ANNUAL REPORT

STATE OF WISCONSIN
FEDERAL FISCAL YEAR 2017

Scott Walker
GOVERNOR OF WISCONSIN

Dave Ross
SECRETARY, WISCONSIN DEPARTMENT OF TRANSPORTATION

GOVERNOR'S REPRESENTATIVE FOR HIGHWAY SAFETY

David Pabst
HIGHWAY SAFETY COORDINATOR

WISCONSIN DEPARTMENT OF TRANSPORTATION

State of Wisconsin
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December 1, 2017

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 2017 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 2016, there were 588 fatalities in Wisconsin. Wisconsin is responsible for roughly 1.56% of the country's traffic fatalities and has seen a decrease of 2.16% in fatalities since 2012 (from 601 in 2012 to 588 in 2016). Wisconsin has 1.84% of the U.S. population. With a strong and active commitment from our safety partners in federal fiscal year 2017, 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 to prevent fatalities and serious injuries 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.

Scott Walker, Governor of Wisconsin

Mission

The bureau is charged with coordinating statewide behavioral highway safety programs and making effective use of all highway safety funds and other resources. BOTS strives 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) and the Strategic Highway Safety Plan (SHSP) as well as this document, which reports on the fiscal performance of the bureau and its adherence to the HSP.

Funds

Wisconsin programmed nearly $8.9 million of federal highway safety formula and incentive grants during federal fiscal year 2017. 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

WisDOT Leadership

Secretary Dave Ross, Governor's Representative for Highway Safety

Superintendent J. D. Lind, Wisconsin State Patrol

David Pabst, Highway Safety Coordinator

The Bureau of Transportation Safety also administered nearly $1.4 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

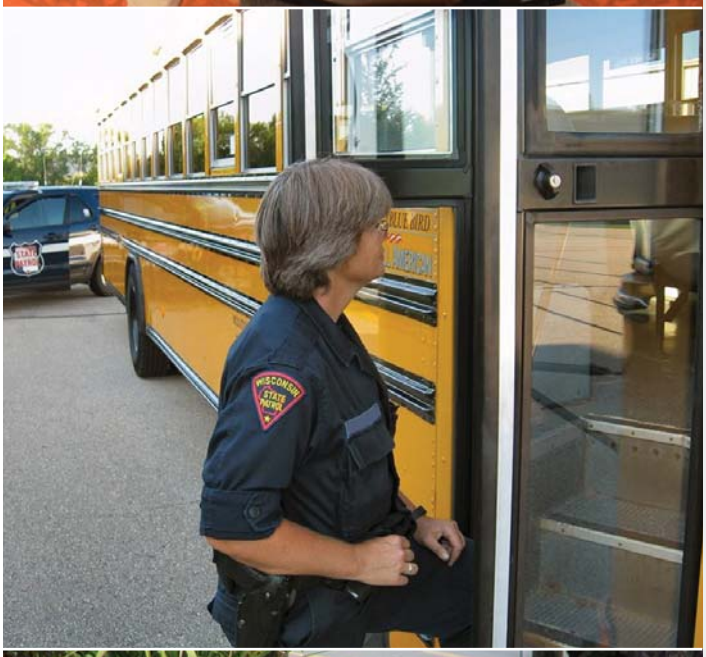
Goals for this federal fiscal year 2017 Annual Report were set and committed to in the 2017 Highway Safety Plan (HSP). The results laid out in this document use 2016 calendar year data. The Governors Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration (NHTSA) agreed to a minimum set of performance measures to be used in the development of HSPs. Wisconsin has set a perpetual goal of a 5% improvement each year for all the "Core Outcome Measures" from the prior five-year rolling average. When goals were written in the 2017 Highway Safety Plan (HSP), finalized 2015 crash data were not yet available. This annual report updates the goals for 2016 based on the now finalized data from 2015 for the performance measures in this foreword and throughout the report. All projects in the 2017 HSP and described in this Annual Report were designed to contribute to meeting these targets.

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 (STATE CRASH DATA FILES, FINAL 2016 DATA)

- Total fatalities decreased from 737 to 588 between 2007 and 2016, a decrease of 20.2%. Incapacitating injuries decreased from 4,982 to 3,039 between 2007 and 2016, a decrease of 39.0%.
- Alcohol-related fatalities decreased from 337 to 143 between 2007 and 2016, a decrease of 57.6%. Alcohol-related incapacitating injuries decreased from 1,101 to 501 between 2007 and 2016, a decrease of 54.5%.
- Nearly 34% of traffic deaths in Wisconsin were the result of operator impairment in 2016, with 143 fatalities in alcohol-related crashes, 118 fatalities in drug-related crashes, and 60 fatalities in crashes that had both alcohol and drugs involved.
- In addition to hitting our 2016 goal for safety belt use by having a use rate of 88.4% that year, Wisconsin's safety belt use rate reached an all-time high of 89.4% in 2017. This is, however, still lower than the 2016 national seat belt use rate of 90.1%.
- During the last five years (2012-2016), traffic crashes have killed on average 85 motorcyclists and injured 2,024 motorcyclists each year.
- During the last five years (2012-2016), on average there were 2,153 work zone crashes annually in Wisconsin that killed, on average, ten people and injured 791 each year.
- At least 20% of traffic deaths in Wisconsin were due to inattentive driving in 2016, and over 31% of traffic deaths were in speed-related crashes.

Measure	2011	2012	2013	2014	2015	2011-2015 Avg	2016 Goal	2016 Actual
C1. Traffic Fatalities (FARS)	582	615	543	506	566	562.4	534	607
C2. Serious Traffic Injuries (State Crash Data Files)	3,534	3,582	3,309	2,986	2,999	3,282.0	3,118	3,039
C3a. Fatalities/VMT (FARS)	0.99	1.04	0.91	0.84	0.91	0.938	0.89	0.95
C3b. Rural Fatalities/VMT (FARS)	1.27	1.27	1.17	1.09	1.12	1.184	1.12	1.26
C3c. Urban Fatalities/VMT (FARS)	0.71	0.79	0.63	0.57	0.68	0.676	0.64	0.61
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	189	201	186	161	167	180.8	172	184
C5. Alcohol Impaired Driving Fatalities (FARS)	197	202	177	165	191	186.4	177	193
C6. Speeding Related Fatalities (FARS)	195	209	178	168	167	183.4	174	212
C7. Motorcyclist Fatalities (FARS	88	117	85	73	81	88.8	84	85
C8. Un-helmeted Motorcyclist Fatalities (FARS)	78	87	62	51	65	68.6	65	65
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	83	81	58	67	77	73.2	70	78
C10. Pedestrian Fatalities (FARS)	57	45	37	45	57	48.2	46	51
C11. Bicyclist Fatalities (FARS)	12	11	10	4	15	10.4	10	11
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	79.0%	79.9%	82.4%	84.7%	85.8%	82.4%	86.5%	88.4%
A1. Seat Belt Citations Issued During Grant Funded Enforcement Activities								18,371
A2. Impaired Driving Arrests Made During Grant Funded Enforcement Activities								1,977
A3. Speeding Citations Issued During Grant Funded Activities								15,876



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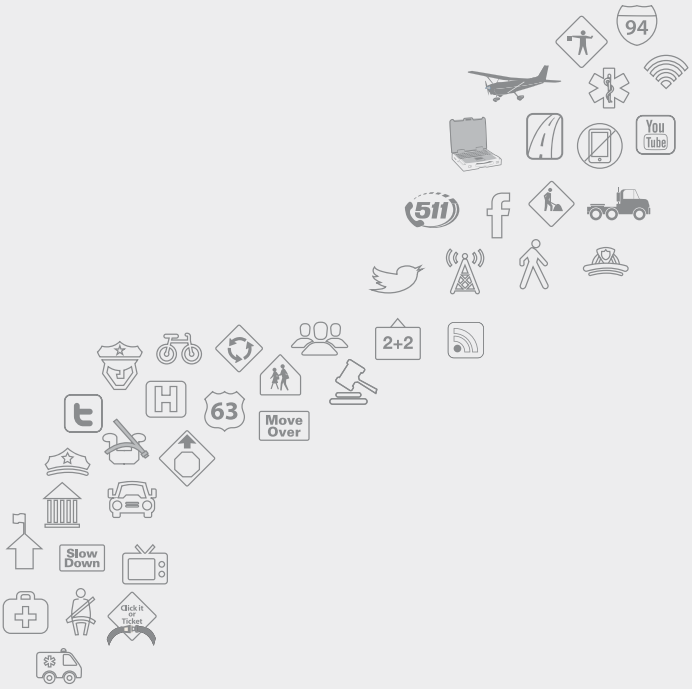

WISCONSIN DEPARTMENT OF TRANSPORTATION

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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 13% 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, and three 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	Obligated	Expended
2017-10-01-PA	402	Planning & Administration	$340,000	$340,000.00	$267,902.37
2017-19-01	state 562	Planning & Administration	$530,000	$440,245.31	$440,245.31
Program Total			**$870,000**	**$780,245.31**	**$708,147.68**

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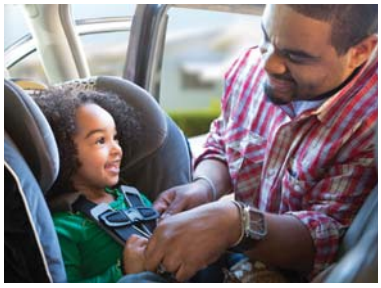
Occupant Protection Program

CLICK IT OR TICKET

PERFORMANCE GOALS AND MEASURES



In 2016, 47% of Wisconsin's passenger vehicle occupant fatalities were unrestrained occupants. The program met its safety belt usage goal of 86.5%, having reached 88.4% average safety belt use. The program also met its goal of decreasing unbelted fatalities and incapacitating 'A' injuries, but the program did not meet its goal to decrease the ejection rate as shown in the tables below.

