

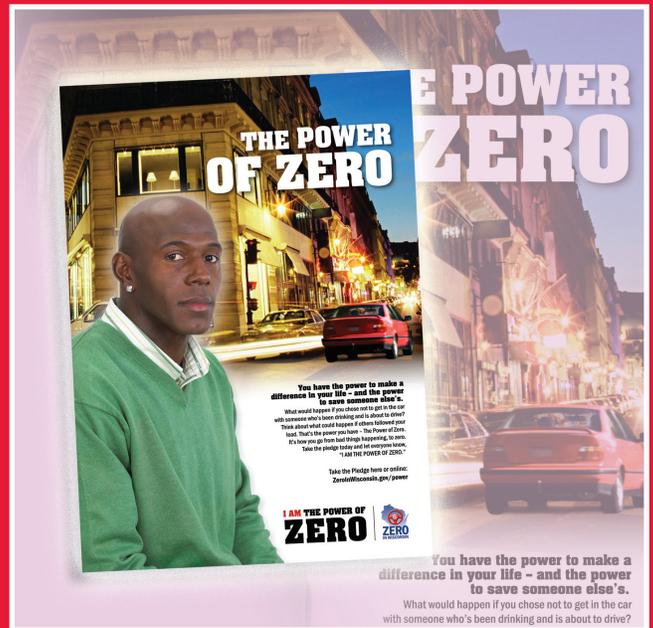
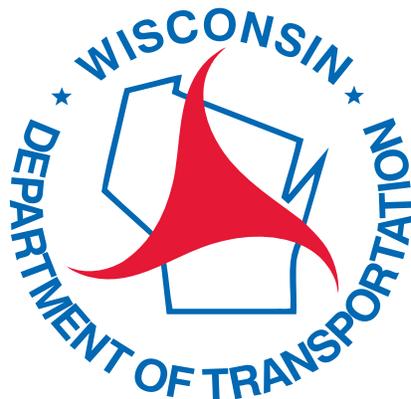
STATE OF
WISCONSIN
FFY 2012

Highway Safety Performance Plan

*Scott Walker
Governor of Wisconsin*

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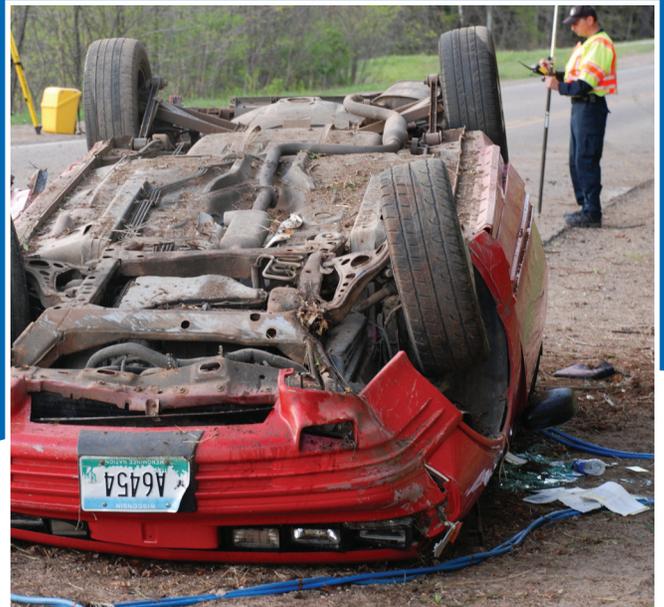
State of Wisconsin Federal Fiscal Year 2012 Highway Safety Performance Plan

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SECTION I

Highway Safety Performance Plan



STATE OF
WISCONSIN
FFY 2012

**HIGHWAY SAFETY
PERFORMANCE PLAN**

VISION

Zero Fatalities

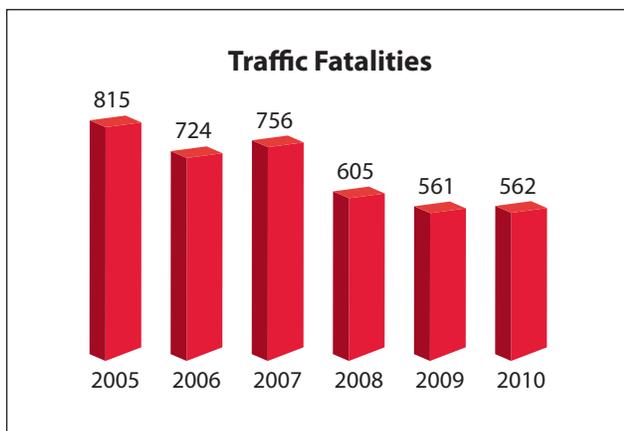
Our transportation system is essential to society's continuing prosperity and an inescapable component to everyday life in Wisconsin; as a society we should not accept casualties as a foregone consequence of that system. Wisconsin citizens and state policymakers work toward achieving zero fatalities and incapacitating injuries on our roadways. Our belief is that any death is one too many, and we work toward saving as many lives as possible using the resources available.

MISSION

Statewide Highway Safety Coordination

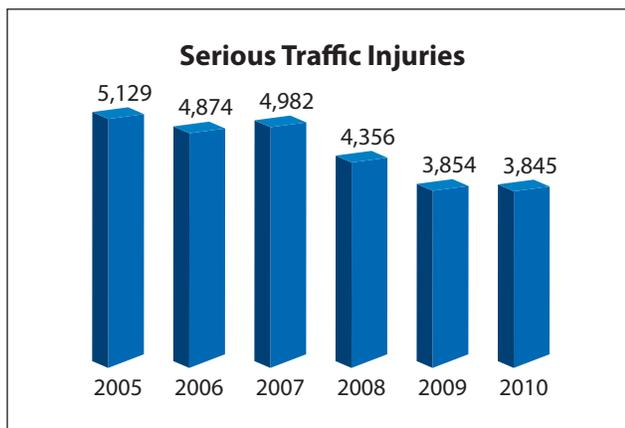
The Bureau of Transportation Safety (BOTS) coordinates a statewide behavioral highway safety program, using federal funds given back to the state through the National Highway Traffic Safety Administration (NHTSA), state taxes, and other resources. Funds are primarily used to change system users' behavior by: enforcing traffic laws; increasing drivers' perception of the risk of being ticketed for non-compliance; increasing public awareness of the dangers of high risk behavior; and informing system users of the best way to avoid or reduce the injury severity of a crash.

Through analysis and targeting, BOTS works to provide leadership, innovation, and program support in partnership with state, county, and community traffic safety activists, professionals, and organizations.



Traffic Fatalities (FARS)

- C1.** To decrease traffic fatalities 5 percent from the 2005-2009 calendar year rolling average of 692 to 657 by December 31, 2011.



Serious Traffic Injuries (State Crash Data Files)

- C2.** To decrease serious traffic injuries 5 percent from the 2005-2009 calendar year rolling average of 4,639 to 4,407 by December 31, 2011.

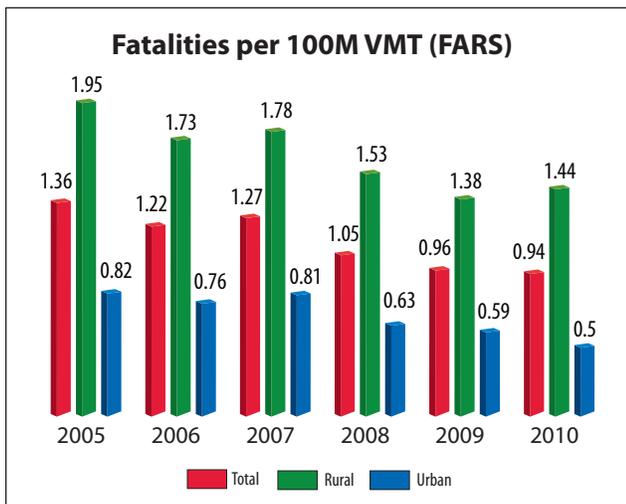
GOALS AND MEASURES

The Governors Highway Safety Association (GHSA) and the National Highway Transportation Safety Association (NHTSA) agreed to a minimum set of performance measures to be used in the development of Highway Safety Performance Plans (HSPP). The agreed upon performance measures rely heavily on fatal 'K' crashes. While tracking fatalities is valuable, other severity (A, B, C, etc.) crashes can provide useful insight into the state's problem. We have included the recommended measures in this document in addition to measures we have been developing over the last few years. The additional goals and measures were developed in conjunction with the larger state Strategic Highway Safety Plan and can be found in the individual program areas. Note that FARS data was not finalized or available at the time of our planning, so state data was used for the 2010 data points that normally would be provided by FARS. Wisconsin fortunately has very timely and very detailed data available.

As the graph on the left indicates, the number of deaths trends slightly downward since 2005 in Wisconsin.

2010 was a significant improvement over the prior year and much lower than the baseline of the prior (2005-2009) 5-year moving average of 692.

Note in the Fatalities per 100M VMT (FARS) graph below that the rates are calculated using corresponding VMT rates—rural fatalities are over rural VMT, urban fatalities over urban VMT. Wisconsin continues to strive to maintain the national goal of one fatality per 100 million Vehicle Miles Traveled. Originally, the national goal was to achieve one fatality per 100M VMT by 2008; the new target date is 2011. Wisconsin met the national goal in 2009 with a rate of 0.96.



Fatalities per 100M VMT (FARS*)

C3a. To decrease total fatalities/VMT, by 5 percent from the 2005-2009 calendar year rolling average of 1.172 to 1.11 by December 31, 2011.

C3b. To decrease rural fatalities/VMT, by 5 percent from the 2005-2009 calendar year rolling average of 1.674 to 1.59 by December 31, 2011.

C3c. To decrease urban fatalities/VMT, by 5 percent from the 2005-2009 calendar year rolling average of 0.722 to 0.69 by December 31, 2011.

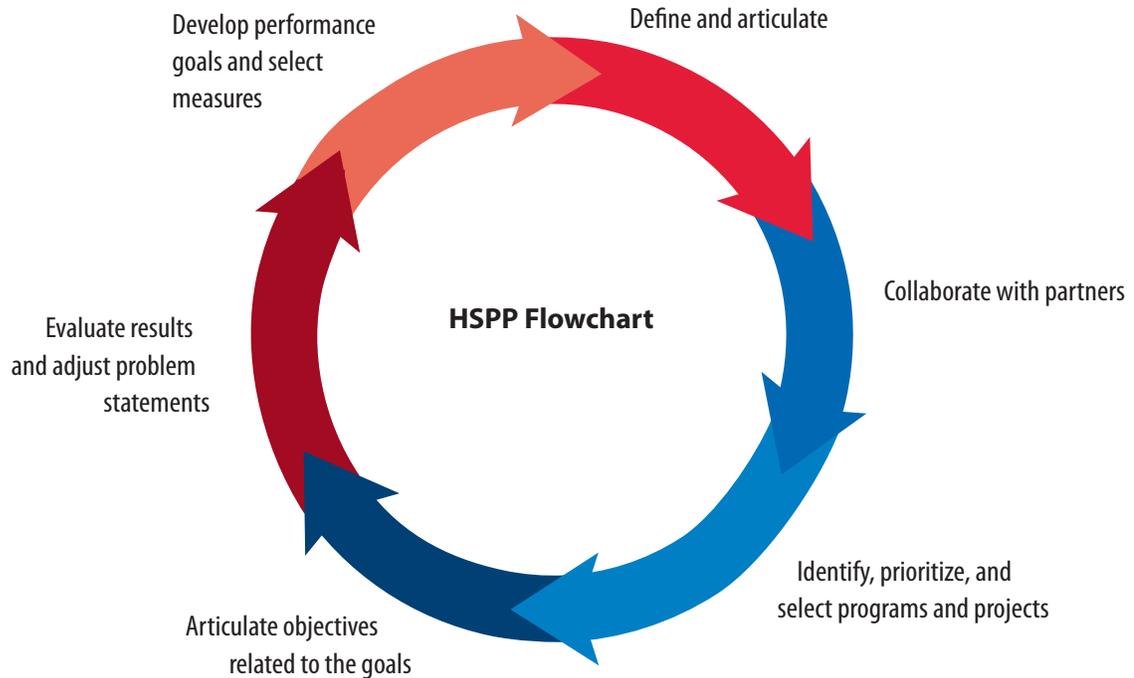
*Fatality Analysis Reporting System

The following chart provides the remaining performance measures and goal statements developed by the GHSA and NHTSA.

MEASURE	2005	2006	2007	2008	2009	2010	2005-2009 AVG	2011 GOAL
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	358	296	298	222	231	158	281	267
C4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from the 2005-2009 calendar year rolling average of 281 to 267 by December 31, 2011.								
C5. Alcohol Impaired Driving Fatalities (FARS)	322	307	314	205	213	180	272.2	259
C5. To decrease alcohol impaired driving fatalities 5 percent from the 2005-2009 calendar year rolling average of 272.2 to 259 by December 31, 2011.								
C6. Speeding Related Fatalities (FARS)	294	283	279	198	203	168	251.4	239
C6. To decrease speeding-related fatalities 5 percent from the 2005-2009 calendar year rolling average of 251.4 to 239 by December 31, 2011.								
C7. Motorcyclist Fatalities	93	93	109	89	84	104	93.6	89
C7. To decrease motorcyclist fatalities 5 percent from the 2005-2009 calendar year rolling average of 93.6 to 89 by December 31, 2011.								
C8. Un-helmeted Motorcyclist Fatalities (FARS)	72	69	79	68	55	77	68.6	65
C8. To decrease un-helmeted motorcyclist fatalities 5 percent from the 2005-2009 calendar year rolling average of 68.6 to 65 by December 31, 2011.								
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	147	141	144	114	92	92	127.6	121
C9. To decrease drivers age 20 or younger involved in fatal crashes 5 percent from the 2005-2009 calendar year rolling average of 127.6 to 121 by December 31, 2011.								
C10. Pedestrian Fatalities (FARS)	44	55	58	53	38	54	49.6	47
C10. To reduce pedestrian fatalities 5 percent from the 2005-2009 calendar year rolling average of 49.6 to 47 by December 31, 2011.								
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	73.3%	75.4%	75.3%	74.2%	73.8%	79.2%	74.4%	78.1%

HIGHWAY SAFETY PLANNING PROCESS

The highway safety planning process is circular and continuous. At any one time during the year the Bureau of Transportation Safety may be working on previous, current, and upcoming fiscal year plans. The flowchart below illustrates the components of the planning process.



Highway Safety Planning Timeline

November to January

Prepare the prior year's Annual Report. This document is the companion report to the same year's Highway Safety Performance Plan. The report provides NHTSA and the public with a summary of how funds were actually spent in that fiscal year.



January and Continuing

Wisconsin is unique in that we have a law (s. 83.013, Wis. Stat.) that requires all 72 of its counties to have a multi-disciplinary Traffic Safety Commission. The law further defines who is supposed to participate at the quarterly meetings. A commission is required to include: Chief traffic law enforcement officer, Highway Safety Coordinator, Highway Commissioner, a DOT engineer from the regional office, the Regional Program Manager from BOTS, a State Patrol Trooper/Inspector, as well as a representative from education, medicine, and legal

professions. We recognize what a fantastic opportunity this requirement gives us to reach out and solicit ideas and input into our planning process, and we utilize this opportunity. In addition, each State Program Manager (SPM) obtains formal and informal recommendations, resources, and information from traditional and non-traditional partners and stakeholders, including public health, emergency medical services, enforcement and adjudication, not-for-profit organizations, businesses and community coalitions. This activity continues throughout the year (see Appendix 2: *Partners, Committees, and Organizations*). During the first quarter of each year, BOTS program analysts and managers review the prior year's data and study the effectiveness of prior year projects. They also perform literature reviews and review best practices from other states.

January to May

Preliminary crash data for the prior calendar year are available by April. In most cases, the most recent 10 years of crash data are used to determine the magnitude of the problem posed by each crash type and to develop trend lines. Goals are set using a five-year rolling average. In addition, conviction, medical, demographic, survey, program effectiveness, and other relevant data are analyzed and used as appropriate to generate rates, identify disproportionate representation of subgroups, trends, etc., for each program area.

