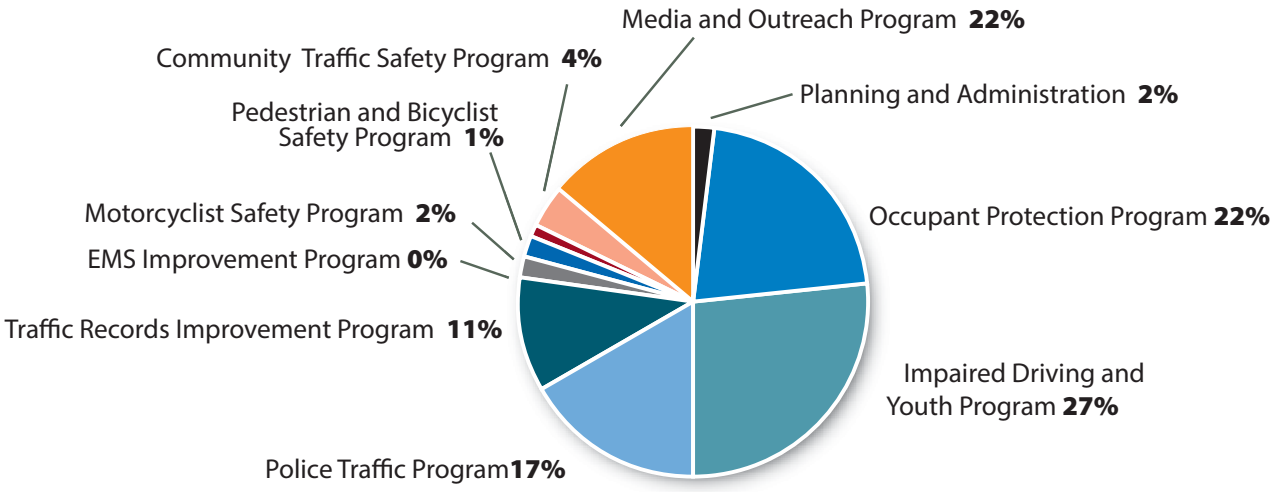
PAID MEDIA RECAP
OCTOBER 2015 - SEPTEMBER 2016

DATES	MEDIUM	PAID	PSA	IMPRESSIONS	DOT GROSS	MESSAGE
St. Patrick's Day March 7 - March 20						
March 11, 2016 - March 20 , 2016	Radio	846	323	n/a	$41,871.43	DaredevilsDareNot–SNOWBOARD-60-012712; DaredevilsDareNot–SNOWMOBILE-60-012712; DaredevilsDareNot-DERBYGIRLS-60-073114
March 7, 2016 - March 20, 2016	TV	507	319	n/a	$55,611.00	DaredevilsDareNot–SNOWBOARD-30-022814; DaredevilsDareNot–SNOWMOBILE-30-012712; DaredevilsDareNot-DerbyGirls-30-071714
		1,353	**642**		**$97,482.43**	
Distracted Driving April 11 - April 17						
April 11, 2016 - April 17, 2016	Radio	897	369	n/a	$41,522.51	Distractor-Makeup; Distractor-Map; Distractor-Eating
April 11, 2016 - April 17, 2016	TV	543	352	n/a	$57,393.47	Distractor-Makeup-30-040516; Distractor-Eating-30-040516; Distractor-GPS-30-040516
		1,440	**721**		**$98,915.98**	
Motorycle Awareness April 25 - May 1						
April 25, 2016 - May 1, 2016	Radio	1,041	288	n/a	$32,839.72	AlltheGearAllTheTime-60
April 25, 2016 - May 1, 2016	TV	424	302	n/a	$39,095.13	AllTheGearAllTheTime-30
		1,465	**590**		**$71,934.85**	
Click It Or Ticket May 9 - June 5						
May 16, 2016 - June 5, 2016	Radio	965	426	n/a	$58,943.78	GasStationSurpriseJohn-30-051116; BarbershopSurprise-30-051116
May 9, 2016 - May 29, 2016	TV	1,470	921	n/a	$138,109.90	BarbershopSurprise1-30-050216; BarbershopSurprise2-30-050216; BarbershopSurprise3-30-050216; BarbershopSurprise4-30-050216; BarbershopSurprise5-30-050216; BarbershopSurprise6-30 050216; DriverSurprise1_Pat_042115; DriverSurprise2_John_042115; DriverSuprise3_Melissa_042115; DriverSurprise4_Michael_02115; DriverSurprise5_Sean_042115; DriverSurprise6_Dan_042115;
May 16,2016 - May 31, 2016	Online	n/a	n/a	7,776,336	$73,864.80	GasStationSurpriseJohn-30-051116; BarbershopSurprise-30-051116; DriverSurprise2_John-30-042115 DriverSurprise4_Michael-30-042115; BarbershopSurprise4-30-050216; BarbershopSurprise6-30-050216
	2,435	**1,347**	**7,776,336**	**$270,918.48**		
Drive Sober August 15 - September 11						
August 22, 2016 - September 11, 2016	Radio	1,298	514	n/a	$60,544.25	DareDevilsDareNot-DerbyGirls-60-073114; DriveSoberMobileAppLaunch-60-030113; DareDevilsDareNot-Azteca-60-081915; DriveSober-Ver1-30-061813
August 15, 2016 - September 4, 2016	TV	943	687	n/a	$118,493.01	ZIWDaredevilsDareNot-DerbyGirls-30-071714; ZIWDaredevilsDareNot-Skateboard App-30-073114; DareDevilsDareNotBMXAPP-30-081116
August 18, 2016 - September 5, 2016	Online	n/a	n/a	4,214,274	$48,814.96	
		2,241	**1,201**	**4,214,274**	**$227,852.22**	

EXPENDITURES OF FEDERAL FUNDS BY PROGRAM AREA AND FUND FFY 2016

Programs	402	405b	405c	405d	405f	Total NHTSA Funding
Planning and Administration	$283,565.15					$283,565.15
Occupant Protection Program	$1,732,614.60	$1,055,793.12				$2,788,407.72
Impaired Driving Program	$343,244.19			$3,034,284.63		$3,377,528.82
Police Traffic Program	$2,143,400.15					$2,143,400.15
Traffic Records Program			$1,451,644.94			$1,451,644.94
EMS Improvement Program	$4,955.81					$4,955.81
Motorcyclist Safety Program	$44,980.75				$240,570.36	$285,551.11
Pedestrian and Bicyclist Safety Program	$118,270.76					$118,270.76
Community Traffic Safety Program	$471,419.11					$471,419.11
Media and Outreach Program	$1,329,859.31			$441,252.44		$1,771,111.75
Total	**$6,472,309.83**	**$1,055,793.12**	**$1,451,644.94**	**$3,475,537.07**	**$240,570.36**	**$12,695,855.32**

EXPENDITURES OF FEDERAL FUNDS BY PROGRAM AREA FFY2016



STATE OF WISCONSIN

2016

Annual Report