Average Belt Use and Child Safety Seat Use	
2011-2015 Baseline	82.4%
2016 Goal	86.5%
2016 Actual	88.4%
Unbelted Fatalities and 'A' injuries	
2011-2015 Baseline	1.19/100M VMT
2016 Goal	1.13/100M VMT
2016 Actual	1.11/100M VMT
Ejection Rate/Fatal and Injury Crashes	
2011-2015 Baseline	1.38%
2016 Goal	1.31%
2016 Actual	1.33%

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. Evidence-Based 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 occupant protection specialist oversees all occupant protection grants and a portion of the enforcement grants. This staff person manages grants for education, training, and technical assistance to agencies, organizations, and non-profit programs interested in occupant protection. 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.

Evidence-Based Law Enforcement

BOTS planned for statewide participation in evidence-based overtime-funded enforcement using the targeting

methodology outlined in the Highway Safety Plan. Counties with a high number of pickup truck registrations were also targeted for an occupant protection grant. A total of 58 grants were given to law enforcement agencies statewide for sustained year-round enforcement. At least 50% of this enforcement was conducted during hours of darkness. Wisconsin had 26 multi-agency high-visibility enforcement task forces dedicated to enforcing the state's occupant protection laws in 2017.

A total of 216 law enforcement agencies from across Wisconsin participated in the 2017 Click It or Ticket national enforcement mobilization. Fiscal year 2017 equipment grants were provided to some agencies that participated in the 2016 Click It or Ticket national enforcement mobilization that also fulfilled BOTS guidelines for conducting high-visibility enforcement, committing themselves to community education, and engaging the local media. The equipment is used for ongoing high-visibility enforcement activities within their jurisdictions to improve traffic safety.

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 or improperly restrained, thereby putting them at risk. BOTS uses a targeting methodology to determine which counties are selected to receive a CPS grant. Eligibility for this program is determined by partnering agencies, such as county health departments, social workers, the Women, Infants, and Children (WIC) Program, and county injury prevention coalitions. Once a recipient is deemed eligible, the recipient or recipient's caregiver is given a voucher providing instructions regarding where to call to set up an appointment. At this appointment, recipients receive installation assistance, a new car seat appropriate for their child, and education about transportation safety. The objectives of the program are measured by the number of clients redeeming vouchers. After receiving education and assistance with installation, a survey is completed by participants for each seat distributed.

The national standardized CPS technician certification course is 36 hours long and combines classroom instruction, hands-on work with car seats and vehicles, and a community safety seat checkup event.

In 2017, there were nine CPS certification training classes held in Wisconsin. These were in the following municipalities around the state:

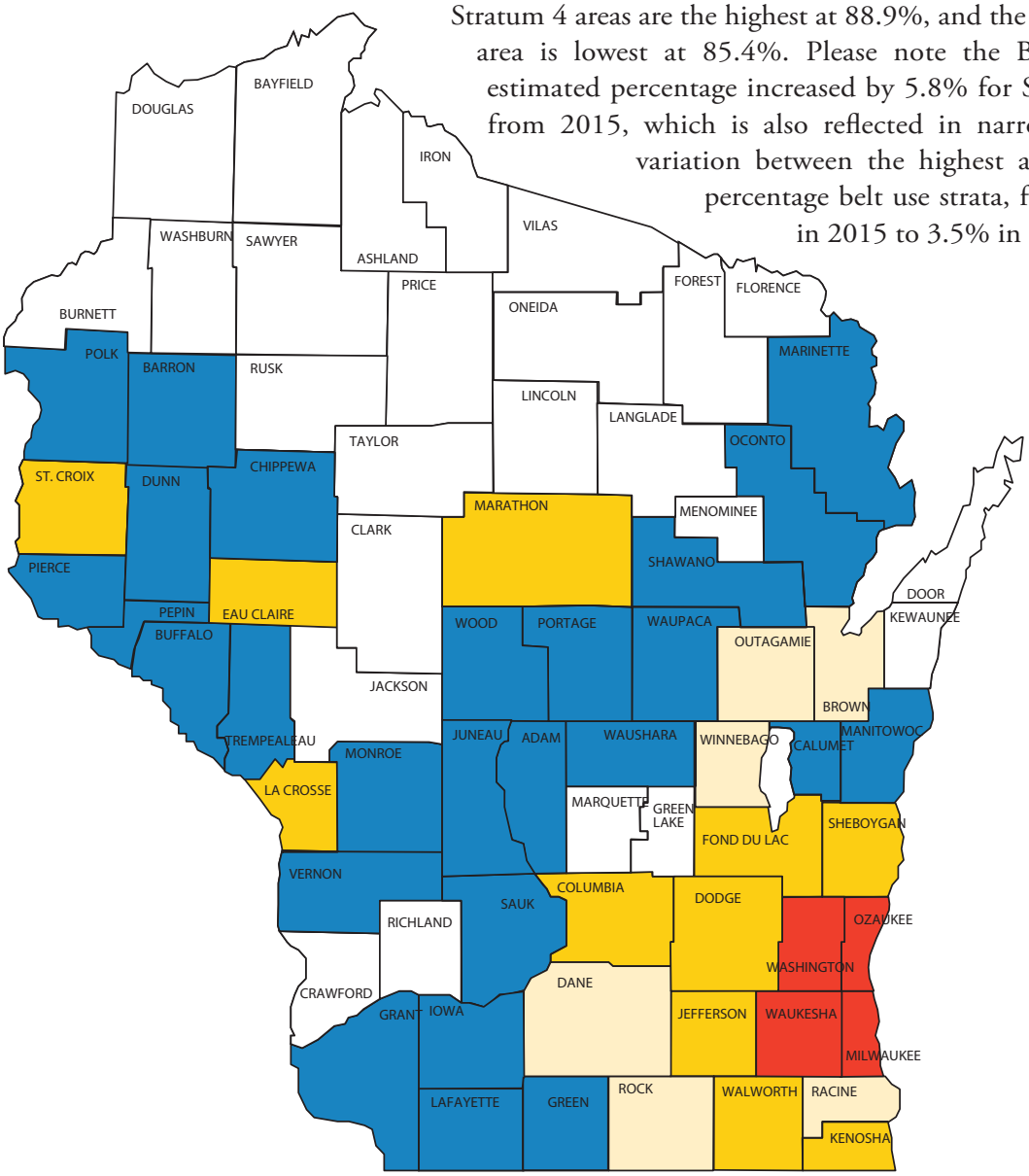
Caledonia	Greenfield
Eau Claire (two classes)	McFarland
Glendale	Viroqua
Grand Chute	Wausau

The new technicians represent many organizations and occupations including medical personnel, law enforcement, firefighters, public health staff, car dealership staff, AAA, and Safe Kids coalition representatives. There was a school bus passenger curriculum course added this year with ten participants.

WISCONSIN SAFETY BELT SURVEY STRATA

Belt Use by Region

Belt use varies by 3.5% across the state. The Stratum 3 and Stratum 4 areas are the highest at 88.9%, and the Stratum 2 area is lowest at 85.4%. Please note the Belt Usage estimated percentage increased by 5.8% for Stratum 1, from 2015, which is also reflected in narrowing the variation between the highest and lowest percentage belt use strata, from 9.8% in 2015 to 3.5% in 2016.



Strata	Belt Usage 2016
Stratum 1	86.0%
Stratum 2	85.4%
Stratum 3	88.9%
Stratum 4	88.9%

Stratum 1: Milwaukee, Ozaukee, Washington, and Waukesha Counties

Stratum 2: Brown, Dane, Outagamie, Racine, Rock, and Winnebago Counties

Stratum 3: Columbia, Dodge, Eau Claire, Fond du Lac, Jefferson, Kenosha, La Crosse, Marathon, Saint Croix, Sheboygan, and Walworth Counties

Stratum 4: Adams, Barron, Calumet, Chippewa, Dunn, Grant, Green, Iowa, Juneau, Lafayette, Manitowoc, Marinette, Monroe, Oconto, Pierce, Polk, Portage, Sauk, Shawano, Vernon, Waupaca, Waushara, and Wood Counties

Source: WisDOA Demographic Services

In 2016, there were 126 newly-certified car seat technicians for a total of 700 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 4,615 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
- Buckle Bear Costumes
- Buckle Bear Lap Puppet
- Fatal Vision Goggles
- Clicket the Cricket
- Toy Convincer
- Egg Helmet
- Spot the Tot
- Sammy the Squirrel

Grants to WINS used 402 funding instead of 405(b) funding as planned.