April to August

Evaluate the nature and magnitude of each type of state-level and program area problem and each target location or group; establish the effectiveness of proposed program activities in addressing the problem; and determine the availability of resources to be applied to the problem and availability of data and information to be used to determine progress toward goals. Continuing activities that are determined to have been effective are funded at progressively decreasing federal share. Recommendations from state program assessments are integrated into program objectives and funded activities. Each program expert brings information from the processes described above to a committee of the Bureau of Transportation Safety. At the project level, high risk target populations, jurisdictions and behaviors are identified as in the following example: all alcohol and speed-related crash data from the three previous years for every jurisdiction in Wisconsin are analyzed, from those involving property damage, through all ranges of injuries, and those that resulted in death. These data are scientifically weighted, following established statistical protocol (see Appendix 3: *Targeting used for Speed and Alcohol Enforcement Grants*).



Ongoing

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

1. Improve Design and Operation of Intersections
2. **Reduce Speed-Related Crashes**
3. Reduce Head-On and Cross-Median Crashes—Prevent/Mitigate Roadway Departure Crashes
4. Create Safer Work Zones
5. **Reduce Alcohol/Drug Impaired Driving**

6. **Improve Driver Alertness/Reduce Driver Distraction**
7. **Improve Occupant Protection**
8. **Improve Teen Driver Performance—Ensure Drivers are Licensed and Competent—Sustain Proficiency in Older Drivers**
9. **Improve Motorcycling Safety**
10. **Create More Effective Safety Decision Processes—Improve Incident Management/Safe Travel in Bad Weather**

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

Feedback from NHTSA management reviews, such as the Traffic Records Review 2010, the Impaired Driving Special Management Review 2007, the Occupant Protection Special Management Review 2006, and the



Management Review 2005, is reviewed and incorporated into the planning process as well. Other strategic plans are incorporated such as the 2006-2009 Wisconsin Traffic Records Strategic Plan and the Wisconsin Public Health Plan for the Year 2010. Priority is given to the NHTSA Administrator's Motor Vehicle and Highway Safety Priorities, as well as overlapping FHWA and FMCSA safety priorities and goals.

End of August

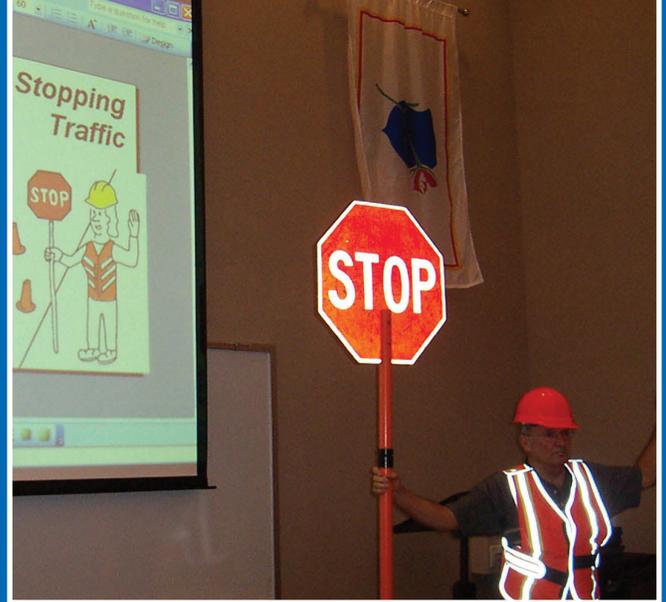
Internal approval of the plan is received and the HSPP is submitted to NHTSA.

STATE-LEVEL PROBLEM IDENTIFICATION

The Problem ID Process is integral to the Planning Process. Information used in Problem ID includes WisDOT state crash, conviction, vehicle, roadway, traffic and survey data, BOTS program effectiveness studies, demographic and other census data, emergency department, hospital discharge and death data from the state Department of Health, national surveys and other relevant data. These data are used, as appropriate, in trend, factor, disproportion and other analyses of each program area. The ID process is identified under the justification sections of each program plan.

SECTION II

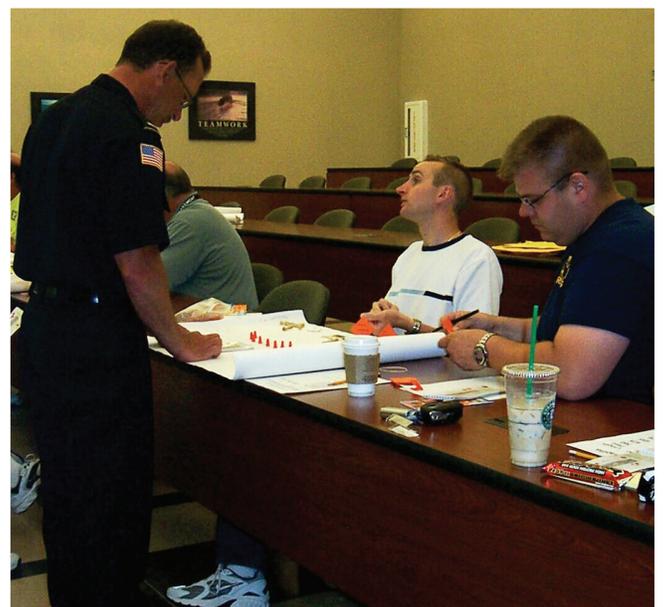
2012 Highway Safety Performance Plan by Program Area



STATE OF WISCONSIN
FFY 2012

HIGHWAY SAFETY
PERFORMANCE PLAN

Planning & Administration



STATE OF
WISCONSIN
FFY 2012

**HIGHWAY SAFETY
PERFORMANCE PLAN**

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

The success of any strategic effort requires planning, administration, and commitment from many levels. The analysis, planning, coordination, and direction of the overall behavioral change effort 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 Planning and Administration Program.



Performance Goals and Measures

Federal highway safety and related funds are distributed into science-based, targeted activities that are most likely to decrease the burden of crashes, deaths and injuries on Wisconsin roadways. The activities will be administered following state and federal rules and guidelines. The effectiveness of funded and non-funded activities in meeting national, state, and priority program goals is evaluated and results are incorporated into planning future activities.

- Produce timely, accurate and complete plans and reports.
- Make proper application for funds throughout the year.
- Administer planned activities by end of FFY2011.
- Incorporate budget liquidation plan into HSPP planning process and spend down set-aside funds in a timely manner.
- Document financial management and program management.

Program Management/Analysis

- Wage and fringe for Grant Program Supervisor, Policy & Program Supervisor, Program Assistant, and two Limited Term Employees (LTE) support the Governor’s Representative for Highway Safety and the State Highway Safety Coordinator in the planning and administration of Wisconsin’s Highway Safety Program. Data processing costs, training, travel, printing, and postage.

(402) 2012-10-01-PA \$265,000

- Wage and Fringe for Director, Section Chief, a half-time LTE, and for two full-time Analysts.

(State) 2012-19-01 \$530,000

PLANNING AND ADMINISTRATION—BUDGET SUMMARY			
2012-10-01-PA	402	Planning & Administration	\$265,000
2012-19-01	562	Appropriation 562 Planning, Administration	\$530,000
Program Total			\$795,000

Budget Note: Program Budgets reflect monies administered by BOTS; Total Match, including monies administered by other entities, is shown in the Detailed Budget in the Appendices.

Occupant Protection Program Plan



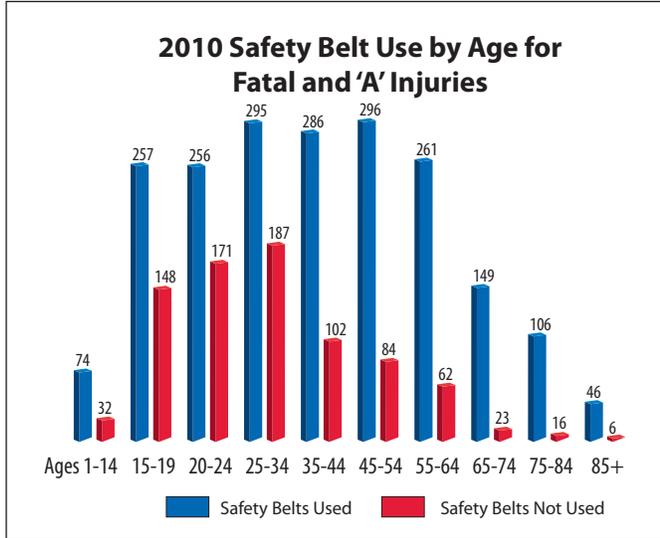
STATE OF
WISCONSIN
FFY 2012

HIGHWAY SAFETY
PERFORMANCE PLAN

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

In 2000 (base year), Wisconsin’s observed average statewide safety belt use was 65.4%, 1,148 persons were ejected or partially ejected in crashes and 40.5% of crash victims who were not belted were either killed or incapacitated (‘A’ Injury). In 2010, observed average statewide safety belt use was 79.2%. There were 119,998 convictions for failure to fasten safety belts (that is a 73% increase over 2009) and 4,413 convictions for child restraint violations (30% increase over 2009) entered in Wisconsin driver records in 2010.



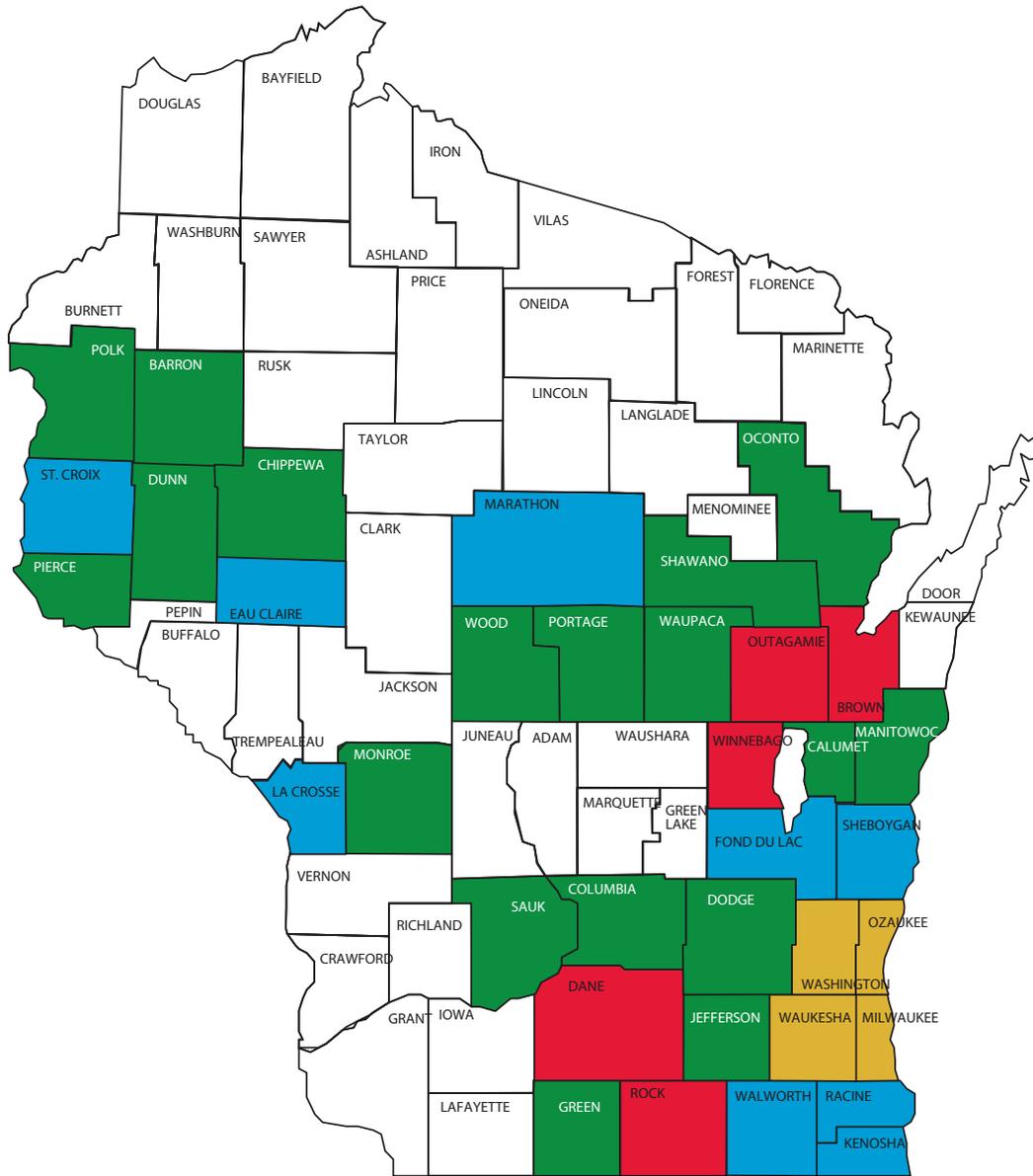
If you were in a fatal or injury crash for the period 1994-2010 and were not using safety equipment, you were 47.5 (7.80% vs. 0.16%) times more likely to be either partially or totally ejected from the vehicle. In addition, you were 12.0 (13.64% vs. 1.14%) times more likely to be killed than someone who was wearing a shoulder and lap belt at the time of the crash. A 13.64% fatality rate equates to approximately a one in seven chance of being killed, given the constraints.

The graph above illustrates not only which age groups are involved in the majority of fatal and incapacitating crashes, but also their safety belt usage (when known) in 2010. Safety belt usage lags with the most inexperienced drivers/occupants; those between the ages of 15 and 34. After that point, usage rates increase for each age group and occupants in serious crashes are much more likely to be wearing their safety belts. The information below is from all occupants of passenger vehicles and utility trucks during 2010.



BELT USE BY REGION – SUMMER 2010

Belt use varies by 14.2% across the state. The Stratum 2 area is highest at 86.0%, and the Stratum 1 area is lowest at 71.8%. Regions are defined by a combination of population and Vehicle Miles Traveled (VMT).



Strata	Belt Usage 2010 (%)
Stratum 1	71.8
Stratum 2	86.0
Stratum 3	75.7
Stratum 4	81.9

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

Source: WisDOA Demographic Services

PERFORMANCE GOALS AND MEASURES

Average Belt Use and Child Safety Seat Use	
2000 Baseline	65.4%
2010 Current	79.2%
2011 Goal	83.2%
Unbelted Fatalities and 'A' injuries	
2005-09 Baseline	2.34/100M VMT
2010 Current	1.41/100M VMT
2011 Goal	2.23/100M VMT.

Ejection Rate/Fatal and Injury Crashes	
2005-09 Baseline	1.85%
2010 Current	1.58%
2011 Goal	1.76%
Child Safety Seat Installation	
We expect to certify 150 students in the proper installation of child safety seats and increase the number of fitting stations by three in 2012.	

PROGRAM MANAGEMENT

Coordinate, plan, and manage the state Occupant Protection Program. Wage and fringe, data processing, materials and supplies, training and travel, printing, and postage are included. Continue to provide leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in occupant protection education and training. Integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs. Encourage communities and grantees to view occupant protection as a sustained effort rather than an occasional enforcement mobilization.

(402) 2012-20-01-OP

\$90,000

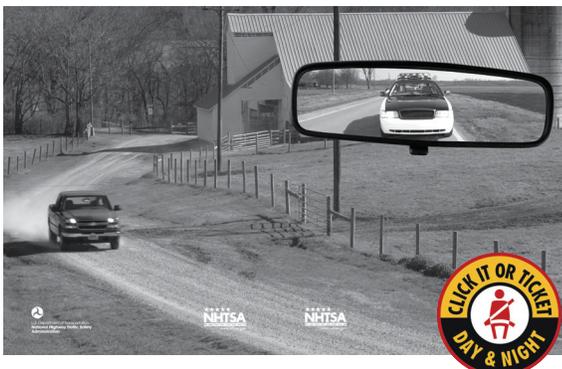
REGULATION AND POLICY

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

(405)2012-25-02-K2

\$150,000

LAW ENFORCEMENT



Plan for statewide participation, voluntary, and overtime-funded enforcement for the national high-visibility “Click It or Ticket” Mobilization, expanded mobilizations, and nighttime enforcement.

- Overtime Enforcement, “Click It or Ticket” CIOT.

(402)2012-20-05-OP

\$540,000

(405)2012-25-05-K2

\$1,565,000

- Plan and implement a multi-agency corridor project providing overtime funding increasing enforcement of Wisconsin’s primary seat belt law

(405)2012-25-05-K2 \$650,000

- Non-overtime Equipment Grants.

(402)2012-20-06-OP \$300,000

COMMUNICATION PROGRAM

- Review and update information regarding child passenger safety, safety belt materials and other items in both Spanish and English.
- Create state-specific occupant protection message using CIOT, Zero in WI and messages targeted at the unbuckled motor vehicle occupant.
- Duplicate print and video materials for distribution to the public.
- Review and update web-based information and materials for accuracy and to reduce printing and duplication costs.

(405)2012-25-02-K2 \$200,000

(2011)2012-24-02-K3 \$150,000

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

(402PM)2012-20-07-PM \$500,000

CHILD PASSENGER SAFETY (CPS)

- Statewide Child Passenger Safety Advisory Committee.

(2011)2012-24-03-K3 \$5,000

- Support and Administer CPS Training. Provide additional CPS training materials

(2011)2012-24-03-K3 \$200,000

- Grants for child safety restraints.

(2011)2012-24-06-K3 \$200,000



OUTREACH PROGRAM

- Seatbelt and Rollover Convincer support for maintenance and upkeep, travel and 0.5 LTE.
(405)2012-25-02-K2 \$40,000
- CPS training for law enforcement agencies and judges.
(405)2012-25-03-K2 \$75,000
- Youth safety belt initiatives.
(405)2012-25-03-K2 \$250,000

DATA AND PROGRAM EVALUATION

- Contract for CIOT Mobilization Pre/Post Observational Surveys to include April/May/June Observational Surveys.
(405)2012-25-09-K2 \$100,000
- Contract for CIOT Knowledge, Attitude, and Behavior (KAB) telephone surveys to evaluate the effectiveness of paid media and Performance Measure survey required for HSP
(405)2012-25-09-K2 \$57,000

OCCUPANT PROTECTION—BUDGET SUMMARY			
2012-20-01-OP	402	Program Management/Delivery	\$90,000
2012-24-02-K3	2011	CPS PI&E	\$150,000
2012-25-02-K2	405	PI & E	\$390,000
2012-24-03-K3	2011	Training & Support-Technical	\$205,000
2012-25-03-K2	405	Training & Support-Technical	\$325,000
2012-20-05-OP	402	Enforcement-CIOT Mobilization	\$540,000
2012-25-05-K2	405	Enforcement	\$2,215,000
2012-20-06-OP	402	Equipment-LE	\$300,000
2012-24-06-K3	2011	Equipment-CSR	\$200,000
2012-20-07-PM	402PM	Paid Media	\$500,000
2012-25-09-K2	405	Evaluation-Surveys	\$170,000
Total 402			\$390,000
Total 402PM			\$500,000
Total 2011			\$555,000
Total 405			\$3,100,000
Total 406			\$540,000
Program Total			\$5,085,000

Impaired Driving & Youth Program



STATE OF
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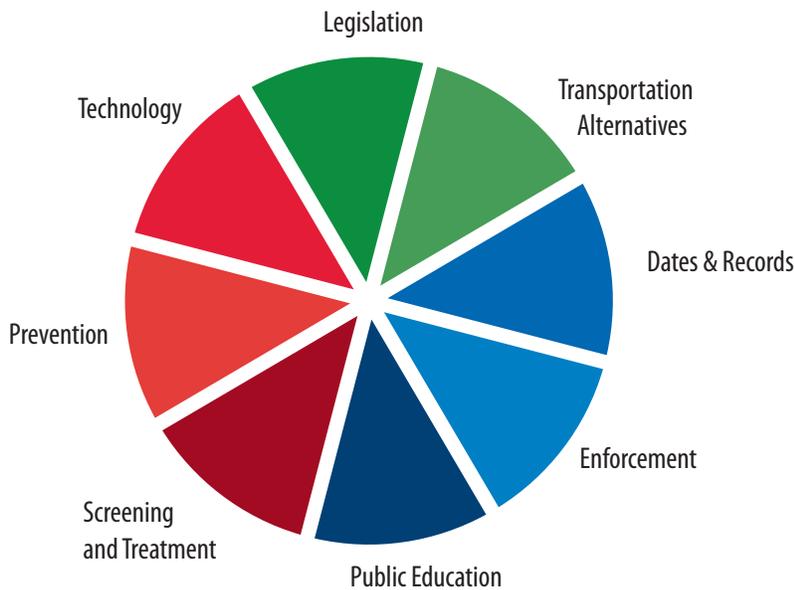
IMPAIRED DRIVING AND YOUTH PROGRAM PLAN

Program Justification, Performance Goals and Measures

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

The pie chart below continues to represent WisDOT’s belief that no one solution for this problem exists. In 2010, the effort at assessing what needs any given area has continues. The pie graph illustrates the comprehensive approach that needs to be considered in each community. The size of the pie pieces does not reflect their relative import and would vary depending on where you are in the state.

Comprehensive Approach to Addressing Impaired Driving



The economic loss caused by impaired driving is high. Economic loss is determined using national cost estimates obtained from the National Safety Council (NSC). Latest estimates are from 2010. If you apply our 2010 crash statistics to the most recent economic loss estimates, the cost to our state is significant.

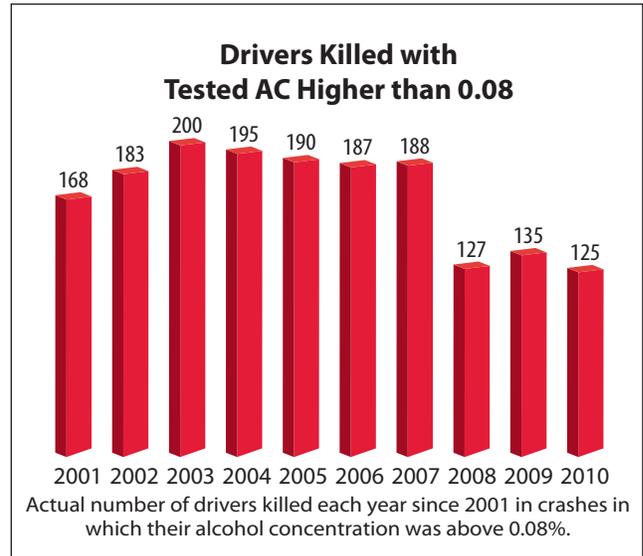
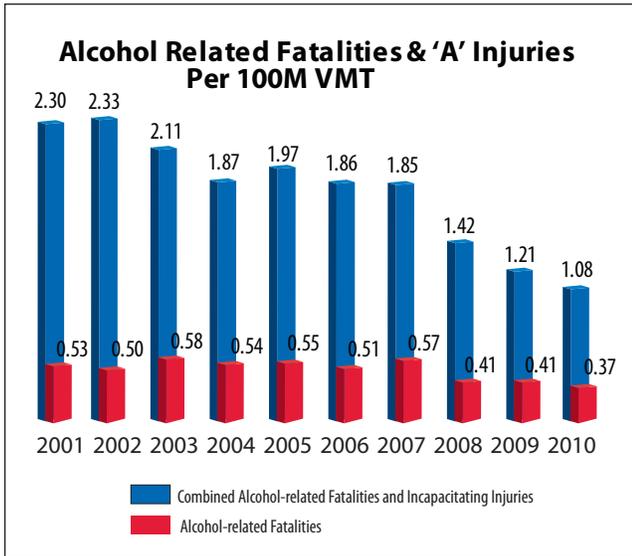
In another measure, Wisconsin’s problem would appear to be decreasing in total, but not as a ratio of all deaths. In 2000 (Wisconsin’s base year), 9,096 alcohol related crashes resulted in 301 deaths (38% of all deaths) and 6,836 injuries. In 2010, 5,751 alcohol-related crashes resulted in 220 deaths (39.1% of all deaths) and 3,511 injuries.

As the graph on page 21 illustrates, combined alcohol-related fatalities and incapacitating (‘A’) injuries have declined since 2001, with a significant decrease in fatalities in 2008, 2009, and 2010. In 2001, the alcohol fatality rate was 0.53 per 100M VMT compared to 0.37 per 100M VMT in 2010, a 30+ percent decrease.

A 5-year average, as displayed in the Performance Goals and Measures table, gives an idea of just how good a year Wisconsin had in 2010.

STATEWIDE CRASHES	NUMBER	NSC S-VALUE	TOTAL
Killed	269	\$1,309,000	\$352,121,000
A-Injured	696	\$68,800	\$47,884,800
B-injured	1,716	\$22,200	\$38,095,200
C-injured	1,392	\$12,600	\$17,539,200
PD events*	6,081	\$8,300	\$50,472,300
Total Economic Loss			\$506,112,500

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



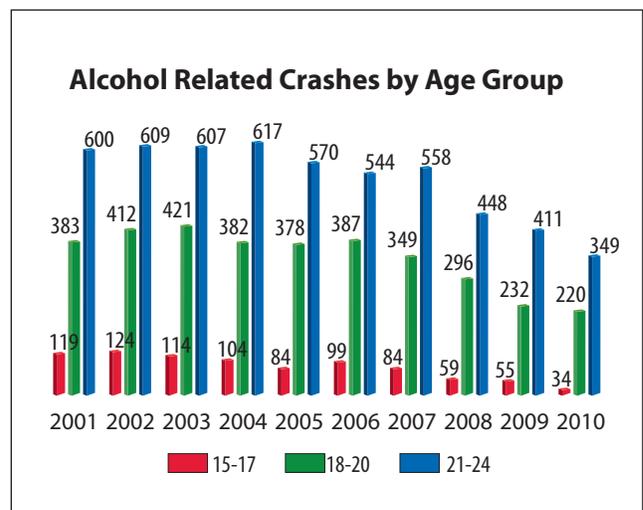
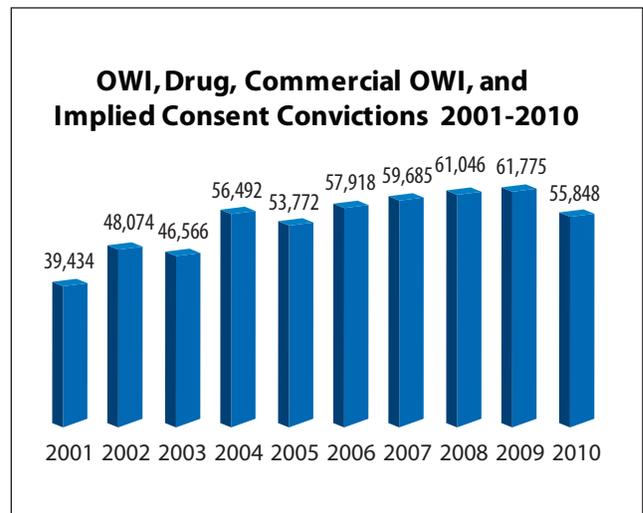
In 2009, 32.9% of all alcohol citations were for repeat offenders. In 2010, 55,848 convictions for operating a motor vehicle while intoxicated were entered into driver records, compared to 61,775 in 2009. Please note that the final number of convictions in 2010 may yet increase, given the time it can take for the legal and technical processes to complete, before the actual conviction is posted to the DMV database.

Underage drinking and driving is also a problem that warrants a special, more tailored approach. In 2010, teen drivers accounted for 7% of all drivers in crashes who were listed as had been drinking and 8% of those suspected of using other drugs.

Until recently in Wisconsin, the number of alcohol related crashes in these three age groups has remained rather constant when weighted by the population of each age group.

Wisconsin remains high in self-reported underage alcohol consumption and binge drinking. The Century Council revealed that 65% of underage Wisconsin youth who drink obtain alcohol from family and friends. Only 7% of youth reported that they obtained alcohol from retailers who failed to check for identification.

Using NHTSA funding and also funding from USDOJ, BOTS will attempt to change the behavior of our youngest and most inexperienced driver population.



PERFORMANCE GOALS AND MEASURES

Alcohol and Drug Related Motor Vehicle Crashes	
2005-09 Baseline	13.79/100M VMT
2010 Current	10.26/100M VMT
2011 Goal	13.10/100M VMT
Resulting Deaths and A Injuries	
2005-09 Baseline	2.29/100M VMT
2010 Current	1.63/100M VMT
2011 Goal	2.18/100M VMT
Proportion of Alcohol and Drug Related Fatalities	
2005-09 Baseline	47.38%
2010 Current	47.86%
2011 Goal	45.01%
Proportion of Alcohol and Drug Related Fatalities and 'A' Injuries	
2005-09 Baseline	25.39%
2010 Current	21.90%
2011 Goal	20.80%
Crashes Involving Alcohol (15-24 year olds)	
2005-09 Baseline	321.40/100K pop.
2010 Current	217.26/100K pop.
2011 Goal	305.33/100K pop.

As an enhancement to law enforcement grants and efforts, provide an additional amount to law enforcement agencies that want to coordinate alternative transportation in communities. Includes publicity, transportation costs and advertising including utilizing the "Zero in Wisconsin" campaign on all marketing and advertising materials.

PROGRAM MANAGEMENT AND STRATEGIC PLANNING

Coordinate, plan, and manage the state impaired driving programs. Goals include enhancing volunteer agency participation, increasing community involvement, working with community organizations and non-profit programs to expand impaired driving activities and efforts, and encouraging state and local input into the HSP development process. Wage and fringe, data processing, materials and supplies, training and travel, printing, and postage are included.

(402)2012-30-01-AL**\$180,000****PREVENTION**

Develop relationships with targeted high-risk occupations organizations and businesses to develop, design and implement a program focusing on the impact of employers who employ staff with drinking problems especially as it relates to impaired driving, missed work time, and additional health and societal costs as a result of drinking.

**(402)2012-30-02-AL****\$50,000****Promote Transportation Alternatives**

Safe Ride Program. Collaborate with the Tavern League of Wisconsin and other municipalities to administer the Safe Ride Program throughout the state of Wisconsin.

(State 531)2012-39-04**\$400,000****(410)2012-31-06-K8****\$80,000**

CRIMINAL JUSTICE SYSTEM

Enforcement

Plan statewide participation, encourage voluntary participation, and provide overtime funding for the high-visibility Labor Day alcohol enforcement crackdown. Encourage law enforcement agencies to make OWI a priority by writing citations, sponsoring media events, and working overtime in geographical areas where impaired driving is highest. Provide overtime and equipment funding for sustained Alcohol Saturation Patrols consisting of at least monthly Highly Visibility Enforcement (HVE) overtime patrols, including nighttime enforcement, accompanied by media in targeted jurisdictions covering at least 65% of the states' population using 2011 population estimates.

(410)2012-31-05-K8 \$2,018,000

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

(402)2012-30-06-AL \$210,000

(410)2012-31-06-K8 \$200,000

Continue to coordinate and partner with the Department of Justice on the Standardized Field Sobriety Testing (SFST) certification for the 520-hour training curriculum and SFST 8 Hour Drug Block Training. Support SFST training including instructor wages, printing, postage and workshops. Compensate instructors and committees on travel, meals, and lodging. Pay costs related to recertification for SFST personnel as deemed necessary by DOJ/BOTS.



(410)2012-31-03-K8 \$45,000

Drug Recognition Expert (DRE) including instructor wages, printing, postage, lodging and meals for students and instructors. Provide DRE Program Oversight Committee support. Contractor position. Support new DREs and DITEP Instructor. Compensate DREs and law enforcement partners travel expenses to the Impaired Driving Conference and the IACP Training Conference.