Data and Program Evaluation

The senior and aging driving project as well as the occupant protection program assessment were not completed due to time constraints.

BOTS contracted with UW-Whitewater to conduct the seat belt observational survey. In 2017, Wisconsin reached a record high of 89.4% compliance with its mandatory safety belt use laws.

OCCUPANT PROTECTION PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Obligated	Expended
2017-20-01-OP	402	Program Management	$90,000	$90,000.00	$61,118.57
2017-20-03-OP	402	Training and Support – Technical	$0	$184,342.00	$168,678.35
2017-20-05-OP	402	Enforcement	$630,000	$1,627,580.68	$1,417,974.24
2017-20-06-OP	402	Equipment	$580,000	$391,595.37	$359,462.28
2017-20-09-OP	402	Evaluation	$25,000	$0.00	$0.00
2017-25-03-M2	405b	Training and Support–Technical	$188,000	$0.00	$0.00
2017-25-05-M2	405b	Enforcement	$355,000	$432,561.80	$333,195.44
2017-25-06-M2	405b	Equipment	$45,000	$60,368.57	$36,323.16
2017-25-09-M2	405b	Evaluation	$100,000	$88,247.00	$75,509.01
Program Totals			**$2,013,000**	**$2,874,695.42**	**$2,452,261.05**

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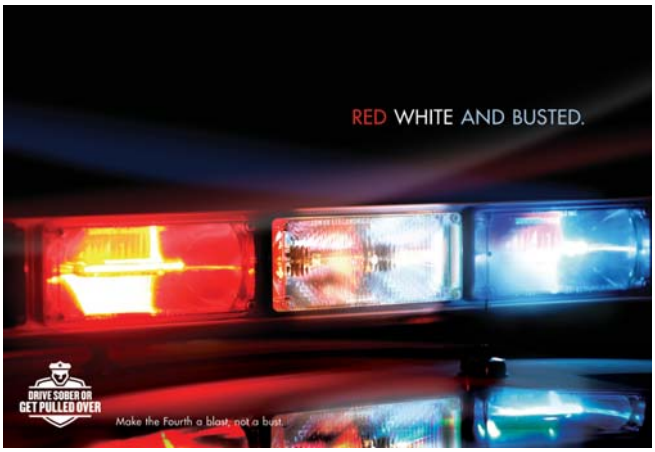
Impaired Driving Program

PERFORMANCE GOALS AND MEASURES

Wisconsin did not meet its goal of a 5% decline from the prior five year (2011-2015) rolling average of 186.4 to 177 impaired driving fatalities related to alcohol. There were 193 alcohol-related impaired driving fatalities in 2016 using Fatality Analysis Reporting System (FARS) data.

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. Evidence-Based Enforcement
4. Drug Evaluation and Classification Program
5. Criminal Justice System
6. Evaluation



Alcohol and Drug Related Motor Vehicle Crashes	
2011-2015 Baseline	9.24/100M VMT
2016 Goal	8.78/100M VMT
2016 Actual	8.88/100M VMT
Resulting Deaths and Incapacitating (A) Injuries	
2011-2015 Baseline	1.36/100M VMT
2016 Goal	1.29/100M VMT
2016 Actual	1.22/100M VMT
Proportion of Alcohol and Drug Related Fatalities	
2011-2015 Baseline	48.69%
2016 Goal	46.25%
2016 Actual	34.18%
Proportion of Alcohol and Drug Related Fatalities and 'A' Injuries	
2011-2015 Baseline	21.29%
2016 Goal	20.23%
2016 Actual	20.84%
Crashes involving alcohol (15-24 year olds)	
2011-2015 Baseline	185.77/100K pop.
2016 Goal	176.48/100K pop.
2016 Actual	167.62/100K pop.

Program Management and Strategic Planning

BOTS staff coordinated, planned, and managed 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 Highway Safety Plan 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.

The Bar Buddies programs in Sauk Prairie, Baraboo, and Reedsburg continued to offer alternative transportation to homes as well. Two new Bar Buddies programs started in May in Lodi and Spring Green. 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 and transportation costs utilizing marketing and materials developed by BOTS.

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

BOTS previously developed a Drive Sober mobile application (app) for smart phones, and as of August 2017, nearly 73,500 people have accessed the app. 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.

Evidence-Based Enforcement

BOTS partnered with multiple counties and municipalities and provided overtime funding for evidence-based high-visibility enforcement. Law enforcement agencies were selected using the evidence-based targeting methodology discussed in the Highway Safety Plan. We encouraged law enforcement agencies to make OWI a priority by educating the public, having zero tolerance for impaired driving, sponsoring media events, and working overtime in geographical areas where impaired driving is highest. We provided overtime 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.

Wisconsin had 24 multi-jurisdictional impaired driving task forces throughout the state in 2017. 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 and temporary deputization to MOUs that allowed officers to work jurisdictions outside of their own. The various projects received considerable attention from the media and had

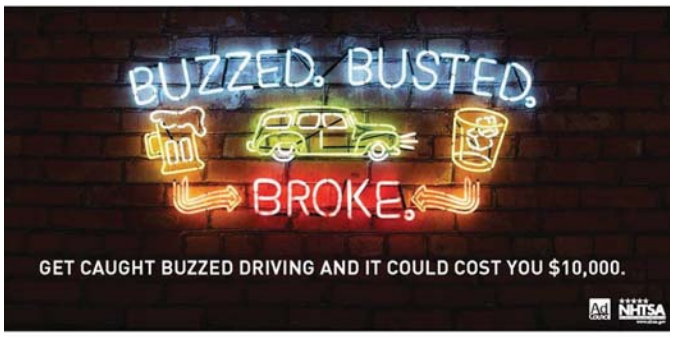
a strong social media presence, which included Facebook pages dedicated to OWI task forces.

The 2017 Drive Sober or Get Pulled Over-Labor Day national enforcement mobilization had 139 participating law enforcement agencies, and the fiscal year 2017 Drive Sober or Get Pulled Over – Winter Holidays mobilization had 192 participating agencies. Fiscal year 2017 equipment grants were provided to some agencies that participated in the Drive Sober or Get Pulled Over national enforcement mobilization that also fulfilled BOTS guidelines for conducting high-visibility enforcement, committed themselves to community education, and engaged the local media. The equipment is used for ongoing high-visibility enforcement activities within their jurisdictions to improve traffic safety.

Projects in the 2017 HSP using 405d IID or 24/7 funds were not completed since Wisconsin did not qualify for those funds.

Drug Evaluation and Classification Program

BOTS funded Drug Recognition Expert (DRE) training including instructor wages, printing, supplies, and lodging for students and instructors. An additional DRE school was held in the spring, which was funded by the Wisconsin Department of Health Services. Both training programs were held in Milwaukee. The grant provided the DRE Program Oversight Committee with support for a contractor position. There was an interim coordinator in 2017,



and there is a now a contracted DRE Coordinator. 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 national focuses.

The Wisconsin DRE program was awarded additional funds through Governors Highway Safety Association and the Foundation for Advancing Alcohol Responsibility to conduct additional ARIDE trainings. The trainings started in the summer of 2017 and will continue until December of 2017. When these trainings are complete, 19 additional ARIDE trainings will have occurred.

Criminal Justice System

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

BOTS worked with the Wisconsin Department of Health Services to fund start-up costs for OWI courts and drug courts. These funds were used to implement the program and to send new program staff members to training sponsored by the National Center for DWI Courts (NCDC). Six counties participated in 2017,

though not all counties requested funding since one training session was in Dane County.

24-7 sobriety programs are in the process of being created by the Wisconsin Department of Justice. This project had no expenditures in 2017 since these programs are still being developed.

Evaluation

Drugged Driving Pilot Data

In federal fiscal year 2016, 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 regarding driving under the influence of drugs in Dane County to identify the size and scope of the state's drugged driving problem. A project was included in the 2017 Highway Safety Plan for any work that needed to be completed with this project in federal fiscal year 2017; however, all work was completed during federal fiscal year 2016.

Data and Program Evaluation

A survey was conducted by the University of Wisconsin Survey Center to evaluate the effectiveness of public service announcements during an enforcement effort. The results are pending.

IMPAIRED DRIVING PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Obligated	Expended
2017-30-06-AL	402	Equipment	$400,000	$178,115.04	$176,946.76
2017-31-01-M5	405d	Program Management	$90,000	$75,000.00	$76,498.50
2017-31-03-M5	405d	Training and Support–Technical	$560,000	$582,366.03	$440,738.86
2017-31-04-M5	405d	Training and Support–Community	$150,000	$74,138.00	$62,706.33
2017-31-05-M5	405d	Enforcement	$2,500,000	$1,878,059.52	$1,535,100.90
2017-31-09-M5	405d	Evaluation	$85,000	$63,600.41	$57,739.86
2017-37-05-XX	405d (24/7)	Enforcement	$165,000	$0.00	$0.00
2017-37-05-XX	405d (IID)	Enforcement	$430,000	$0.00	$0.00
2017-39-04	State 531	Transportation Alternatives	$700,000	$568,500.00	$568,165.92
Program Totals			**$5,080,000**	**$3,419,779.00**	**$2,917,897.13**

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Police Traffic Program

PERFORMANCE GOALS AND MEASURES

Speed-related traffic fatalities have increased from the prior five-year rolling average (2011-2015) of 183 to 212 using Fatality Analysis Reporting System (FARS) data. Wisconsin did not meet either of its goals—reducing combined fatalities and serious injuries in speed-related crashes as well as the number of speed-related crashes.