(410)2012-31-03-K8 \$110,000



2010 Drug Recognition Expert Instructor Class

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

(410)2012-31-03-K8 \$200,000

Publicizing High Visibility Enforcement

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

(402PM)2012-30-07-PM \$250,000

(410PM)2012-31-07-PM \$250,000

Prosecution

UW Law School Resource Center on Impaired Driving. Provide professional expertise to partners, stakeholders and the public on legal matters related to impaired driving. Research evidence-based practices and best practices in alignment with Wisconsin laws. Establish court monitoring program to determine how cases are dismissed or pled down to lesser offenses, how many result in convictions, what sanctions are imposed and compare results of numerous judges and courts, BAC levels in sentencing, and other related research as required. Provide assistance for youth alcohol programs through training and outreach. Provide legal services and support to partners, judges and others in the community as it relates to impaired driving issues. Communicate law changes and regulations to statewide partners.

(410)2012-31-03-K8 \$180,000



Traffic Safety Resource Prosecutor

Salary and fringes for state expert as the statewide Traffic Safety Resource Prosecutor as it relates to legal issues, OWI and prosecuting those clientele. Provide specialized training to prosecutors, judges, law enforcement, and others in the community.

(410)2012-31-03-K8 \$175,000

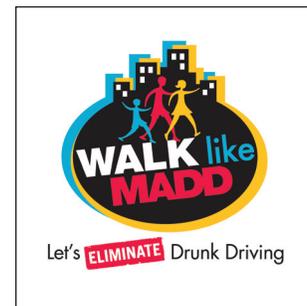
Adjudication

OWI Courts and judicial liason: Work with DHS to fund start-up costs for OWI/drug court and implementing the program. Utilize best practices and lessons learned from the LaCrosse OWI drug court. Work with DHS to create a judicial liason position modeled after the Traffic Safety Resource Prosecutor program.

(410)2012-31-03-K8 \$200,000

COMMUNICATION PROGRAM

Continue to develop a statewide public information and education campaign to reduce OWI injuries and fatalities based on NHTSA's goals and objectives utilizing various methods such as the Web, print, and TV. Contractual services for product and placement, printing and postage. Collaborate with partners, revise and update all information, identify specific needs and target information to various audiences including Spanish speaking customers. Use the Website more to reduce production costs. Develop and disseminate "Best Practices" information. Provide up-to-date educational materials and current data to the public. Collaborate with community prevention organizations to assist them in developing successful evidence based prevention programs.



(402)2012-30-02-AL \$100,000

(410)2012-31-02-K8 \$100,000

**ALCOHOL AND OTHER DRUG MISUSE:
SCREENING, ASSESSMENT, TREATMENT, AND REHABILITATION**

Continue to provide training statewide for trauma centers in the implementation of Screening and Brief Intervention and Treatment (SBIRT) practices and ongoing management of the program. Target colleges and universities, special populations and high risk areas.

(410)2012-31-03-K8

\$200,000

Intensive Supervision Programs (ISP): This pretrial court intervention program provides funding to monitor, supervise and connect the repeat OWI offender with an assessment and treatment as soon as possible after the arrest and before conviction. Implement a standardized risk assessment tool at all agencies. Research how to decrease the workload by using continuous monitoring such as Scram or other technology.

(State 568)2012-39-04

\$715,600

PROGRAM EVALUATION AND DATA

Evaluate paid media through phone surveys

(402)2012-30-09-AL

\$30,000

YOUTH SPECIFIC PROGRAM

Social Norms Marketing: Support effective programs/ activities at the post-secondary level that are aimed at reducing impaired driving. Continue support for the University of Wisconsin System’s partnerships with their two- and four-year campuses and with Wisconsin private and technical colleges to provide a network for distributing a toolbox of strategies, materials and program ideas addressing high-risk youth behaviors.

(EUDL)2012-37-02-JX

\$60,000

UW Law School Resource Center on Impaired Driving/DHFS—Alcohol Policy support position—the role of this position has expanded to include the role public policy plays in shaping the alcohol environment as it relates

to the underage drinker in Wisconsin. A large body of research indicates the public policy and private practices of a community exert significant influence over the amount and style of underage drinking within the community. Changes in public and private policies have proven effective in remediating drinking behaviors leading to drunk driving, specifically underage drinking and binge drinking. Shared position with DHFS.

(EUDL)2012-37-03-JX

\$45,000

Community Programs – Coordinate efforts with DHS, DCF, DPI, Wisconsin colleges, and the Wisconsin Prevention Network to work with local

communities to promote evidence based and best practices program enhancements. Alternatives to drugs and alcohol: Statewide conference sponsorship, speaker support, developing and printing conference specific materials.

(EUDL)2012-37-04-JX

\$60,000



Pay costs for training related to Drug Impairment Training for Educational Professionals (DITEP) and partners training as deemed necessary to BOTS/DPI. Support the National Highway Traffic Safety Administration and BOTS related training and conference expenditures for DOT/Chemical Test Unit/BOTS personnel, community partners, state and local advocates, and enforcement/educational professionals.

(410)2012-31-03-K8 \$35,000

Enforcement (CARD, Compliance Checks) CARD/Compliance Check Program has proven very successful. Studies clearly demonstrate a relationship between age, risk factors and crash involvement. Wisconsin has implemented compliance check programs statewide as a part of its youth enforcement OJJDP Program strategy. Many of these grants include alcohol enforcement-related equipment.

(EUDL)2012-37-05-JX \$730,000

IMPAIRED DRIVING—BUDGET SUMMARY			
2012-30-01-AL	402	Program Management/Delivery	\$180,000
2012-30-02-AL	402	PI&E – 402 funded	\$150,000
2012-30-06-AL	402	Equipment	\$210,000
2012-30-07-PM	402PM	Paid Media	\$250,000
2012-30-09-AL	402	Evaluate – Paid Media	\$30,000
2012-31-02-K8	410	PI&E	\$100,000
2012-31-03-K8	410	Training & Support Technical	\$1,145,000
2012-31-05-K8	410	Enforcement	\$2,018,000
2012-31-06-K8	410	Equipment	\$280,000
2012-31-07-PM	410PM	Paid Media	\$250,000
2012-39-04-W8	568	Pre-trial Intervention Community Project	\$715,600
2012-39-04-W1	531	Tavern League Safe Ride Program	\$400,000
2012-37-02-JX	EUDL	EUDL PI&E	\$60,000
2012-37-03-JX	EUDL	EUDL Training & Support Technical	\$45,000
2012-37-04-JX	EUDL	EUDL Training & Support Community	\$60,000
2012-37-05-JX	EUDL	EUDL Enforcement	\$730,000
Total 402			\$570,000
402PM			\$250,000
Total 410			\$3,543,000
410PM			\$250,000
Total State			\$1,115,600
Total EUDL			\$895,000
Program Total			\$6,623,600

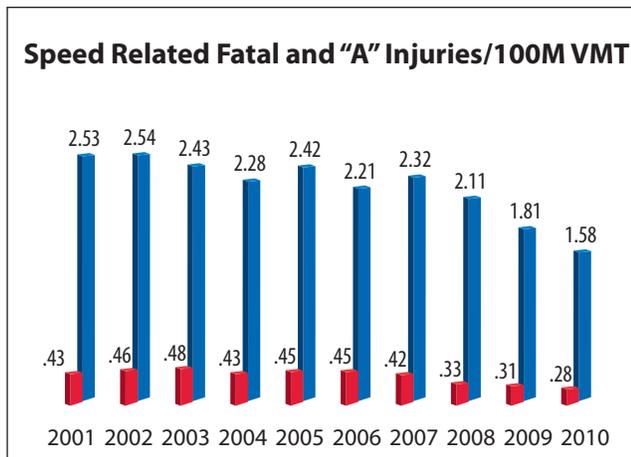
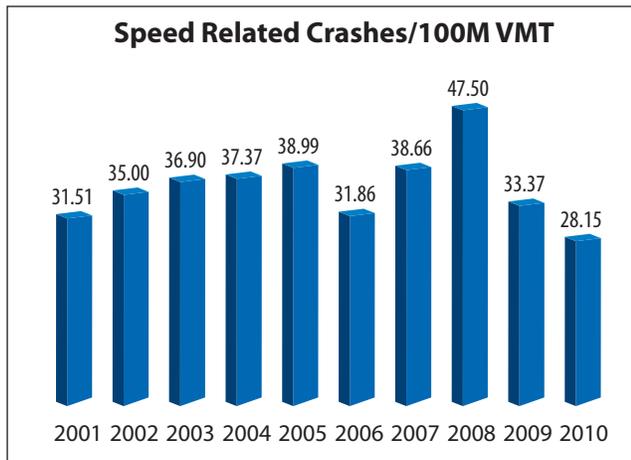
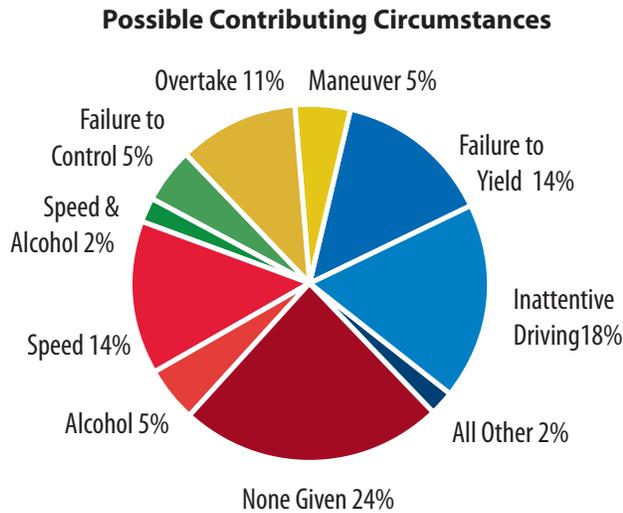
Police Traffic Program



STATE OF
WISCONSIN
FFY 2012

HIGHWAY SAFETY
PERFORMANCE PLAN

Currently, the number of crashes in which speed is recorded as a Possible Contributing Circumstance (see below) is thought to be very low. However, virtually all crashes have a speed component; otherwise, drivers would simply come to a stop to avoid a crash. With more accurate reporting, speed-related crashes will be more completely reported, and speed will be understood as intrinsic to crash causation, even when combined with other driver factors, allowing enforcement and social marketing resources to be used more effectively. With additional law enforcement training on the importance of thorough traffic crash investigation, the number of reported speed-related crashes is likely to increase.



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES: SPEED CRASHES

Justification

When considering what a speed related crash is, a person should look at more than simply the "Speed" PCC alone when assessing problem. Other PCCs such as "Speed & Alcohol," "Failure to Control," "Overtake," and "Failure to Yield" also have the speed related implications.

As law enforcement reports more crashes as speed related and methods of imputing crashes as speed related with other PCCs develop, a paradox is created and it is difficult to set a declining goal.



Speeding is the most commonly cited driver behavior and the most common type of driver-caused crash. Speed-related crashes resulted in 30% of all deaths and 19% of all injuries in 2010. In addition, in 2010, 168 people died and 7,703 were injured in 16,694 speed-related crashes. There were 206,353 convictions for speeding violations entered into driver records in 2010.

Overall, and as illustrated in the graphs to the left, speed related crashes have declined since 2001, as well as both speed related fatal injuries and 'A' injuries.

PROGRAM MANAGEMENT

Coordinate, plan, and manage the state Enforcement and Aggressive Driving Program. Wage and fringe, data processing costs, training and travel, printing and postage. Work with Regional Program Managers,

Law Enforcement Liaisons, and law enforcement agencies of all sizes to coordinate enforcement efforts, encourage safe and effective High Visibility Enforcement, and participation in mobilizations.

(402)2012-40-01-PT \$75,000

(State)2012-49-01 \$11,000

PUBLIC INFORMATION, EDUCATION AND OUTREACH

Work with partners (law enforcement professional organizations, Wisconsin Highway Safety Coordinators Association and others) to develop handouts, posters, presentations, conferences, other media campaigns and assure that information is up to date and meets needs. Develop aggressive driving PI&E and/or outreach materials.

(402)2012-40-02-PT \$150,000

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

(402)2012-40-02-PT \$500,000

Collaborate with organizations to improve working relationships among law enforcement, prosecutors, judges and the criminal justice system to enhance the effectiveness of programs. Provide incentives and visible recognition for outstanding fieldwork in the areas of reducing impaired driving, speeding, safety belt law, etc.

(402)2012-40-02-PT \$50,000



PERFORMANCE GOALS AND MEASURES

Speed Related Crashes	
2005-09 Baseline	38.04/100M VMT
2010 Current	28.15/100M VMT
2011 Goal	36.13/100M VMT
Combined Fatalities and Serious 'A' injuries	
2005-09 Baseline	2.57/100M VMT
2010 Current	1.87/100M VMT
2011 Goal	2.44/100M VMT
Driver Possible Contributing Circumstances (PCC)	
Perception of risk of being ticketed for a speed violation will increase and speed will drop from the second most common driver PCC in 2000 to only 14% of driver PCC by 2011.	
2000 Baseline	16.2% of driver PCCs
2010 Current	13.8% of driver PCCs
2011 Goal	13.1% of driver PCCs

TRAINING AND CAPACITY

Develop a training and evaluation plan, and support training for advanced traffic enforcement skills development.

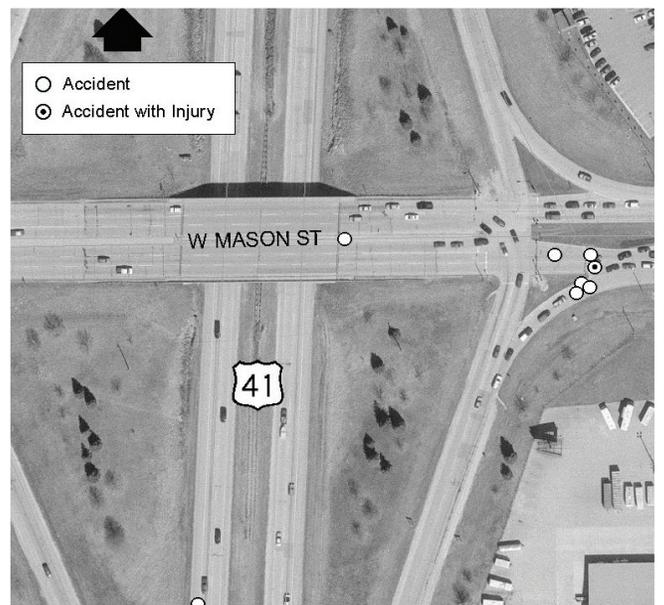
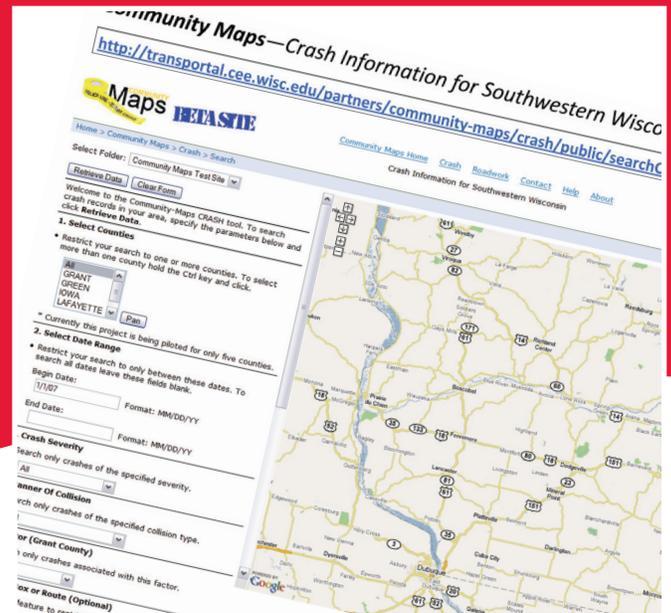
(402)2012-40-03-PT \$50,000

LAW ENFORCEMENT

Plan statewide participation, encourage voluntary participation, and provide overtime funding for the speed and aggressive driving enforcement campaign and encourage coordination between county and local LE by use of grant bundling.