Speed Related Crashes	
2011-2015 Baseline	31.67/100M VMT
2016 Goal	30.09/100M VMT
2016 Actual	30.59/100M VMT

Combined Fatalities and Serious 'A' injuries	
2011-2015 Baseline	1.65/100M VMT
2016 Goal	1.57/100M VMT
2016 Actual	1.58/100M VMT

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 employs evidence-based law enforcement aimed at preventing speed and aggressive driving related fatalities and serious injuries.

Evidence-Based Law Enforcement

BOTS planned statewide participation, encouraged voluntary participation, and provided overtime funding for the speed and aggressive driving evidence-based enforcement campaign in areas most at risk for speed-related traffic violations, crashes, and traffic fatalities as determined by the targeting methodology described in detail in the Highway Safety Plan. BOTS encouraged coordination between county and local law enforcement by employing multi-jurisdictional task forces.

BOTS funded 62 traffic enforcement missions of the Wisconsin State Patrol's Air Support Unit during federal fiscal year 2017.

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.

Equipment

Some equipment described in the Community Traffic Safety Program section was vouched as a part of the Police Traffic Program.

FFY 2017 Enforcement Summary Totals	
# Officers Deployed	13,592
Total OT Hours	54,138
Total Straight Time Hours	10,525
Safety Belt Citations OT	17,272
Safety Belts Citations Straight	820
Child Restraint Citations OT	259
Child Restraint Citations Straight	20
Speed Citations OT	14,144
Speed Citations Straight	1,732
OWI Citations OT	1,368
OWI Citations Straight	609
OAR Citations OT	6,887
OAR Citations Straight	857
Open Intox Citations OT	285
Open Intox Citations Straight	39
Vehicle Reg Citations OT	4,431
Vehicle Reg Citations Straight	594
Vehicle Equip Citations OT	1,936
Vehicle Equip Citations Straight	284
All Other Citations OT	14,237
All Other Citations Straight	1,857
Drug Arrests	788
Felony Arrests	248
Misdemeanor Arrests	606
Warrants Served	1,142

Data as of Nov. 14, 2017

POLICE TRAFFIC PROGRAM—BUDGET SUMMARY					
Account	**Fund**	**Program Activity**	**Planned**	**Obligated**	**Expended**
2017-40-05-PT	402	Enforcement	$675,000	$790,920.48	$598,465.66
2017-40-06-PT	402	Equipment	$0.00	$34,990.00	$19,832.19
Program Totals			**$$675,000**	**$825,910.48**	**$618,297.85**

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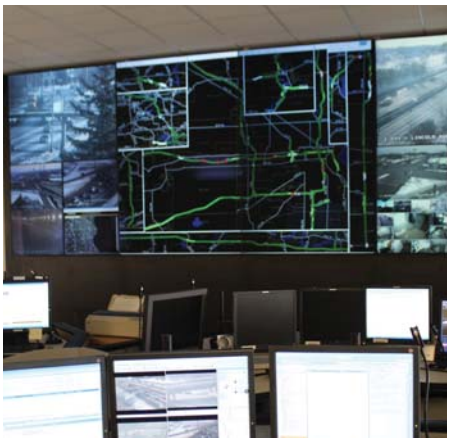
Traffic Records Improvement Program

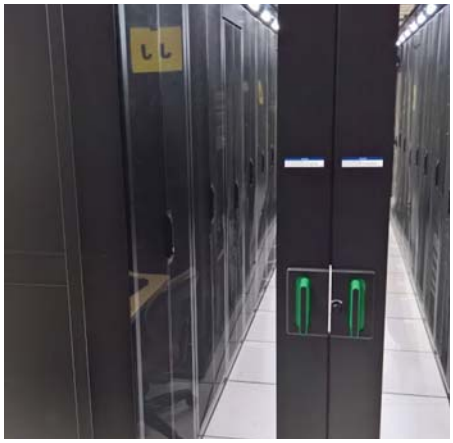


In 2015, NHTSA conducted a traffic records assessment in Wisconsin. BOTS staff used the recommendations contained within that report to draft the most recent (2018) Traffic Records Strategic Plan (TRSP). This plan has been coordinated with Wisconsin's Strategic Highway Safety Plan (SHSP) and the Highway Safety Plan to create and support a statewide integrated data collection network. This data network in turn supports effective analytical tools which allow BOTS analysts and others to measure the needs of the state traffic records system.

The following is a summary of the projects funded and completed during the 2017 federal fiscal year.

Program Management/Analysis

BOTS staff coordinated the traffic records program grant funding and chaired the Traffic Records Coordinating Committee (TRCC), which held four meetings throughout the year. Staff assisted with strategic plan development and implementation, developed the 2017 application for a 405(c) State Traffic Safety Information System Improvements grant, and updated the Traffic Records Strategic Plan, which was approved in the spring of 2017 by TRCC voting members. BOTS continued to increase the number of relationships with partners as well as internal and external stakeholders. This program also supported a program evaluation analyst position with 402 funding.



EMS Training for the Wisconsin Ambulance Run Data System (WARDS)

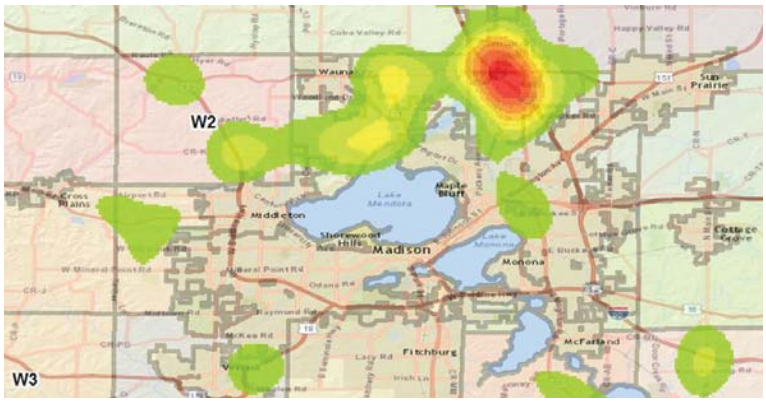
WARDS connects emergency medical services (EMS) data automatically into the trauma registry. Federal funds allowed for the training of EMS personnel in the field in regards to data entry procedures and best-practices for this system to ensure data quality for the crucial data link between first responders and hospitals.

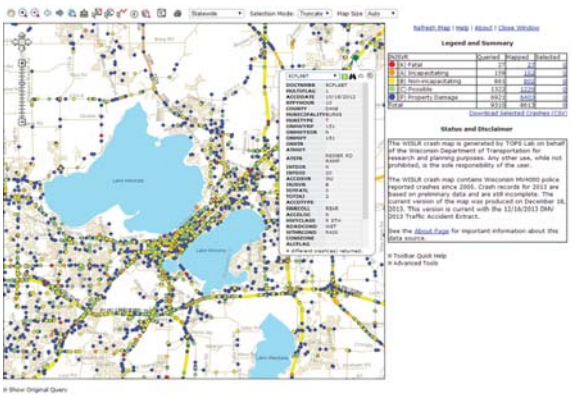
Critical Care Module for WARDS

This project proposed to automate the transfer of data between EMS services and hospitals in WARDS. It also was intended to increase the number of fields entered and transferred. However, due to implementation-related delays, the Wisconsin Department of Health Services (DHS) decided not to purchase the Critical Care Module during this fiscal year.

Crash Outcome Data Evaluation System (CODES): Enhancement/ Report Generation and Analysis

BOTS supported DHS in their ongoing efforts to link crash and health care data to assess the injury and





financial impacts of crashes in Wisconsin. DHS staff continued to analyze, maintain, and provide this information in a variety of formats through a comprehensive online querying system accessible to governmental, educational, and non-profit institutions.

CODES Reporting and Data Linkage

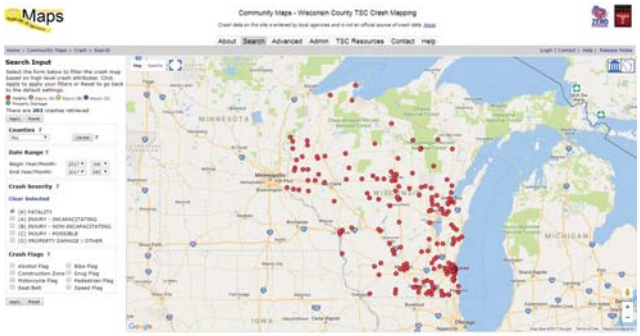
The Center for Health Systems Research and Analysis (CHSRA) at the University of Wisconsin-Madison merged Wisconsin inpatient and emergency department (ED) data with crash data for calendar year 2016, including inpatient and ED data from Minnesota and Iowa for 2016. The project developed injury severity 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

Federal grants allowed DHS to engage in hospital data modernization, process improvement, hospital data governance, project development, and project management and planning activities. There were several parts to this project: the change from annual to quarterly processing of new records, the acquisition and matching of records from Wisconsin patients treated in Iowa and Minnesota, and the conversion and coding of diagnosis codes from the International Classification of Diseases (ICD)-9 Standard to the ICD-10 Standard.

Automation / BadgerTraCS (Traffic and Criminal Software) Implementation

BOTS expended a modest amount of money to help the remaining few agencies throughout the state not yet using BadgerTraCS—the automated crash and citation reporting system used by Wisconsin—join the system. Many of these remaining agencies were small, rural agencies; financial help from the state was therefore crucial in integrating BadgerTraCS use into their law enforcement agency.



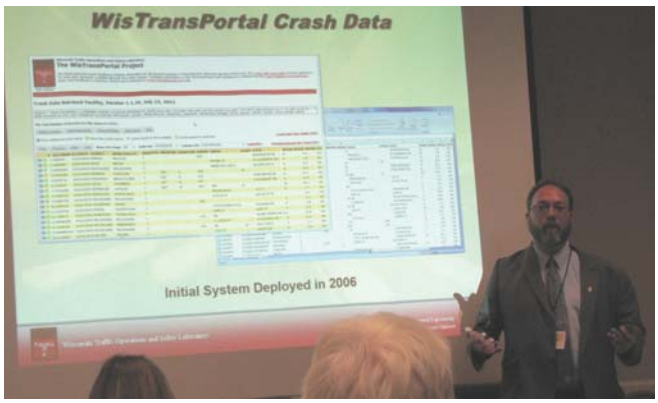
Community Maps Improvement

BOTS worked with the University of Wisconsin-Madison Traffic Operations and Safety (TOPS) Laboratory to improve and expand the Community Maps interface, which allows users to query and visualize crash patterns in the state of Wisconsin. Specific attention was paid to improving the user experience (while also expanding upon the number of data fields that can be visualized). Iterative improvements continued to be made in the system through feedback from Traffic Safety Commission members and from the second annual Community Maps Users' Group Meeting.

Crash Database Project and New Crash Data Review

In federal fiscal year 2017, BOTS staff worked to coordinate the new, all-digital crash records database, which was moved from the Wisconsin Division of Motor Vehicles (DMV) to BOTS. BOTS staff also updated the MV4000, the 20-year-old crash notification form that law enforcement used to describe a

crash (and which feeds into the crash database). The department conducted rigorous planning and testing of the database before its live introduction on January 1, 2017. They also conducted law enforcement training sessions before and after the database launch, and answered countless data entry questions from law enforcement officers throughout 2017.



Law Enforcement Traffic Records Data Warehouse Pilot Development

BOTS worked internally and with TOPS to study possible data linkages associated with various data sets (licensing and registration information, roadway geometry, citation and adjudication figures, EMS data, coroner information, and health records). BOTS and TOPS worked throughout the year to determine the best way to link the data to crash records.

Predictive Analytics Resource Allocation Mapping and Analysis

This project will allow law enforcement leadership and patrol officers to interactively map the predicted type and number of crashes based upon past crash locations, weather, season, road condition, and other factors. This

project, led by the State Patrol, has been underway since the early part of 2017. State Patrol leadership expects a working prototype to be complete at the end of the calendar year.

National Model Steering Committee Travel

This project funded the travel for two people to attend the February and August 2017 National Model Steering Committee meetings. Information on the Wisconsin TraCS system and data collection was shared with others and best practices from other states was taken back to Wisconsin.

Equipment-Trimble S5 Robotic Total Stations

In federal fiscal year 2017, BOTS provided funds to local agencies to assist in the purchase of technologies which forensically map crashes causing serious injuries and fatalities. This technology will allow law enforcement to better understand the factors behind a crash and will improve the timeliness, accuracy, completeness, uniformity, accessibility, and integration of crash data and crash reconstruction reports.

TRAFFIC RECORDS IMPROVEMENT PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Obligated	Expended
2017-50-01-TR	402	Program Evaluation Analyst	$90,000	$96,000.00	$51,854.65
2017-58-01-M3	405c	Program Management	$16,000	$6,000.00	$2,591.48
2017-58-03-M3	405c	Training and Support – Community	$579,000	$537,739.06	$409,937.76
2017-58-06-M3	405c	Equipment	$200,000	$305,655.62	$301,952.95
Program Totals			**$885,000**	**$945,394.68**	**$766,366.84**

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EMS Improvement Program

PERFORMANCE GOALS AND MEASURES

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	
2011-2015 Statewide 5-year Average Baseline	82.4%
2016 Statewide Goal	86.5%
2016 Actual	89.4%

Injury-to-Death Ratios	
2013-2015 Statewide 3-year Average Baseline	76.7 to 1
2016 Statewide Goal	80.6 to 1
2016 Actual	73.6 to 1

Publicity and Outreach

BOTS offered grants to the Wisconsin Department of Health Services (DHS) for course materials and supplies for initial first responders. While our goal to expand EMS publicity and outreach through these grants did not transpire during 2017, BOTS will continue to work with DHS and other partners to develop EMS recruitment and training.

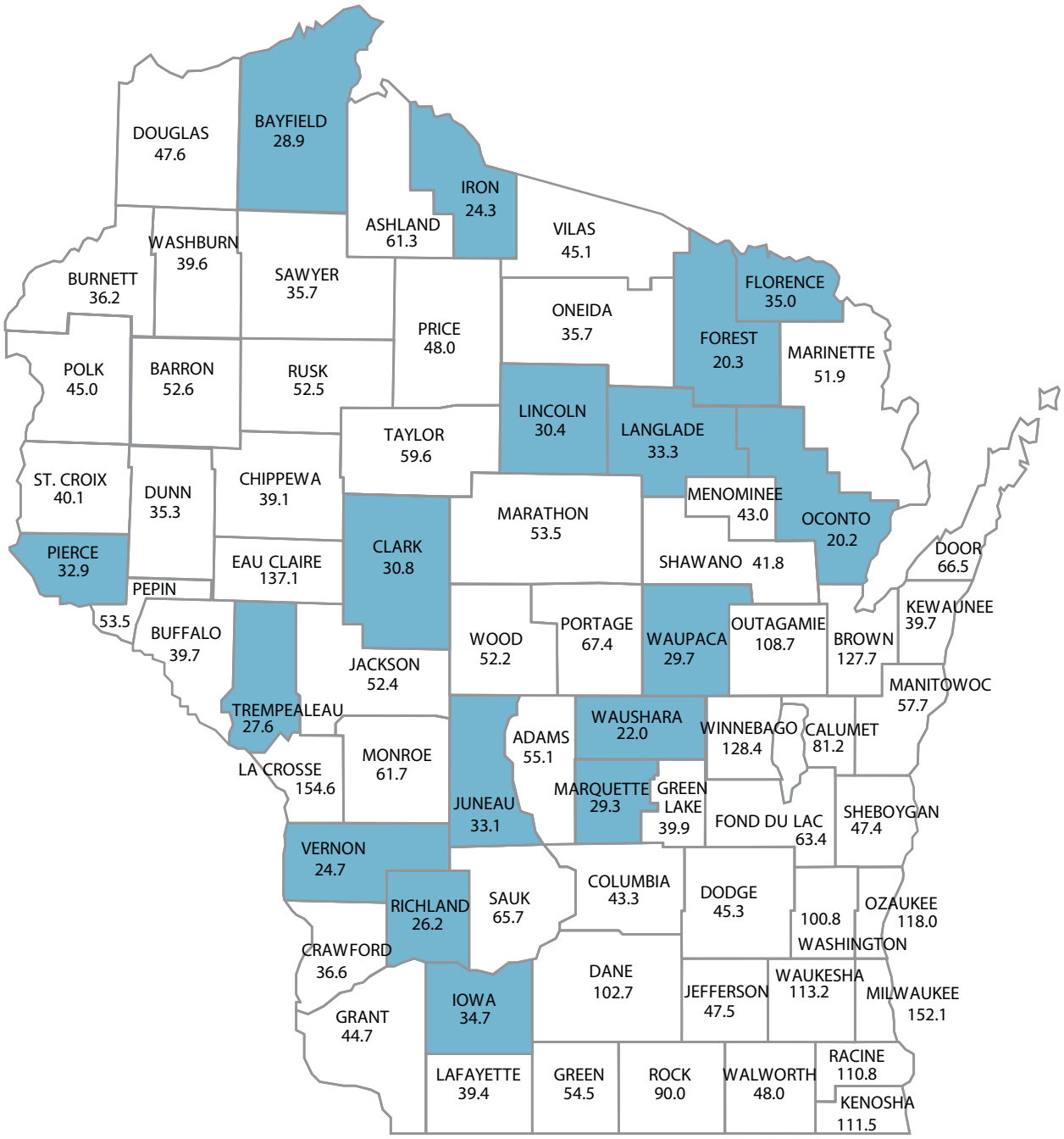
Emergency Response Training

At the Governor's Conference on Highway Safety, BOTS hosted an EMT Basic six-hour refresher class conducted by DHS. Although it provided the space for this class, BOTS did not fund this class or provide other funding for training.