(402)2012-40-05-PT \$2,260,000

Traffic Records Improvement



STATE OF
WISCONSIN
FFY 2012



HIGHWAY SAFETY
PERFORMANCE PLAN

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

Wisconsin's most recent Traffic Records Assessment (TRA) in May 2010 recommended improvements. Wisconsin will work to improve the following items: evaluation and analysis of data, work with partners to implement TraCS (Traffic and Criminal Software Application) and citation tracking, including funding equipment and training for law enforcement agencies, support CODES data reports and analysis and work with DTIM on a laser scanning pilot project.

Wisconsin received a FFY 2010 Section 408 Highway Safety Information System Improvement Grant late in the FY and implemented it simultaneously with the FFY 2011 Highway Safety Plan. The June 2011 Traffic Records Strategic Plan incorporates the recommendations of the 2005 and 2010 TRA's and will be coordinated with many of the Data and Decision Support Systems strategies in WisDOT's 2004-2008 Strategic Highway Safety Plan. Implementation of the 2011 updates of both strategic plans will be coordinated with this Highway Safety Plan.

The Traffic Records Coordinating Committee and a TR Coordinator is administering the 408 Program. Projects underway using Section 408 grants include local TraCS/Citation Tracking improvements, Crash Outcomes Data



Evaluation System (CODES) Report improvements, including working with Minnesota and Iowa on Wisconsin related crash data, and review and updating of crash data reports. The FFY2011 TR plan continues much of this work.

Performance Goals and Measures

Continue to improve and expand the statewide-integrated data collection and transmission system that improves the timeliness, consistency, completeness, accuracy, accessibility and linkage of transportation safety information and thus allows for comprehensive analysis of all traffic crashes for use in policy and program development and analysis.

The 2010-2014 Traffic Records Strategic Plan (TRSP) is being coordinated with Wisconsin's Strategic Highway Safety Plan (SHSP) and the Highway Safety Performance Plan (HSPP) to create and market a statewide integrated data collection network, analytical tools, and expertise available to highway safety stakeholders. The TRCC has finalized the 2010-2014 Strategic Plan this federal fiscal year.

Program Management/Analysis

Coordinate, plan and manage the traffic records program. Administer Integrated TRSP and SHSP Data Sections.

(402)2012-50-01-TR \$5,000

TRCC Meetings and Strategic Plan Development

(402)2012-50-01-TR \$20,000

Program Evaluation Analyst 1.0 FTE

(406)2012-54-01-K4 \$92,000

AUTOMATION/ BADGERTRACS (TRAFFIC AND CRIMINAL SOFTWARE) IMPLEMENTATION



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

(406)2012-54-06-K4	\$250,000
(408)2012-58-06-TR	\$200,000

SAFETY RESOURCE DATA PORTAL

Update the Resource Guide organizing the six core types identified in the GAO report, adding a catch all category for other items. Build on the current Resource Guide, making the data more readily available and enhancing usability. Making the guide readily updatable, facilitate linkages with data contacts/resources, and providing web portal access for users.

(408)2012-58-03-K9	\$23,900
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Community maps upgrades and enhancements.

(408)2012-58-03-K9	\$30,000
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CODES DATA LINKAGE

Support DHS linkage of 2010 data.

(402)2012-50-03-TR	\$25,000
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(408)2012-58-03-K9	\$32,300
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Support 2010 CODES analyses, reports, and updates to Internet site.

(408)2012-58-03-K9	\$5,100
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SAFETY DATA INFORMATION SYSTEM

UW TOPS Lab- MV4000 data quality assessment. Review set of crashes (at least 50) in Dane/Rock County area to check the accuracy of the information provided. This project will identify geometric factors that are frequently miscoded which will help address the accuracy and completeness of the data set, which will be updated in the MV4000 training manual.

(408)2012-58-03-K9	\$50,000
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UW TOPS Lab: Data Warehouse pilot and Automate Crash Facts book.

(408)2012-58-02-K9	\$167,000
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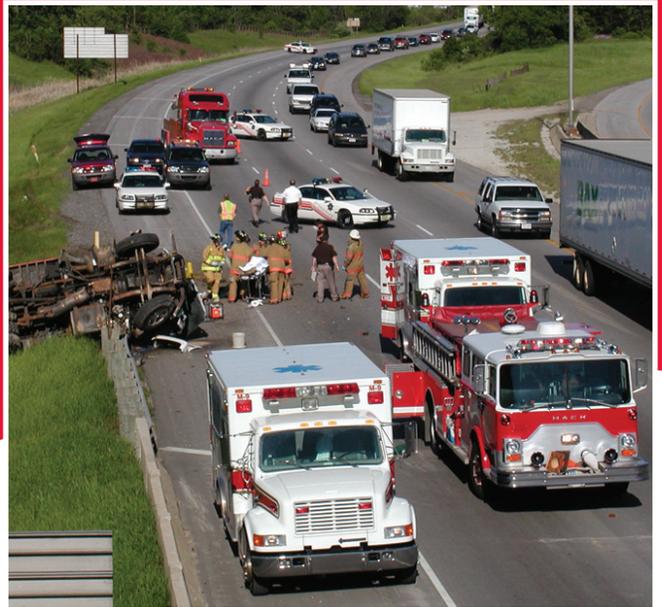
UW TOPS Lab: Investigate CODES, CIREN and MV4000 crash data. Examine certain crash types and link the vehicle types to the CODES and CIREN databases checking the outcomes expected according to CIREN, match the real world performance of the vehicles in crashes and identify trends in the real world performance and direct CIREN for further areas of development.

(408)2012-58-03-K9	\$75,000
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TRAFFIC RECORDS IMPROVEMENTS—BUDGET SUMMARY			
2012-50-01-TR	402	Program and Planning	\$25,000
2012-54-01-K4	406	Evaluation Analyst	\$92,000
2012-58-02-TR	408	PI&E	\$167,000
2012-50-03-TR	402	Training, Support, and Development	\$25,000
2012-58-03-K9	408	Training, Support, and Development	\$216,300
2012-54-06-K4	406	TraCS Hardware-Equipment	\$250,000
2012-58-06-K9	408	TraCS Hardware-Equipment	\$200,000
		402 Total	\$50,000
		406 Total	\$342,000
		408 Total	\$583,300
		Program Total	\$975,300

EMS Improvement Plan



STATE OF
WISCONSIN
FFY 2012

**HIGHWAY SAFETY
PERFORMANCE PLAN**

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

Crash survivability varies by location in the state, which is a result of many factors including the speed and quality of emergency medical response and treatment. The Wisconsin Legislature has mandated the development of a statewide trauma care system to maximize local resources. However, recruitment and retention of first responders is an increasingly significant issue in rural portions of the state. Response times are longer and outcomes are worse for rural crashes, and 3-year Average Injury-to-Death Ratios indicate that the areas of highest risk are predominantly rural.



Improve traffic crash survivability and injury outcome by improving the availability, timeliness and quality of pre-hospital care, especially in high-risk rural areas of the state.

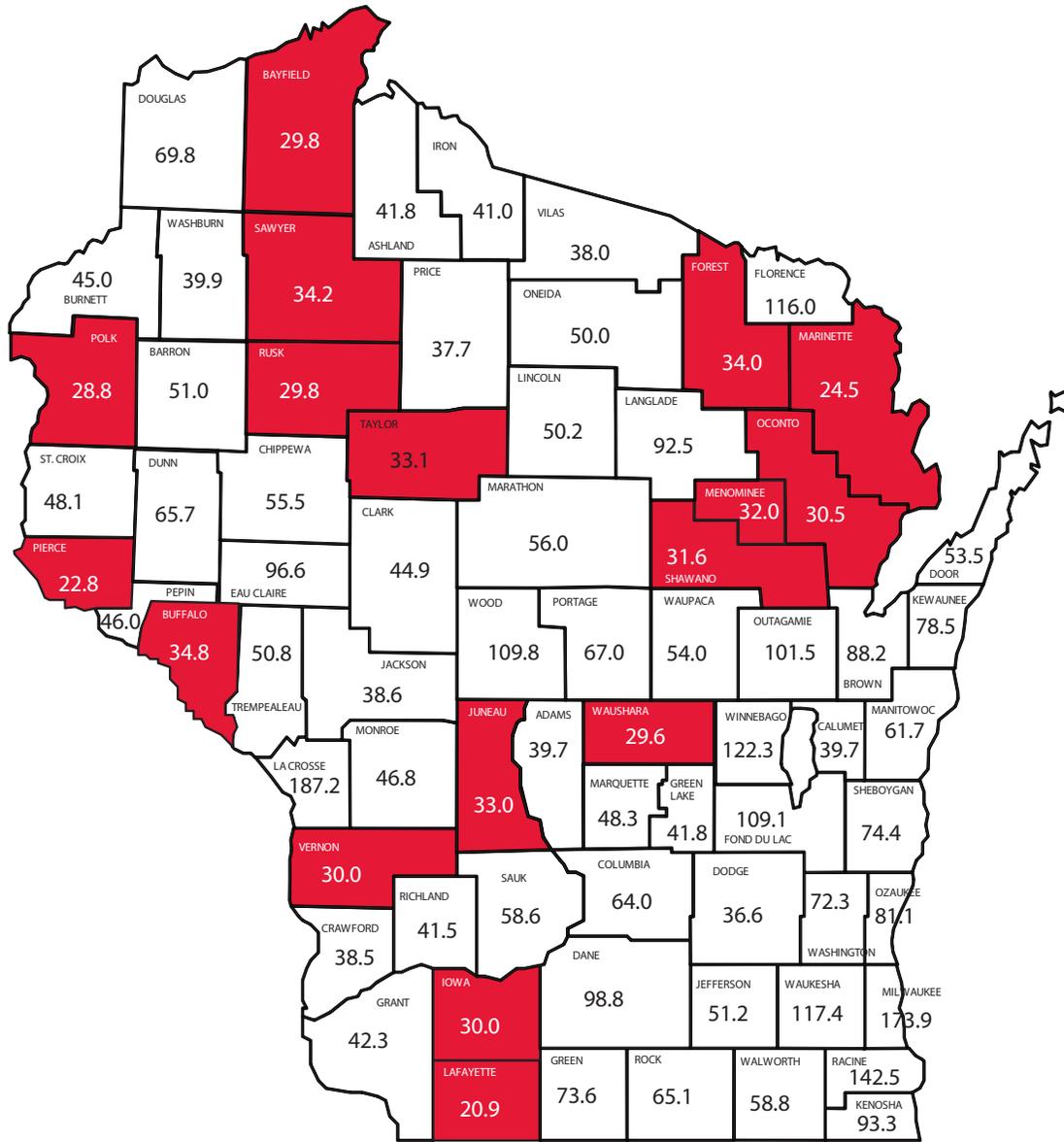


Performance Goals and Measures

Regional Program Managers will work with rural counties that have a low injury to death ratio to provide funding for training and equipping local first responders.

Injury to Death Ratios	
2008-10 Statewide 3 year average Baseline	76.7 to 1
2010 Current	72.6 to 1
2011 Goal	80.5 to 1
Safety Belt Use Rate in personal injury and fatal crashes will increase.	
2000 Statewide Baseline	65.4%
2010 Statewide Usage	79.0%
2011 Goal	83.0%

**MAP 07-02:
2008-2010 3-YEAR AVERAGE INJURY-TO-DEATH RATIOS**



State Average Injury-to-Death Ratio	
2010	72.6
2008-2010	76.7

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

Source: WisDOT Crash Database

PUBLICITY AND OUTREACH (EMERGENCY RESPONSE)

With the Department of Health Services and the Wisconsin Division of the American Trauma Society (WATS), develop an EMS PI&E Plan with a focus on recruitment and retention; educate the general population and emergency responders about the state Trauma System. Review and duplicate highway safety materials for distribution locally by EMS/trauma care personnel.



(402)2012-60-02-EM

\$25,000

RURAL EMERGENCY RESPONSE PROGRAMS, EQUIPMENT & TRAINING

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

(402)2012-60-03-EM

\$150,000

EMERGENCY MEDICAL RESPONSE AUDIT

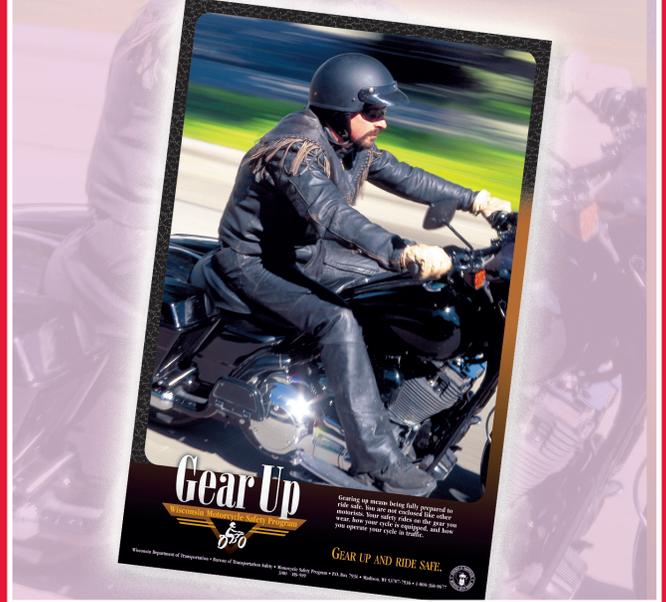
Work with the Department of Health Services to obtain an Assessment of EMS services in Wisconsin. The most recent assessments were conducted in 2001 and 1990 and it is recommended that they be conducted every 10 years.

(402)2012-60-09-EM

\$40,000

EMERGENCY MEDICAL RESPONSE—BUDGET SUMMARY			
2012-60-02-EM	402	PI&E	\$25,000
2012-60-03-EM	402	Training – Equipment	\$150,000
2012-60-09-EM	402	Evaluation	\$40,000
Program Total			\$215,000

Motorcycle Safety

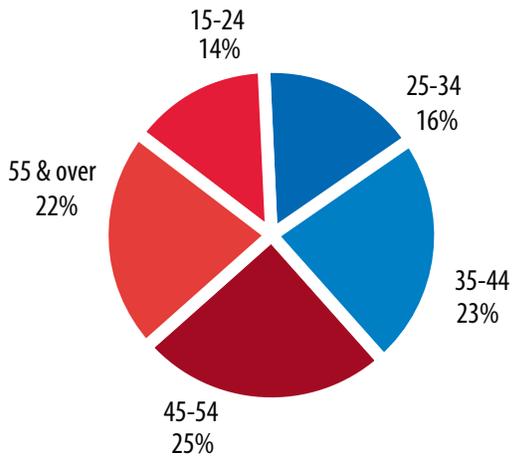


STATE OF WISCONSIN
 FFY 2012

HIGHWAY SAFETY
 PERFORMANCE PLAN

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

2010 'K' & 'A' Injuries by Age Group



Motorcycling/MoPeding for the vast majority of riders is a seasonal endeavor. Very rarely does Wisconsin have a warm enough winter for even the most avid rider to continue around-the-year use. Motorcycle fatalities none-the-less accounted for 19% of total fatalities on Wisconsin roads in 2010. The graph to the right illustrates when those fatalities occurred and what a large share of the total fatalities, motorcyclists were (and are each year) during those months.

As discussed in the Impaired Driving section, alcohol is also a significant concern in the motorcycle community. Of the 104 motorcyclists and mopedists killed in 2010, 41 (39%) had a positive Blood Alcohol Content (BAC). The chart to the right includes fatal and incapacitating



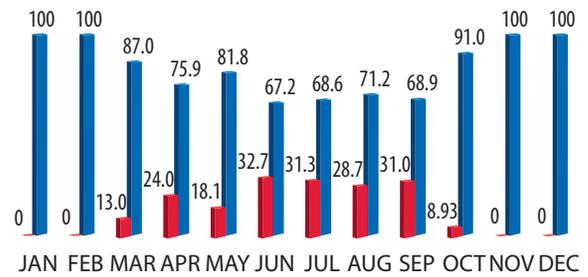
crashes in which the motorcycle operator was coded "had been drinking."

As indicated in the chart to the right, the percent of improperly

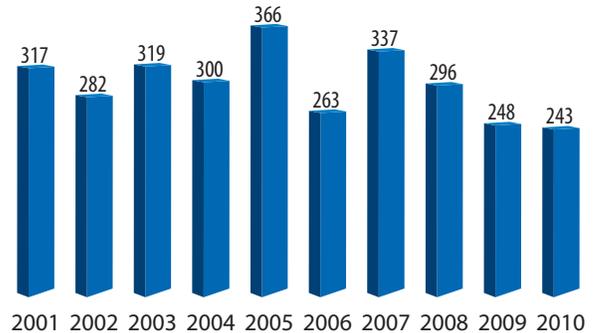
licensed motorcyclists in fatal crashes has declined since last year, which could indicate that more and more people are getting properly licensed before riding a motorcycle. .

Using a five-year rolling average, 97 people die and 736 people are seriously injured in motorcycle and moped crashes in Wisconsin. In 2010, 666 persons were seriously injured and 104 were killed in 2,707 reported crashes, involving motorcycles and mopeds. If you were in a reportable motorcycle or moped crash in 2010, you were most likely injured—only 398 motorcycle and moped crashes did not result in injury. The chart below shows that 70% of the motorcycle fatalities and incapacitating injuries occur to individuals 35 years old and older.

2010 Percentage of Motorcycle/MoPed Fatalities Compared to Other Fatalities by Month



Motorcycle/MoPed Crashes Coded "Had Been Drinking" 2001-2010



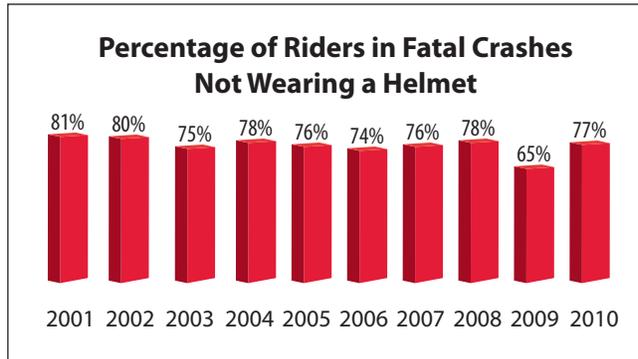
Percentage of Improperly Licensed Riders in Fatal Crashes 2008-2010

Year	Percentage
2008	43%
2009	37%
2010	35%



Wisconsin's Motorcycle Rider Education Program has been a successful program for 30 years as of 2012. Four RiderCoach Trainers, 42 Lead RiderCoaches and Quality Assurance Specialists, and over 200 RiderCoaches must be routinely updated and kept current on Motorcycle Safety Foundation (MSF) and Wisconsin Motorcycle Safety Program curriculum and policy and procedure changes as well as quality improvement initiatives. Funding needed by local training sites is expected to increase, creating an additional workload for the Motorcycle Safety Program. The success of the program is reflected in the results of recent surveys, which indicate that 49% of respondents are familiar with our brochures and posters, bumper and helmet stickers, and 23% said the item(s) did make a difference in their attitude.

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



PROGRAM MANAGEMENT

Coordinate, plan, and manage the Wisconsin Motorcycle Safety Program (WMSP). Assist the Wisconsin rider education program and WMSP through continued clerical support to training sites. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage. Collect and analyze data on motorcycle crashes, injuries, and fatalities. Identify and prioritize the State's motorcycle awareness, safety, and rider education problem areas. Evaluate rider education program



guidelines, policies and procedures, and new and existing curriculum requirements. Routinely evaluate motorcycle awareness, safety, and rider education programs and services. Collaborate with and act as a liaison between local communities, law enforcement agencies, and various divisions of the DOT. SMSA Membership Dues and Insurance.

(State 562)2012-79-01 \$182,000
 (402)2012-70-01 \$65,000

PERFORMANCE GOALS AND MEASURES

Motorcycle/MoPed Crashes	
2005-09 Baseline	2,847
2010 Current	2,707
2011 Goal	2,705
Combined Fatalities and Incapacitating Injuries in Motorcycle/MoPed Crashes	
2005-09 Baseline	833
2010 Current	770
2011 Goal	791
Motorcycle/MoPed Injuries	
2005-09 Baseline	2,808
2010 Current	2,576
2011 Goal	2,668

PERSONAL PROTECTIVE EQUIPMENT, CONSPICUITY, AND MOTORIST AWARENESS

Encourage motorcycle operators and passengers to use protective equipment through an aggressive communication campaign. Equipment includes: helmets that meet Federal Helmet Standards; proper clothing, including gloves, boots, long pants, a durable long-sleeved jacket; and eye and face protection.

(State 562)2012-79-02 \$25,000

Expand the “May is Motorcyclist Awareness & Safety Month” media campaign to encompass the most active segment of the riding season promoting motorists’ awareness of motorcycles as well as motorcyclist conspicuity and riding within one’s limitations.

(402)2012-70-02-MC \$100,000

MOTORCYCLE RIDER EDUCATION AND TRAINING

Rider education courses to address experienced/seasoned drivers.

(402)2012-70-03-MC \$65,000

Crash reconstruction training for law enforcement officers.

(402)2012-70-03-MC \$15,000

Professional development, conferences, and workshops.

(402)2012-70-03-MC \$32,000

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

(State 562)2012-79-04 \$447,000

Purchase training motorcycles, scooters, state-of-the-art motorcycle simulators and/or other motorcycle trainers and/or traffic simulators, as well as new training and support equipment and materials.

(2010)2012-72-06-K6 \$250,000



MOTORCYCLE OPERATION UNDER THE INFLUENCE OF ALCOHOL OR OTHER DRUGS



Distribute a motorcycle specific DVD that is an alcohol and drug related training-aid providing audio visual support material that dovetails with the ZERO in Wisconsin and the 5=ZERO initiatives. Create, revise, update, duplicate, and distribute alcohol and drug related informational and educational materials.

(410)2012-31-02-K8 \$50,000

Expand the 5=ZERO initiative and the impaired motorcyclist campaign. The 5=ZERO program addresses the five specific motorcycle related tasks that need to be accomplished by a rider to minimize the risk of a motorcycle crash. Utilization of the Transportable High-End Rider Education Facility (THE REF)

is a key component to the success of this activity. Establish a motorcycle specific social marketing campaign, such as the Green-Yellow-Red project that is designed to reduce impaired motorcycle riding and the resulting crashes that perpetuate injuries and fatalities.

(402)2012-70-02-MC \$200,000

LAW ENFORCEMENT

Participate in High Visibility Enforcement and deterrence activities where there is the highest occurrence of motorcycle crashes and fatalities. State, county, and local law enforcement agencies participate in statewide motorcycle events and activities promoting the ZERO in Wisconsin and 5=ZERO initiatives.



(402)2012-70-05-MC

\$100,000

COMMUNICATION



Expand the role of THE REF and the number of activities it participates in to promote all aspects of motorcycle. Offer a variety of motorist and motorcyclist related training and awareness activities as well as promote appropriate Class M Endorsement for owners of all on-road motorcycles. Integrate motorist awareness, motorcycle safety, and rider education messages in all forms of Wisconsin Department of Transportation and Division of Motor Vehicles traffic safety campaigns. Safety, motorist awareness, and rider education are all important tasks.

(402)2012-70-04-MC

\$300,000

EVALUATION

Evaluate the effectiveness of grant funding provided. Develop a method by which activity levels can be measured. Require the reporting of rider education staff attendance at various grant funded activities and events.

(402)2012-70-09-MC

\$15,000

MOTORCYCLE SAFETY—BUDGET SUMMARY			
2012-70-01-MC	402	Program Management	\$65,000
2012-79-01	562	Program Support—State	\$182,000
2012-70-02-MC	402	Public Information, Social Marketing	\$300,000
2012-31-02-K8	410	PI&E	\$50,000
2012-79-02	562	PI&E State	\$25,000
2012-70-03-MC	402	Training and Support Technical	\$112,000
2012-70-04-MC	402	Training and Support Community	\$300,000
2012-79-04	562	Training and Support Community—State	\$447,000
2012-70-05-MC	402	Enforcement	\$100,000
2012-72-06-K6	2010	Equipment	\$250,000
2012-70-09-MC	402	Evaluation	\$15,000
Total 402			\$892,000
Total 410			\$50,000
Total 2010			\$250,000
Total State 562			\$654,000
Total			\$1,846,000

Pedestrian & Bicycle Safety



STATE OF
WISCONSIN
FFY 2012

HIGHWAY SAFETY
PERFORMANCE PLAN

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES PEDESTRIAN CRASHES

Justification



To date, there is no reliable measure for pedestrian activity in Wisconsin. It is important to consider this when comparing data from one year to the next. In setting goals and measures, a rate per 100,000 people was used.

In 2010, 54 pedestrians died in pedestrian-motor vehicle crashes. This is a 14.4% increase from the most recent 5-year average. Fatalities increased by 54.3% from 2009. As illustrated in the graph below, pedestrians killed or incapacitated in 2010 totaled 289 people. This represents a 6.2% decrease from the most recent 5-year average. It should be noted that while the majority of 'A' injuries and deaths occur in urban areas—presumably where the majority of the activity is—a person in a rural area is two times more likely to die in a serious accident than a person in an urban area.

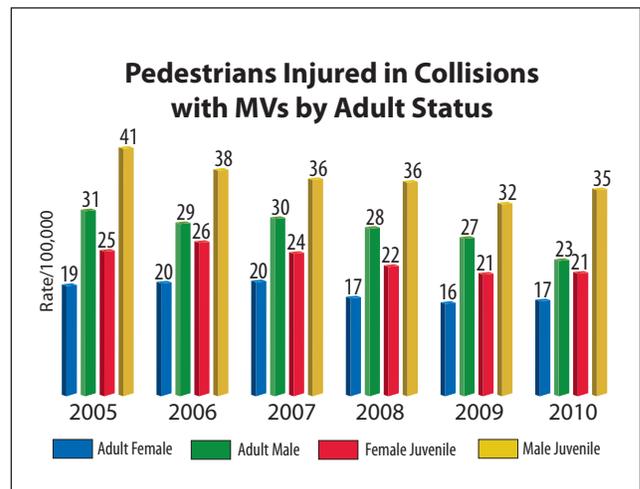
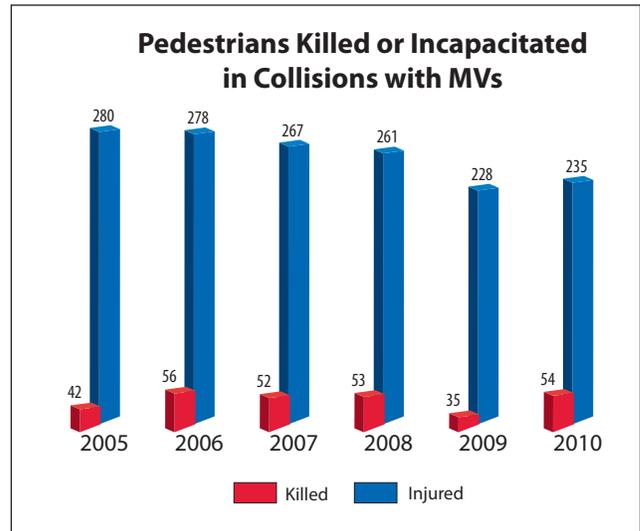
Likely, the combination of higher speeds and a delay in transport to a trauma center explains this difference.

Performance Goals and Measures

Pedestrian-Motor Vehicle Crashes	
2005-09 Baseline	23.78/100K pop.
2010 Current	21.75/100K pop.
2011 Goal	22.59/100K pop.
Combined Fatalities and Serious 'A' Injuries	
2005-09 Baseline	5.46/100K pop.
2010 Current	5.07/100K pop.
2011 Goal	5.19/100K pop.
Pedestrian Injuries	
2005-09 Baseline	23.95/100K pop.
2010 Current	21.72/100K pop.
2011 Goal	22.75/100K pop.

There were 1,183 total pedestrian injuries reported in 2010, which is a 9.3% reduction from the most recent 5-year average of 1,305 injuries.

Adult men and women make up the largest number of pedestrians injured in collisions, but as a rate per 100,000 for each group, male and female juveniles are most represented.



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES BICYCLE CRASHES

Justification

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

In 2010, 9 bicyclists died in bicycle-motor vehicle crashes. This is a 6.3% decrease from the most recent 5-year average. Fatalities increased 28.6% from 2009. As illustrated in the graph below, bicyclists killed or incapacitated in 2010 totaled 116 people. This represents a 13.3% decrease from the most recent 5-year average.

As the fatality numbers are so few for bicyclists, it would be meaningless to break out into urban versus rural.

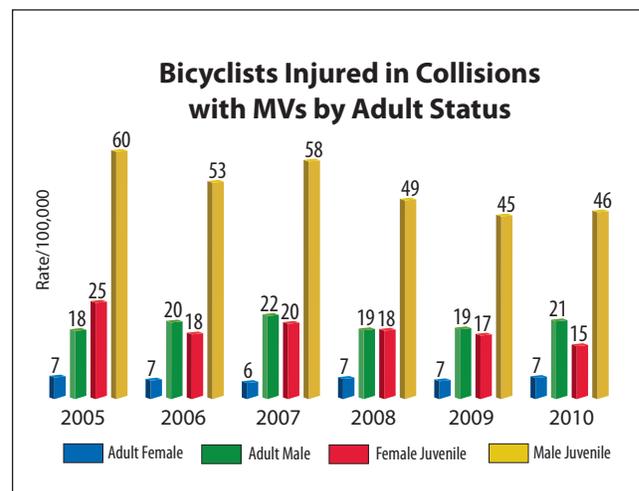
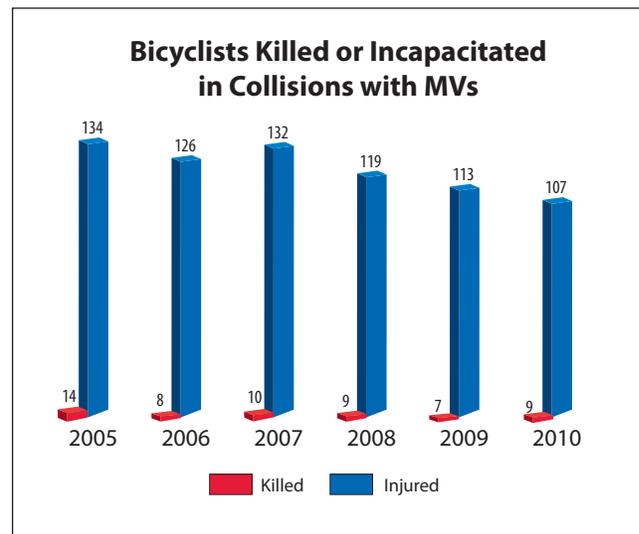


Performance Goals and Measures

Bicycle-Motor Vehicle Crashes	
2005-09 Baseline	19.47/100K pop.
2010 Current	19.17/100K pop.
2011 Goal	18.50/100K pop.
Combined Fatalities and Serious 'A' Injuries	
2005-09 Baseline	2.37/100K pop.
2010 Current	2.04/100K pop.
2011 Goal	2.25/100K pop.
Bicycle Injuries	
2005-09 Baseline	18.83/100K pop.
2010 Current	18.21/100K pop.
2011 Goal	17.89/100K pop.

There were 1,028 total bicyclist injuries reported in 2010, which is a 2.5% reduction from the most recent 5-year average of 1,054 injuries.

Adult and juvenile males make up the largest number of bicyclists injured in collisions, but as a rate per 100,000 for each group, male juveniles are clearly overrepresented in injuries as indicated in the chart above.