EMERGENCY MEDICAL SERVICES IMPROVEMENT PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Obligated	Expended
2017-60-02-EM	402	PI&E	$50,000	$46,500.00	$0.00
2017-60-03-EM	402	Training and Support – Technical	$50,000	$40,500.00	$0.00
Program Totals			**$100,000**	**$87,000.00**	**$0.00**

MAP 07-02: 2013-2015 3-YEAR AVERAGE INJURY-TO-DEATH RATIOS



State Average Injury-to-Death Ratio

2016	73.6
2013-2015	76.7

Source: WisDOT Crash Database

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

Motorcyclist Safety Program

PERFORMANCE GOALS AND MEASURES

Motorcyclist fatalities rose in 2016. Furthermore, per NHTSA, motorcyclists accounted for 14.1% of total fatalities nationwide in 2016, while in the same year, they accounted for 14.5% of Wisconsin's traffic fatalities. The program did not reach its goal of a 5% decrease over the prior five-year rolling average of 88.8 (2011-2015). It did, however, meet two out of three of its other goals for the Wisconsin Motorcyclist Safety Program (WMSP), as shown in the table to the right.

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

1. Program Management
2. Motorcycle Rider Education and Training
3. Motorcycle Operation under the Influence of Alcohol or Other Drugs Law Enforcement
4. Communication and Outreach
5. Program Evaluation
6. Motorcycle Awareness and Motorist Education

Motorcycle/MoPed Crashes	
2011-2015 Baseline	2,544
2016 Goal	2,417
2016 Actual	2,437
Combined Fatalities and Incapacitating Injuries in Motorcycle/MoPed Crashes	
2011-2015 Baseline	682
2016 Goal	648
2016 Actual	596
Motorcycle/MoPed Killed and Injured	
2011-2015 Baseline	2,369
2016 Goal	2,250
2016 Actual	2,224

Program Management

The program manager coordinated, planned, and managed the WMSP. This includes providing support for the Wisconsin rider education program and providing support to training sites.

Motorcycle Rider Education and Training

During the 2017 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.

BOTS was unable to purchase training motorcycles, three-wheel motorcycles, or other motorcycle trainers due to timing and challenges with addressing Buy America Act restrictions. BOTS is considering purchasing traffic simulators and support equipment/materials during this next fiscal year. This project was funded with 405(f) funds instead of 402 funds as planned.

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

This activity was planned with federal project ID 2017-70-05-MC, but instead this project used the federal ID of 2017-31-05-M5 and is reported in the impaired driving section. This grant funded an impaired driving enforcement campaign during a motorcycle rally in Tomahawk.

The five tenets of this impaired driving countermeasure in the WMSP include:

- Riding Sober - Free of alcohol and/or drugs
- Get Trained and Get Licensed - Obtain your license to operate a class M vehicle 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.

Communication and Outreach

Throughout 2017, 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 2017, THE REF once again hit the road to participate in over 50 events and activities statewide. Since THE REF cannot be present at all 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). This nimble format has been a great addition to the outreach program, and we expect its popularity with our local partners to increase. BOTS has four part-time community service specialists who work with THE REF. This project used 402 funds instead of 405f funds as planned.

Program Evaluation

This project evaluated the effectiveness and consistency of program delivery for the WMSP. The program evaluated training venues to ensure that they followed curriculum provider standards. The evaluation team

worked with individual coaches and sites in a mentoring capacity to bring sites and trainers into compliance with curriculum standards. In an effort toward continuous improvement, two instructors from MSF facilitated a two-day certification course to update our quality assurance team on the latest evaluation standards MSF sets forth. The course also included information to assist with using the new online portal for tracking Quality Assurance visits and any necessary follow up.

Motorcycle Awareness and Motorist Education

For the 2017 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 on efforts to help make Wisconsin roadways safer for motorcyclists. This included 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. Awareness messages were displayed on the Interstate highway system's dynamic message boards. This project was completed with funding generated from the sale of "Share the Road" license plates that have been developed in partnership with Harley-Davidson.

MOTORCYCLIST SAFETY PROGRAM—BUDGET SUMMARY					
Account	**Fund**	**Program Activity**	**Planned**	**Obligated**	**Expended**
2017-79-01	State 562	Program Management	$120,000	$77,656.64	$77,656.64
2017-79-04	State 562	Training and Support – Community	$463,000	$312,297.91 (encumbered)	$74,629.81
2017-79-07	State 535	Paid Media	$100,000	$175,656.66	$175,656.66
2017-70-03-MC	402	Training and Support– Technical	$60,000	$0.00	$0.00
2017-70-04-MC	402	Training and Support – Community	$0	$220,000.00	$143,570.21
2017-70-05-MC	402	Enforcement	$50,000	$0.00	$0.00
2017-70-06-MC	402	Equipment	$100,000	$0.00	$0.00
2017-72-03-M9	405f	Training and Support – Technical	$0	$200,000.00	$28,105.67
2017-72-04-M9	405f	Training and Support – Community	$220,000	$0.00	$0.00
2017-72-09-M9	405f	Evaluation	$5,000	$20,000.00	$19,989.36
Program Totals			**$1,118,000**	**$1,005,611.21**	**$519,608.35**

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Pedestrian and Bicyclist Safety Program

PERFORMANCE GOALS AND MEASURES

The pedestrian safety program fell below its goals for calendar year 2016 for the number of pedestrian-motor vehicle crashes and pedestrian injuries as proportions of the state population. The program met its goal for the number of combined fatalities and incapacitating (A) injuries as a proportion of the population. In addition, there were 49 pedestrian fatalities in 2016, lower than the previous year's total of 54, although this was higher than the 2011-2015 average of 46.

The bicyclist safety program surpassed two of three goals for calendar year 2016. It met its goals for lowering the number of bicycle-motor vehicle crashes as well as the number of bicyclist injuries as a proportion of the state's population. The program did not meet its goal for the number of combined fatalities and incapacitating (A) injuries as a proportion of the population. There were four fewer bicyclist fatalities in 2016 than in 2015 (from 15 to 11), which places the number of bicyclist fatalities in 2016 slightly higher than the 2011-2015 average of 10.4.

The pedestrian and bicyclist safety program uses training and outreach as well as law enforcement 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	
2011-15 Baseline	21.82/100K pop.
2016 Goal	20.73/100K pop.
2016 Actual	21.68/100K pop.
Combined Fatalities and Serious 'A' Injuries	
2011-15 Baseline	4.52/100K pop.
2016 Goal	4.30/100K pop.
2016 Actual	4.28/100K pop.
Pedestrian Injuries	
2011-15 Baseline	21.72/100K pop.
2016 Goal	20.64/100K pop.
2016 Actual	21.28/100K pop.

Bicyclist-Motor Vehicle Crashes	
2011-15 Baseline	17.71/100K pop.
2016 Goal	16.82/100K pop.
2016 Actual	15.90/100K pop.
Combined Fatalities and Serious 'A' Injuries	
2011-15 Baseline	1.78/100K pop.
2016 Goal	1.69/100K pop.
2016 Actual	2.01/100K pop.
Bicyclist Injuries	
2011-15 Baseline	16.32/100K pop.
2016 Goal	15.50/100K pop.
2016 Actual	14.89/100K pop.

Program Management

During the 2017 federal fiscal year (FFY), the program manager planned and managed the state pedestrian and bicyclist safety program and worked with several agencies and programs to increase the number of people trained and educated on pedestrian and bicyclist safety and the rules of the road. The program manager also coordinated pedestrian safety training for planners, engineers, and safety advocates as well as the Pedestrian/Bicycle Ambassadors and Teaching Safe Bicycling programs. This position will continue to work with several agencies and non-profit programs to educate and improve pedestrian/bicyclist safety.

The program manager is 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.

Training and Outreach Program

BOTS held four Teaching Safe Bicycling courses in Fitchburg, Milwaukee, Platteville, and Menasha. Approximately 15 people attended each course, 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 2017-80-04-PS was not completed as no agencies expressed interest in the grants for bicycle training and rodeos.

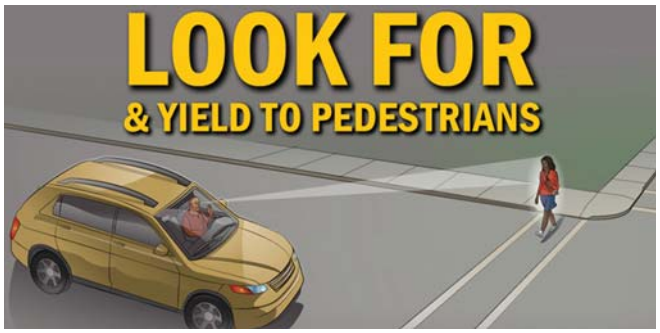
In 2017, BOTS was unable to develop a neighborhood program to develop walking and biking related to Safe Routes in Milwaukee.

BOTS was unable to provide two walking workshops with the Department of Health Services Active Community Programs. BOTS will aim to complete this program in FFY 18.