PROGRAM MANAGEMENT

- Coordinate, plan, and manage the state Pedestrian & Bicycle Safety Programs. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage.
- Continue to provide leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in pedestrian and bicycle education and training.
- Act as a liaison between local communities, law enforcement agencies, engineers, planners, bike and pedestrian advocacy programs, and various divisions of the DOT.
- Collaborate with these groups to promote safe environments for pedestrians and bicyclists.
- Coordinate, plan, and manage the Traffic Records Program.
- Work closely with all agencies involved in traffic records grant funding that collect and make available crash data information.
- Manage the development of the annual 408 grant application, updating the projects and strategic plan on a regular basis.



(State) 2012-89-01 \$75,000

PUBLIC INFORMATION AND EDUCATION

- Work with partners to keep information up-to-date, add training brochures/information to DOT website.
- Continue to work with the variety of Drivers Education Programs to ensure beginning drivers receive the correct pedestrian/bicycle training.
- Work closely with DMV, AAA, AARP, law enforcement, and other programs to educate veteran motorists, pedestrians, and bicyclists on pedestrian and bicycle laws.
- Continue to develop new material that educates all people involved in pedestrian/bicycle safety. Work in cooperation with Share and be Aware to develop new training/educational materials.

(State)2012-89-02 \$10,000

(State)2012-89-02 \$1,000

(402)2012-80-02-PS \$10,000

(State)2012-89-02 \$30,000

(402)2012-80-02-PS \$70,000



TRAINING AND OUTREACH PROGRAM



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

(402)2012-80-03-PS \$10,000
- Schedule Teaching Safe Bicycling workshops for after school program facilitators, youth organizations, non-profits, law enforcement, and other programs that will be or have the opportunity to instruct bicycling training courses/rodeos.

(402)2012-80-04-PS \$15,000
- Provide two or three training workshops on the organization and implementation of Walking Workshops. Train community members to organize and run walking workshops in their communities.

(402)2012-80-03-PS \$10,000
- Provide two pedestrian safety training workshops, working with engineers, law enforcement, health, planners, and advocacy programs defining and improving pedestrian safety issues in communities that have not received the training to date.

(402)2012-80-03-PS \$15,000
- Work with local communities and organizations to provide bicycle training courses and rodeos.

(402)2012-80-04-PS \$5,000
- Pedestrian Safety targeted neighborhood model projects based on Complete Street, Walking Workshops, facilities mapping, and NHTSA pilot projects.

(402)2012-80-04-PS \$15,000

LAW ENFORCEMENT

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

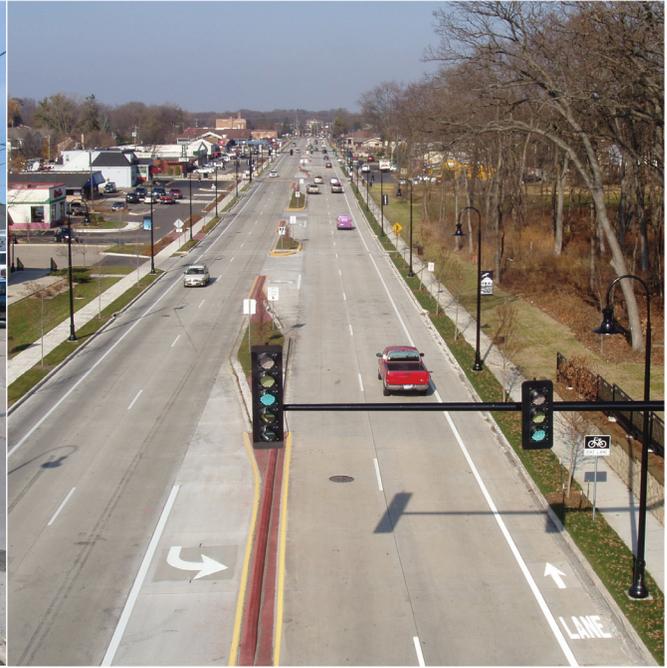
(402)2012-80-05-PS \$80,000
- Train law enforcement personnel so they can instruct the Wisconsin Pedestrian & Bicycle Law Enforcement Training Course.

(402)2012-80-03-PS \$10,000

EVALUATION PROGRAMS

- Evaluate the number of crashes, fatalities, and injuries and compare to prior data. Track the use of the safety materials provided, eliminate materials that are not being used. Evaluate the effectiveness of the funding provided.

(402)2012-80-09-PS \$5,000



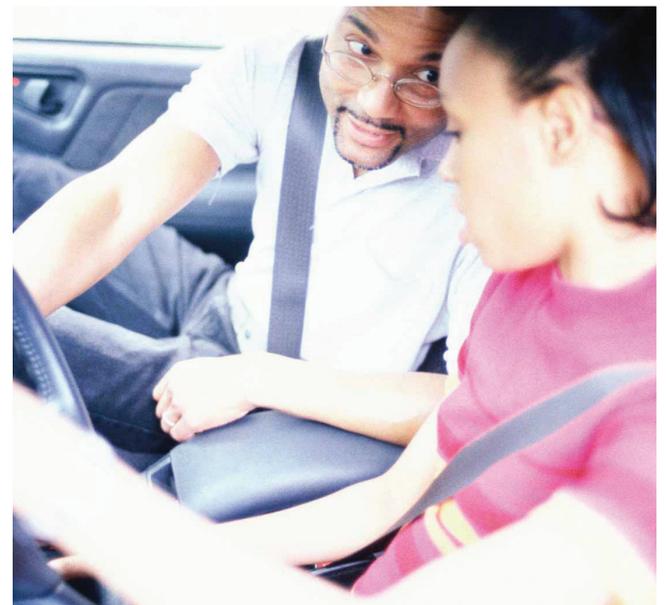
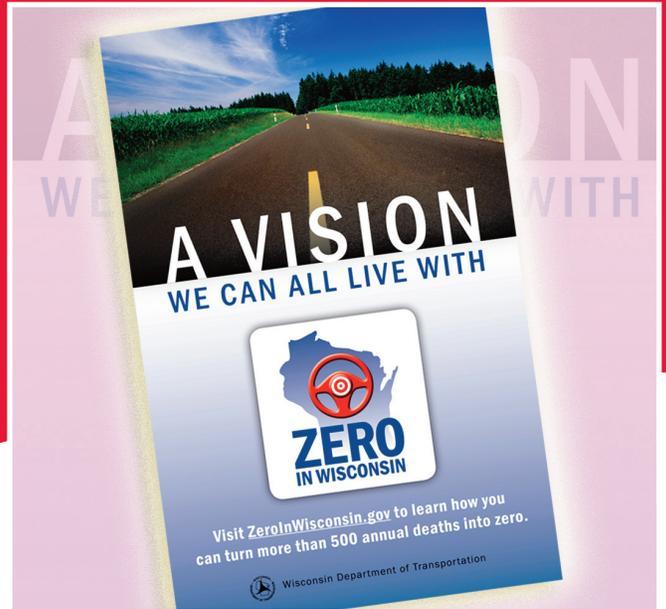
Before

After

In Madison, the Monona Drive reconstruction includes complete accommodations for bicyclists and pedestrians.

PEDESTRIAN & BICYCLE SAFETY—BUDGET SUMMARY			
2012-89-01	562	Program Management—State	\$75,000
2012-80-02-PS	402	PI&E—Federal	\$80,000
2012-89-02	562	PI&E—State	\$41,000
2012-80-03-PS	402	Training and Support Technical	\$45,000
2012-80-04-PS	402	Training and Support Community	\$35,000
2012-80-05-PS	402	Enforcement	\$80,000
2012-80-09-PS	402	Evaluation	\$5,000
		402 Total	\$245,000
		State	\$116,000
		Program Total	\$361,000

Community Traffic Safety Program



STATE OF
WISCONSIN
FFY 2012

HIGHWAY SAFETY
PERFORMANCE PLAN

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification



Federal statutes require that a minimum of 40% of Wisconsin's annual Section 402 Highway Safety Funds be disbursed to local units of government. Wisconsin State Statutes require that no less than 50% of these Section 402 funds be disbursed to local government. Local agency and safety advocate time is more effectively used when state knowledge, expertise and assistance is made available to them.

The Bureau of Transportation Safety employs four Regional Program Managers who work with and assist local governmental agencies to develop and implement highway safety improvement programs within their jurisdictions. Some of these local efforts are assisted with federal highway safety grant funds and some of these programs are locally supported.

Section 83.013, Wisconsin Statutes, mandates that each county create a Traffic Safety Commission that meets at least quarterly to review fatal traffic crashes and to promote traffic safety initiatives. The statute identifies a minimum of nine local and state

officials who are required to staff these Traffic Safety Commissions, and one of these required members is a representative from the state highway safety office.

The Bureau provides public information to its various audiences by means of print, video and Internet media. The Office of Public Affairs, in cooperation with BOTS program managers, coordinates media and public information programs for the state's participation in national traffic safety mobilizations, state and national safety awareness weeks and months, and other highway safety promotional and educational efforts. This includes writing speeches, public service announcements, media releases, and scheduling press conferences to support national, state and local government crash reduction activities.

Performance Goals and Measures

Attendance at County/City Traffic Safety Commission Meetings

90% of meetings scheduled in 72 Counties and City of Milwaukee

Grant Monitoring by BOTS Staff

100% of law enforcement and other contracts entered into with local units of government

Overall Goal

Increase local participation in state-administered and locally developed highway safety activities.



WINS (Wisconsin Information Network for Safety) staff received child passenger safety award at the Governor's Convergence on Highway Safety.

PROGRAM MANAGEMENT



- BOTS Field Program Outreach (4.0 FTE): coordinate, plan, and manage the state Community Traffic Safety Program. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage.
- Continue to provide leadership, training, information, and technical assistance to agencies, organizations, and non-profit programs involved in community traffic safety.
- Work closely with all law enforcement agencies involved in the community safety grant program. Act as a liaison between local communities, law enforcement agencies, engineers, planners, and various divisions of the DOT.

- Collaborate with these groups, sharing information on various grant opportunities. Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

(402)2012-90-01-CP \$340,000

- Grant Management System Maintenance and hosting

(402)2012-90-04-CP \$137,850

OUTREACH PROGRAM

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

(402)2012-90-04-CP \$100,000

PUBLIC INFORMATION AND EDUCATION

- Contract with for production of Traffic Safety Reporter, Web design and mailing costs.

(402)2012-90-02-CP \$110,000

CONFERENCES AND MEETINGS

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

(402)2012-90-04-CP \$130,000

COMMUNITY TRAFFIC SAFETY PROGRAMS			
2012-90-01-CP	402	Program Management—Community Outreach/Monitoring	\$340,000
2012-90-02-CP	402	PI&E	\$110,000
2012-90-04-CP	402	Training and Support—Community	\$367,850
402 Program Total			\$817,850

SECTION III

Appendix



YOU CAN AFFORD THE SPEEDING TICKET.
BUT CAN YOU PAY THE PRICE?



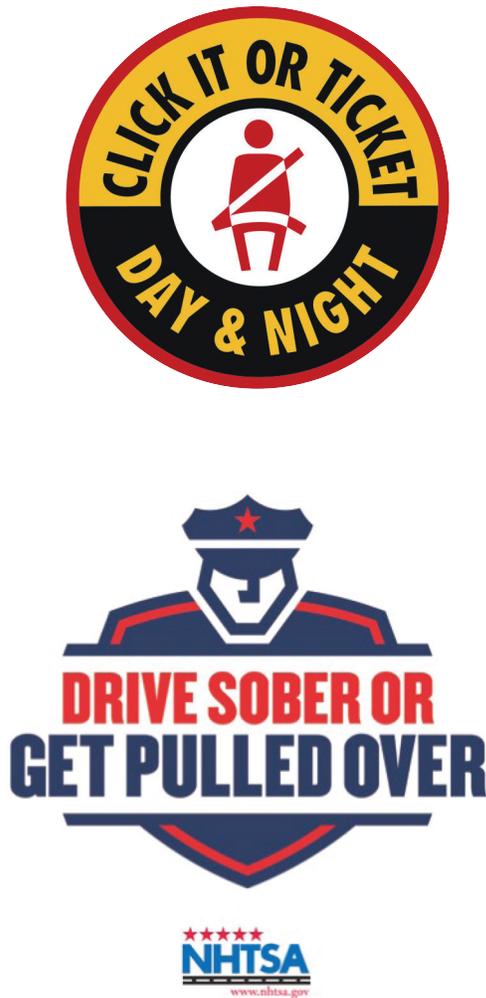
STATE OF
WISCONSIN
FFY 2012

**HIGHWAY SAFETY
PERFORMANCE PLAN**

APPENDIX 1:

PAID MEDIA PLAN

WisDOT BUREAU OF TRANSPORTATION SAFETY



The Bureau of Transportation Safety (BOTS) will utilize the Click It or Ticket and Drive Sober or Get Pulled Over logos as designed by NHTSA. We will try to use them on materials that are developed for the May Mobilization and August Crackdown. BOTS will incorporate the Zero in Wisconsin brand with the ads that are used.

BOTS will follow the NHTSA 2012 schedule for paid media for the May Mobilization and the August Alcohol Crackdown. BOTS is scheduling other highly visible enforcement efforts throughout the FFY and will work to schedule paid media to coincide with those efforts. BOTS will contract with an agency to purchase the media time for these events. BOTS will provide the agency with information and demographics on the target audience, based on NHTSA guidelines, for each period. This will coincide with the major enforcement efforts that are planned. Radio, TV, cinema, website and other media used by the target audience, will be utilized during these times. Urban and Spanish messaging will be included in the markets that fit these populations. BOTS will also explore methods to reach the 16-34 year old age group as they tend to use electronic devices for information and messages.

The contractor will work with BOTS and The Tombras Group or other designated NHTSA media contractor to ensure that each media buy meets NHTSA's requirements for demographic audience, reach and frequency of messages. BOTS will submit the paid media plans to the NHTSA Regional office for review and comment prior to the purchase of broadcast time.

BOTS will contract with an evaluator to provide a phone evaluation of Wisconsin residents on the messages that are aired. This will be similar to the ones that have been conducted in the past.

APPENDIX 2:

EQUIPMENT—PREAPPROVED AND NOT ALLOWABLE

Updated July 2011

Eligible, “Can”

Vests Need to note to agency: “Need to use (be worn) vests during HVE as well as standard enforcement.”

Direction Flashlights/Light Batons

Cones Reasonable amount

Vehicles

On-site Pole Speed Sign

Speed Display Board

Radar IACP Approved Speed Enforcement RADAR/LIDAR Devices

Laser

***Lights** Emergency Vehicle Lighting, Light bars

***Standard Radios** (\$2K or so a piece)—Handheld and vehicle mounted

Multi-band Radios (Expensive: ~\$6K): “Need a quote to see what % will be used for enforcement”

Mobile Digital Communicator (MDC)

Cage bars for squads

DL Scanners

TraCS Compatible Equipment

- Laptops: *Panasonic* “Tough Book” ~ \$3,700
- Docking Station: and Power Supply, Mounting Hardware
- Thermal Printer: Printer Cables, Printer Mount
- GPS, not on its own; only with other TraCS items

***PBT**'s

***Video** Digital Squad Video Recorders and Personal Recorders: These require three follow-up questions to accompany the request.

***“Fatal Vision” Goggles**

Non-eligible, “Can’t”

License Plate Reader

Parkas

Printer Paper for TRaCs Printers

Raincoats

Warranties

Emitters

Spike Strips

Stop Sticks

Uniforms

Hard mount LED pedestrian and stop signs

Software, that is a RMS (Records Management System: i.e. *Visionare*)

*Can be funded with 410 Impaired Driving funds.

Vehicle Window Tint Meter

Measuring Wheel

Gloves

Weapons & Ammo & Related Accessories

Rear plastic squad seats

Tasers

Bicycles

Radio “Base” Station

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

Not an exhaustive list.