BOTS held two Designing for Pedestrian Safety courses in FFY 2017 with one in Madison and one in Milwaukee. 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 vehicles, roundabouts, and other traffic calming measures. The high level of participation is encouraging and there are plans to increase the number of workshops offered in upcoming years.

Law Enforcement

In FFY 2017, there were two pedestrian high-visibility enforcement (HVE) projects involving the Milwaukee and Madison police departments. Both communities have several miles of bicycling, walking, and hiking trails with Madison recognized as a platinum 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 Milwaukee to attain a silver level rating. With support from BOTS grant funding, the police departments used 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, and data-driven enforcement.



BOTS held a two-day pedestrian/bicycle law enforcement course for 20 law enforcement officers in Madison and Milwaukee. This allowed the trained officers to increase awareness of pedestrian, bicycle and motor vehicle violations and education.

Public Information and Education

BOTS updated and printed cards on pedestrian and bicyclist legal rights and responsibilities. Cards promote current laws and proper etiquette. Share and Be Aware ambassadors talked with several driver education instructors and provided pedestrian and bike DVDs that will be used during driver education classes. BOTS continues to work with the Bicycle Federation of Wisconsin on a statewide Share and Be Aware program. The program maintained ambassadors in twelve areas of the state that provided training and education to pedestrians, bicyclists, and motorists. The ambassadors provided training to some law enforcement agencies throughout the state.

PEDESTRIAN AND BICYCLIST SAFETY PROGRAM—BUDGET SUMMARY					
Account	**Fund**	**Program Activity**	**Planned**	**Obligated**	**Expended**
2017-89-01	State 562	State Program Manager	$87,000	$49,257.94	$49,257.94
2017-80-03-PS	402	Training and Support–Technical	$90,000	$24,819.00	$19,139.28
2017-80-04-PS	402	Training and Support–Community	$5,000	$0.00	$0.00
2017-80-05-PS	402	Enforcement	$100,000	$89,798.24	$67,373.95
Total			**$282,000**	**$163,875.18**	**$135,771.17**

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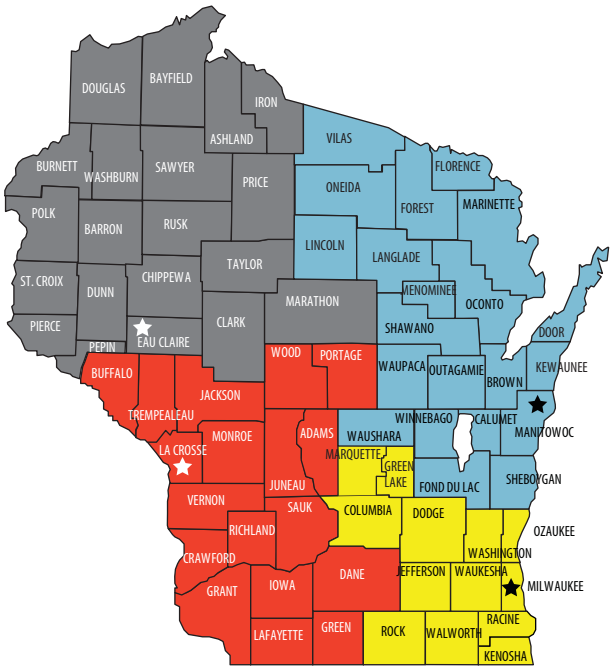
Community Traffic Safety Program

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.

Program Management

The Bureau of Transportation Safety employed 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 benefited from federal highway safety grant funds and some of these programs were locally supported.

Fortunately for Wisconsin, state law requires that each county create a Traffic Safety Commission (TSC) that meets at least quarterly to review fatal traffic crashes and 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 the TSCs with legislative updates, traffic-related statistics such as fatality reports, information about available grants and DOT initiatives, and upcoming mobilizations. The RPMs have been integral in expanding use of a tool called Community Maps. Use of Community Maps in



Bureau of Transportation Safety (BOTS) Regions

TSC meetings has provided a much more in-depth discussion of fatalities and the behavioral elements found in all crashes. The Community Maps program shows where crashes caused by impaired driving and speed are located within a community. The RPMs have also been integral in the development of many of the state's multi-jurisdictional high-visibility task forces. These task forces focused on various behavioral highway safety issues including OWI, safety belts, speed, pedestrian safety, and distracted driving.

With the addition of a second law enforcement liaison (LEL) in August 2016, and a third in March of 2017, BOTS could further expand outreach to all TSCs in Wisconsin. In addition to the ongoing focus of supporting the TSC functionality, the LELs also attended various law enforcement conferences such as the Wisconsin Chiefs of Police Association, the Wisconsin Sheriff's and Deputy Sheriff's Association, and the Wisconsin Traffic Safety Officer's Association. Attendance at these conferences allowed the LELs to promote law enforcement involvement in their local TSC, as well as participation in national mobilizations. To increase awareness of and participation in TSCs, LELs gave several presentations to various stakeholder organizations around the state. They also again hosted regional TSC Coordinator meetings, which received very positive feedback from attendees. One example of collaboration with the TSC Coordinators was the facilitation by the LELs to have the Wisconsin Highway Safety Coordinator's Association develop All-Terrain Vehicle (ATV) Route Guidelines.

LELs also made significant progress in expanding the use of Community Maps, providing onsite user training at over two dozen law enforcement agencies and numerous TSCs. Additionally, the LELs have worked with analysts to develop additional localized data for specific problem areas at TSC meetings. LELs also contributed significantly to the implementation of the new crash report form, primarily assisting with outreach but also troubleshooting issue areas such as the quality of data provided by law enforcement.

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

Law Enforcement Recognition Luncheon

After the annual Governor's Conference on Highway Safety, BOTS holds a luncheon to recognize law enforcement agencies that participated in our grants or in a national enforcement mobilization that year. Some agencies that demonstrate a commitment to high-visibility enforcement and community education, receive an equipment grant during the luncheon for conducting ongoing high-visibility enforcement within their jurisdictions to improve traffic safety. The equipment grants awarded during FFY 2017 were for grants awarded during the 2016 law enforcement recognition luncheon.

COMMUNITY TRAFFIC SAFETY PROGRAM—BUDGET SUMMARY					
Account	**Fund**	**Program Activity**	**Planned**	**Obligated**	**Expended**
2017-90-01-CP	402	Program Management	$284,000	$447,000.00	$454,599.42
2017-90-04-CP	402	Grants Management System / Community Outreach	$215,000	$180,000.00	$66,515.89
2017-90-06-CP	402	Equipment	$375,000	$75,159.20	$74,485.73
Program Totals			**$784,000**	**$702,159.20**	**$595,601.04**

STATE OF WISCONSIN
2017
Annual Report

Media and Outreach Program

Program Management

A program manager coordinated, planned, and managed the state's program for paid media as well as public information and education (PI&E). The program manager encouraged participation in mobilizations and coordinated PI&E efforts with other BOTS staff and law enforcement liaisons. BOTS worked with its partners to develop handouts, presentations, and other media campaigns.

Public Information and Education–Occupant Protection

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 a public relations agency to create a state-specific occupant protection message using Click It or Ticket. BOTS re-printed materials created in previous years, and reviewed previously produced information and materials for accuracy. Although BOTS did not work through the Wisconsin Compensation Rating Bureau as indicated in the HSP, BOTS is engaged in preliminary discussions with employers and their associations to encourage safety belt use for their employees. WisDOT received awards for its public service announcements in 2017, including a Telly Award for the "One and the Same" drugged driving TV ad. This award was given to WisDOT and to its public relations agency by the American Advertising Federation–Madison.

In partnership with 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.

Occupant Protection Outreach Program – Rollover Convincer

The Rollover Convincer went to 57 events during the summer of 2017. Events 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 20,660. A former trooper is responsible for the program.

Communication Program–Impaired Driving

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. BOTS collaborated with partners and revised and updated all information. BOTS created a drugged driving commercial in partnership with the Wisconsin Department of Justice that aired during December 2017. BOTS also partnered with Wisconsin Badger Sports to help distribute information on Drive Sober or Get Pulled Over during sporting events.

Motorist Awareness and Motorcyclist Conspicuity

WisDOT and A Brotherhood Against Totalitarian Enactments (ABATE) of Wisconsin, a motorcycle advocacy organization, continued their collaborative efforts to encourage active Wisconsin motorcyclists that are riding without a proper license to obtain a class M license and complete an appropriate rider education course. BOTS provided posters to the Motorcycle Safety Advisory Committee, who delivered them to motorcycle dealerships, locations where motorcyclists congregate, driver training and rider education facilities, as well as other prominent venues. BOTS also put out television and radio advertisements through the Wisconsin Broadcasters Association.

Public Information and Education–Pedestrian and Bicyclist

BOTS created a pedestrian safety video, using the designs created for the bus service to help educate drivers on pedestrian safety. Regional Program Managers and Share and Be Aware staff talked with several driver education instructors and provided pedestrian and bike DVDs that will be used during driver education classes. BOTS continues to work with the Bicycle Federation of Wisconsin on a statewide Share and Be Aware program. The Share and Be Aware program has twelve ambassadors throughout the state that are providing training and education materials to pedestrians, bicyclists, and motorists.

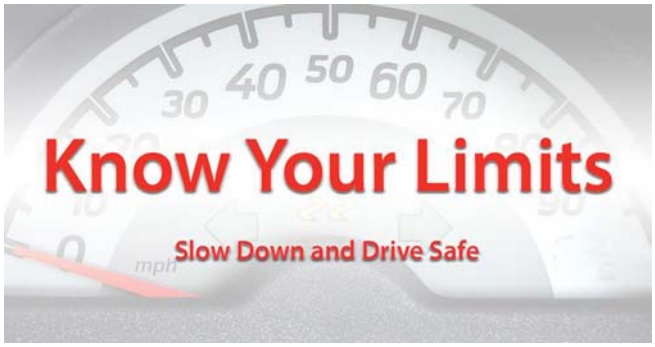
BOTS continued the partnership with Madison Metro Transit to install signage on some buses to help promote pedestrian safety within the city limits.

Prevention

BOTS began discussions with targeted businesses focused on high-risk behaviors of employees, but the project has not yet come to fruition. BOTS will continue to have discussions with targeted businesses or non-profit organizations in subsequent fiscal years.

Public Information and Education and Community Outreach

BOTS works with DaneNet to publish the Traffic Safety Reporter quarterly. The Traffic Safety Reporter is intended for the broader Wisconsin highway safety community. During 2017, 546 agencies participated in the Click or Ticket, Drive Sober, and Drive Sober-Winter mobilizations. Participation required media and community publicity activities by each agency. Results of enforcement activities are summarized in the police traffic section.



Paid Media

Funds were utilized for paid media using speed messages to targeted audiences. Following NHTSA guidelines, BOTS 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**	**Obligated**	**Expended**
2017-89-02	State 562	Pedestrian/Bicyclist Safety PI&E	$41,000	$8,239.18	$8,239.18
2017-40-01-PT	402	Program Management	$75,000	$81,750.00	$59,915.79
2017-80-02-PS	402	Pedestrian/Bicyclist Safety PI&E	$25,000	$50,000.00	$18,519.84
2017-90-02-CP	402	Community Traffic Safety PI&E	$575,000	$575,000.00	$330,800.31
2017-90-07-PM	402	Paid Media	$500,000	$500,000.00	$468,565.18
2017-25-02-M2	405b	Occupant Protection PI&E	$210,000	$302,971.07	$293,526.12
2017-31-02-M5	405d	Impaired Driving PI&E	$220,000	$272,000.00	$260,240.68
2017-31-07-M5	405d	Impaired Driving Paid Media	$250,000	$250,000.00	$95,562.42
2017-72-02-M9	405f	Motorcyclist Safety PI&E	$50,000	$50,000.00	$36,681.25
Program Totals			**$1,946,000**	**$2,089,960.25**	**$1,572,050.77**

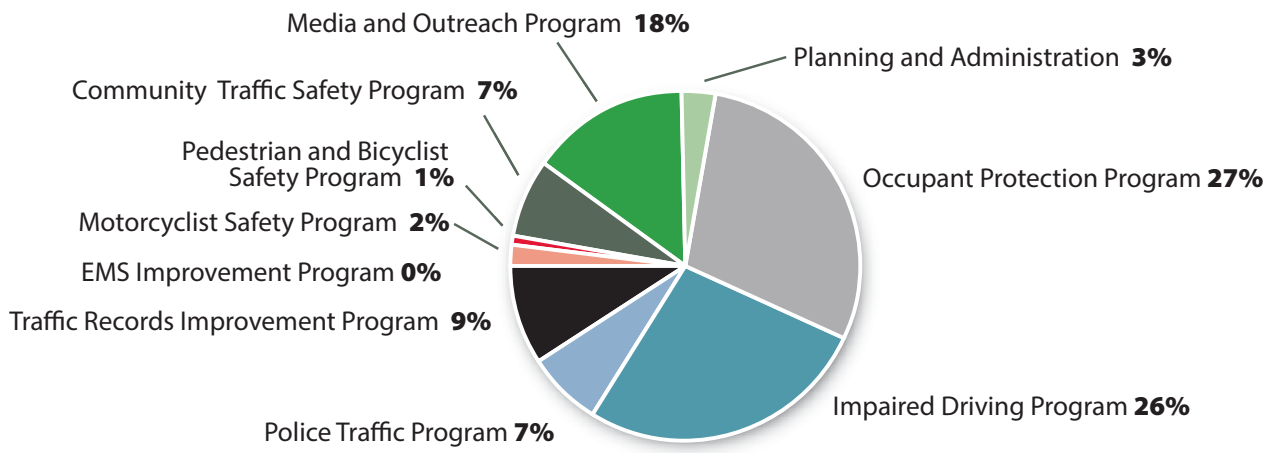
PAID MEDIA RECAP
OCTOBER 2016 - SEPTEMBER 2017

DATES	MEDIUM	PAID	PSA	IMPRESSIONS	DOT GROSS	MESSAGE
Packer Playoff Radio January 9 - January 22, 2017						
January 9 - January 22	Radio	6	0	n/a	$3,214.38	DDGettingBelted-30-63R; OneandtheSame-30-112R
		6	0		$3,214.38	
Distracted Driving April 12 - April 23, 2017						
April 17 - April 23	Radio	716	319	n/a	$38,248.75	Distractor-Makeup; Distractor-Map; Distractor-Eating
April 12 - April 23	TV	509	327	n/a	$42,744.25	Distractor-Makeup-30-040516; Distractor-Eating-30-040516; Distractor-GPS-30-040516
		1,225	**646**		**$80,993.00**	
Click It Or TicketMay 10 - June 4, 2017						
May 15 - June 4	Radio	1,025	436	n/a	$60,161.08	GasStationSurpriseJohn-30-107R; Bad Date-60-116R; BarbershopSurprise-30-108R
May 10 - May 28	TV	864	551	n/a	$87,961.95	BarbershopSurprise1-30-050216;
						BarbershopSurprise2-30-050216;
						BarbershopSurprise3-30-050216;
						BarbershopSurprise4-30-050216;
						BarbershopSurprise5-30-050216; BarbershopSurprise6-30 050216; DriverSurprise2_John_042115;
						DriverSuprise3_Melissa_042115;
						DriverSurprise4_Michael_02115;
						BadDate-30-20T
May 10 - May 29	Pandora Radio	n/a	n/a	2,900,000	$19,404.56	GasStationSurpriseJohn-30-107R; BarbershopSurprise-30-108R
May 15 - May 31	Online	n/a	n/a	16,671,057	$58,111.37	BarbershopSurprise-30-050216;
						BadDate-30-20T
		1,889	**987**	**19,571,057**	**$225,638.96**	
Drive Sober August 15 - September 11						
August 21 - September 10	Radio	1,162	436	n/a	$61,023.03	DareDevilsDareNot-DerbyGirls-60-073114; DriveSoberMobileAppLaunch-60-030113; DareDevilsDareNot-Azteca-60-081915;
						DareDevilsDareNot-DerbyGirls-30-81814
August 14 - September 3	TV	963	549	n/a	$110,380.26	ZIWDaredevilsDareNot-DerbyGirls-30-071714; ZIWDaredevilsDareNot-Skateboard App-30-073114; DareDevilsDareNotBMXAPP-30-081116; OneandTheSameDOTPID-17-21T; ZIWDaredevilsDareNot-Azteca United Futbol Club
August 16 - September 3	Pandora	n/a	n/a	3,694,445	$21,764.70	ZIWDaredevilsDareNot-DerbyGirls-30-071714; ZIWDaredevilsDareNot-DerbyGirls-30-081814
August 16 - September 4	Online	n/a	n/a	10,301,438	$58,111.66	ZIWDaredevilsDareNot-DerbyGirls-30-071714
		2,125	**985**	**13,995,883**	**$251,279.65**	

FISCAL SUMMARY

EXPENDITURES OF FEDERAL FUNDS BY PROGRAM AREA AND FUND FFY 2017						
Programs	**402**	**405b**	**405c**	**405d**	**405f**	**Total NHTSA Funding**
Planning and Administration	$267,902.37					$267,902.37
Occupant Protection	$2,007,233.44	$445,027.61				$2,452,261.05
Impaired Driving	$176,946.76			$2,172,784.45		$2,349,731.21
Police Traffic	$618,297.85					$618,297.85
Traffic Records	$51,854.65		$714,482.19			$766,336.84
EMS Improvement						$0.00
Motorcyclist Safety	$143,570.21				$48,095.03	$191,665.24
Pedestrian and Bicyclist Safety	$86,513.23					$86,513.23
Community Traffic Safety	$595,601.04					$595,601.04
Media and Outreach	$877,801.12	$293,526.12		$355,803.10	$36,681.25	$1,563,811.59
Total	**$4,825,720.67**	**$738,553.73**	**$714,482.19**	**$2,528,587.55**	**$84,776.28**	**$8,892,120.42**

EXPENDITURES OF FEDERAL FUNDS BY PROGRAM AREA FFY2017



WISCONSIN DEPARTMENT OF TRANSPORTATION

ANNUAL REPORT

STATE OF WISCONSIN
FEDERAL FISCAL YEAR
2017