AAA www.autoclub.com	Marshfield Clinic—Center for Community Outreach www.marshfieldclinic.org/patients/?page=cco	Wisconsin Department of Children and Families http://dcf.wi.gov/
AARP www.aarp.org	Medical College of Wisconsin—Injury Research Center	Wisconsin Clearinghouse for Prevention Resources http://wch.uhs.wisc.edu/
Alcohol and Other Drug Abuse Program http://dpi.wi.gov/sspw/aodaprogram.html	National Highway Traffic Safety Administration www.nhtsa.dot.gov	Wisconsin Department of Health Services http://dhs.wisconsin.gov
Bicycle Federation of Wisconsin http://www.bfw.org/	OWI Town Hall Meetings with MADD and UWRC	Wisconsin Juvenile Officers Association www.wjoa.com
The Century Council www.centurycouncil.org	Pacific Institute for Research and Evaluation www.pire.org	Wisconsin Department of Justice http://www.doj.state.wi.us/
DOT—Division of Motor Vehicles	Safe Routes to School http://www.dot.wisconsin.gov/localgov/aid/saferoutes.htm	Wisconsin Office of Justice Assistance http://oja.state.wi.us
DOT—Planning	State Council On Alcohol and other Drug Abuse www.scaoda.state.wi.us	Wisconsin Department of Natural Resources www.dnr.state.wi.us
Driving Skills for Life—The Ford Motor Company www.drivingskillsforlife.com	Substance Abuse and Mental Health Services Administration www.samhsa.gov/index.aspx	WI-PAN (Wisconsin Partnership for Activity and Nutrition)
Federal Highway Administration www.fhwa.dot.gov	Tavern League of Wisconsin www.tlw.org	Wisconsin Safety Patrol Congress
Office of Juvenile Justice and Delinquency Prevention http://ojjdp.ncjrs.org	Traffic Records Coordinating Committee	Wisconsin Safety Patrols, Inc.
Law Enforcement Agencies	UW—Milwaukee	Wisconsin State Lab of Hygiene www.slh.wisc.edu
Governor's Bicycle Coordinating Council	UW Resource Center on Impaired Driving www.law.wisc.edu/rcid	Wisconsin Technical College System
Governor's Council Subcommittee	University of Wisconsin System Administration	Wisconsin Department of Tourism www.agency.travel.wisconsin.com
HSP stakeholder input: April and May, 2008	WE Bike www.bfw.org	Wisconsin Walks http://www.wisconsinwalks.org/
ISP granting agencies		
La Crosse OWI Treatment Court http://www.co.lacrosse.wi.us/humanservices/js/owi.htm		
MADD www.madd.org		

INTEROFFICE MEMORANDUM

TO: LAURA ANDRÉASSON

FROM: NEIL MAY

SUBJECT:

**TARGETING WISCONSIN LOCATIONS TO RECEIVE FFY11
ENFORCEMENT FUNDS**

DATE: 8/19/2011

CC: MAJOR HUXTABLE, RANDY ROMANSKI

Accompanying this cover letter please find a list of Wisconsin municipalities, grouped by county and displayed by descending degree of apparent alcohol/speed/unbelted crash problem within those groups. Before using the list, please take a moment to review the following, which summarizes the larger steps taken in generating that list.

The Division of Motor Vehicles' Traffic Accident files were queried for instances of alcohol, speed, or unbelted crash experience, as noted on the MV4000 crash report form, in Wisconsin counties, cities, villages, and townships during calendar years 2008, 2009, and 2010. Three years of data were collected to disguise some of the natural fluctuations from year to year. Not all locations in Wisconsin have recorded relevant crashes during the past three years; those locations were immediately excluded from further investigation. Also excluded were property damage-only crashes involving deer.

Reported crashes on public roads were matched with the people involved in the crashes, after assigning numeric weights to reported injuries. The numeric weights assigned were:

Fatal injury = 20

Incapacitating injury = 20

Non-incapacitating injury=10

Possible injury = 5

Unknown or no injury = 1

Numeric weights of the injuries were summed for each crash and by county, city, village or township. That value was named Calculated Score for Injuries. A Normalized Score for injuries was calculated by matching the Calculated Score for Injuries with final January 1, 2010 population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center. Population estimates are based on the 2000 census and an analysis of more current data such as housing units and automobile registrations. 2010 population data was used because it is the most recent available.

Counties were assigned a number 1 through 9 on a rural-urban scale used by the U.S Department of Agriculture. Municipalities were assigned a number 1 through 12 using the U.S. Department of Education. Peer groups on county and muni level produced a weighted average. The normalized score and the weighted score were scaled as follows for each of the three targeting lists:

Alcohol

Counties are targeted for alcohol enforcement funding if they meet any of the following criteria:

Weight \geq 3,000, or Score \geq 50, or Select two previously unselected counties from rural-urban continuum categories 1-6, or Select one previously unselected county from rural-urban continuum categories 7-9

From the selected counties, municipalities were chosen if they met either of the following criteria:

Weight \geq 500 or Score \geq 50

Speed

Counties are targeted for speed enforcement funding if they meet any of the following criteria:

Weight \geq 7,000, or Score \geq 80, or Select two previously unselected counties from rural-urban continuum categories 1-6, or Select one previously unselected county from rural-urban continuum categories 7-9

From the selected counties, municipalities were chosen if they met either of the following criteria:

Weight \geq 500 or Score \geq 80

Occupant Protection

Counties are targeted for alcohol enforcement funding if they meet any of the following criteria:

Weight \geq 3,000, or Score \geq 40, or Weight \geq 2,000 and Score \geq 30

From the selected counties, municipalities were chosen if they met either of the following criteria:

Weight \geq 200 or Score \geq 50

Let me know if further clarification is needed about the structure of the report. Also, I am available to supply more detail about the procedures used to acquire and process the data.

APPENDIX 5:

HIGHWAY SAFETY PROGRAM COST SUMMARY (HS217)

August 2011

PROGRAM AREA	APPRVD PROGRAM COSTS	STATE/LOCAL FUNDS	PREVIOUS BAL	FEDERALLY FUNDED PROGRAMS INCRE/(DECRE)	CURRENT BAL	FEDERAL SHARE TO LOCAL
PA	265,000.00	530,000.00	41,112.23	223,887.77	265,000.00	66,250.00
OP	930,000.00	232,500.00	657,705.79	(267,705.79)	390,000.00	322,500.00
PM	1,500,000.00	0.00	1,150,233.21	(150,233.21)	1,000,000.00	500,000.00
AL	1,315,000.00	328,750.00	849,285.56	1,315,870.00	570,000.00	345,000.00
PT	2,905,000.00	726,250.00	2,131,721.36	1,213,278.64	3,345,000.00	2,563,750.00
TR	142,000.00	35,500.00	66,689.79	(16,689.79)	50,000.00	18,750.00
EM	175,000.00	43,750.00	175,000.00	40,000.00	215,000.00	107,500.00
MC	840,000.00	210,000.00	736,069.28	155,930.72	892,000.00	626,000.00
PS	245,000.00	61,250.00	140,868.16	104,131.84	245,000.00	178,750.00
CP	920,000.00	230,000.00	207,001.09	610,848.91	817,850.00	500,888.00
Total 402	9,237,000.00	2,398,000.00	6,155,686.47	3,229,319.09	7,789,850.00	5,229,388.00
405-K2	1,965,000.00	5,895,000.00	1,714,593.37	1,385,406.63	3,100,000.00	2,742,500.00
408-K9	859,800.00	214,950.00	748,447.22	(165,147.22)	583,300.00	437,475.00
1906	749,000.00	187,250.00	401,261.66	(401,261.66)	0.00	0.00
2011-K3	555,000.00	555,000.00	417,018.93	137,981.07	555,000.00	415,000.00
2010-K6	250,000.00	0.00	244,094.47	5,905.53	250,000.00	250,000.00
410-K8	3,155,000.00	9,456,000.00	2,114,079.30	1,728,920.70	3,843,000.00	3,045,500.00
406	1,000,000.00	0.00	1,000,000.00	(658,000.00)	342,000.00	365,000.00
ALL FUNDS	17,770,800.00	18,706,200.00	11,795,181.42	5,921,124.14	16,463,150.00	12,484,863.00

State Officials Authorized Signature:

Federal Official(s) Authorized Signature:

NAME

NHTSA - NAME

FHWA - NAME

TITLE

TITLE

TITLE

DATE

DATE

DATE

EFFECTIVE DATE

APPENDIX 6:

DETAILED BUDGET

FFY 2012 HIGHWAY SAFETY PERFORMANCE PLAN BUDGET

19-Aug-11 • W:/2012HSP

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
PLANNING & ADMINISTRATION 10					
12-10-01-PA	Planning & Administration	265,000			66,250
402	(PA)	265,000			66,250
12/19/2001	402 Match		530,000		
State	(562)		530,000		
TOTAL PLAN & ADMIN FUNDS		265,000	530,000	795,000	66,250

OCCUPANT PROTECTION 20					
12-20-01-OP	Program Mgmt	90,000			22,500
12-20-06-OP	Equipment	300,000			300,000
402	(OP)	390,000		390,000	322,500
12-20-07 PM	Paid Media (402PM)	500,000		500,000	250,000
12-24-02-K3	PI&E	150,000			112,500
12-24-03-K3	Training—Technical	205,000			102,500
12-24-06-K3	CPS Equipment	200,000			200,000
2011	(2011-K3)	555,000	0	555,000	415,000
12-25-02-K2	PI&E	390,000			195,000
12-25-03-K2	Training—Technical	325,000			162,500
12-25-05-K2	Enforcement	2,215,000			2,215,000
12-25-09-K2	Evaluation	170,000			170,000
405 Incentive	(405-K2)	3,100,000		3,100,000	2,742,500
12-24-05-K4	Enforcement	540,000			
406 Incentive		540,000			540,000
TOTAL OCC PROTECT FUNDS		5,085,000	0	5,085,000	4,270,000

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
IMPAIRED DRIVING— Youth Program Plan (30)					
12-30-01-AL	Program Mgmt	180,000			45,000
12-30-02-AL	PI&E	150,000			75,000
12-30-06-AL	Equipment	210,000			210,000
12-30-09-AL	Evaluation	30,000			15,000
402	(AL)	570,000	0	570,000	345,000
12-30-07 PM	Paid Media (402PM)	250,000			125,000
12-31-02-K8	PI&E	100,000			25,000
12-31-03-K8	Training- Technical	1,145,000			572,500
12-31-05-K8	Enforcement	2,018,000			2,018,000
12-31-06-K8	Equipment	280,000			280,000
410	(K8)	3,543,000			2,895,500
12-31-07 PM	Paid Media—(410-K8PM)	250,000			125,000
State 568	Pre-trial Intervention		715,600		
State 531	Safe Ride Programs		400,000		
State			1,115,600		
TOTAL IMPAIRED/YOUTH DRIVING FUNDS		4,613,000	1,115,600	5,728,600	3,490,500

AGGRESSION, SPEED & TRAFFIC ENFORCEMENT (PTS) 40					
12-40-01-PT	Program Mgmt	75,000			18,750
12-40-02-PT	PI & E	700,000			
12-40-03-PT	Training—Technical	50,000			25,000
12-40-05-PT	Enforcement	2,410,000			2,410,000
12-40-06-PT	Equipment	110,000			110,000
402-PT	402-PT	3,345,000	0	3,345,000	2,563,750
12-40-07-PM	Speed Pd Media	250,000		250,000	125,000
12-49-01	Program Mgmt		11,000		
TOTAL	SPEED/ AGGRESSION	3,595,000	11,000	3,606,000	2,688,750

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
HIGHWAY SAFETY INFORMATION (Traffic Records) 50					
12-50-01-TR	Program Mgmt	25,000			6,250
12-50-03-TR	Training—Technical	25,000			12,500
402	(TR)	50,000	0	50,000	18,750
12-58-02-K9	PI&E	167,000			83,500
12-58-03-K9	Training—Technical	216,300			108,150
12-58-06-K9	Equipment	200,000			200,000
408	(K9)	583,300	0	583,300	437,475
12-54-01-K4	Program Mgmt	92,000			23,000
12-54-06-K4	Equipment	250,000			342,000
406	(K4)	342,000	0	0	365,000
TOTAL	RECORDS FUNDS	975,300	0	975,300	821,225

INJURY CONTROL—EMERGENCY RESPONSE 60					
12-60-02-EM	PI & E	25,000			12,500
12-60-03-EM	Training—Technical	150,000			75,000
12-60-09-EM	Evaluation	40,000			20,000
402	(EM)	215,000	0	215,000	107,500

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
MOTORCYCLE SAFETY 70					
12-70-01-MC	Prog Mgmt	65,000			16,250
12-70-02-MC	PI&E	300,000			150,000
12-70-03-MC	Training—Technical	112,000			56,000
12-70-04-MC	Training—Community	300,000			300,000
12-70-05-MC	Enforcement	100,000			100,000
12-70-09-MC	Evaluation	15,000			3,750
402	(MC)	892,000	0	892,000	626,000
12-31-02-K8	PI&E	50,000			25,000
410	(K8)	50,000	0	50,000	25,000
12-72-06-K6	Equipment	250,000			250,000
2010	(K6)	250,000	0	250,000	250,000
12-79-01	Program Mgmt		182,000		
12-79-02	PI&E		25,000		
12-79-04	Training—Community		447,000		
State	(562)		654,000		
TOTAL	MOTORCYCLE FUNDS	1,192,000	654,000	1,846,000	876,000

PEDESTRIAN, BICYCLE & SCHOOL BUS SAFETY 80					
12-80-02-PS	PI&E	80,000			40,000
12-80-03-PS	Training—Technical	45,000			22,500
12-80-04-PS	Training—Community	35,000			35,000
12-80-05-PS	Enforcement	80,000			80,000
12-80-09-PS	Evaluation	5,000			1,250
402	(PS)	245,000	0	0	178,750
12-89-01	Program Management		75,000		
12-89-02			41,000		
State	(562)		116,000		
TOTAL	PED/BIKE FUNDS	245,000	116,000	361,000	178,750

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
COMMUNITY TRAFFIC SAFETY 90 Community Activity					
12-90-01-CP	Program Mgmt	340,000			170,000
12-90-02-CP	PI & E	110,000			55,000
12-90-04-CP	Community Programs	367,850			275,888
402	(CP)	817,850	0	817,000	500,888

Fund Totals					
	402 TOTAL	7,789,850			5,229,388
	410 TOTAL	3,843,000			3,045,500
	2011 Total	555,000			415,000
	405 Total	3,100,000			2,742,500
	408 Total	583,300			437,475
	2010 Total	250,000			250,000
	406 Total	342,000			365,000
	TOTAL NHTSA FUNDS	16,463,150			12,484,863

APPENDIX 7: CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4, Highway Safety Act of 1966, as amended
- 49 CFR Part 18, Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Chapter II, (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C, Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

CERTIFICATIONS AND ASSURANCES

Section 402 Requirements

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

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry

out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

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

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- **National law enforcement mobilizations,**
- **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

(23 USC 402 (b)(1)(E));

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(I)).

Other Federal Requirements

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

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

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

Federal Funding Accountability and Transparency Act (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsr.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSR.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;

- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards; and(II) \$25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, et seq.; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of

alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988 (41 U.S.C. 702;)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 1. The dangers of drug abuse in the workplace.
 2. The grantee's policy of maintaining a drug-free workplace.
 3. Any available drug counseling, rehabilitation, and employee assistance programs.
 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).

d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will -

1. Abide by the terms of the statement.
 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
1. Taking appropriate personnel action against such an employee, up to and including termination.
 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT)

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certifi-

cation is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

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

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to

other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters—Primary Covered Transactions

1. The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
 - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
 - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
 - (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental

entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
2. Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transactions

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

- (b) Privately-owned when on official Government business or when performing any work on or behalf of the Government.
2. Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as:
 - (a) Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
 - (b) Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

POLICY TO BAN TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

- (1) Adopt and enforce workplace safety policies to decrease crashed caused by distracted driving including policies to ban text messaging while driving:
 - (a) Company-owned or -rented vehicles, or Government-owned, leased or rented vehicles; or

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

Governor's Representative for Highway Safety

Wisconsin

State or Commonwealth

2012

For Fiscal Year

8-25-2011

Date

STATE OF WISCONSIN FFY 2012

Highway Safety Performance Plan

