



STATE OF WISCONSIN FFY 2016



Highway Safety Plan

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State of Wisconsin Federal Fiscal Year 2016 Highway Safety Plan

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MISSION STATEMENT

Our mission is simple: zero fatalities on Wisconsin's roadways.

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



Figure 1: Traffic Fatalities (FARS)

Goal C1: To decrease traffic fatalities 5 percent each year from the 2009-2013 five-year rolling average to 519 by December 31, 2016.

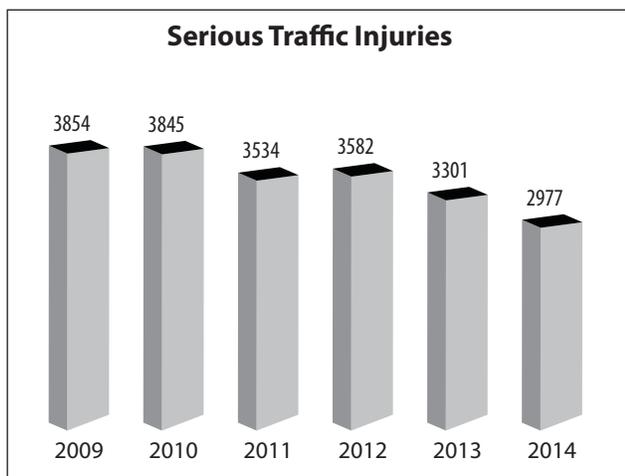


Figure 2: Serious Traffic Injuries (State Crash Data)

EXECUTIVE SUMMARY

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

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

Though not obvious from figure 1, the number of traffic fatalities has trended downwards over the previous seven years. 2013 saw a significant decrease from the prior year and remained below the 5-year (2009-2013) moving average of 575.

As figure 2 indicates, serious injury crashes have steadily decreased since 2008. 2013 saw 3,301 serious injuries, which was a 14% reduction from the 5-year average of 3,834.

Wisconsin achieved the national goal of one fatality per 100 million Vehicle Miles Traveled (VMT) in 2009, two years ahead of the national target date. As figure 3 indicates, Wisconsin was slightly above the goal in 2012, but 2013 produced a significant drop to our lowest level at .089 fatalities per 100 million VMT.

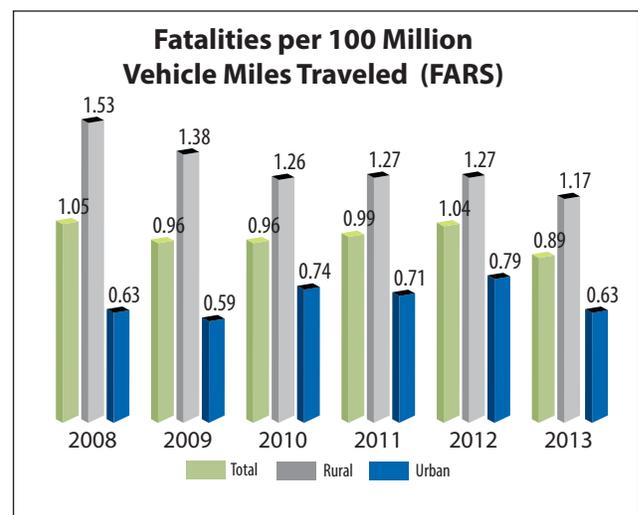


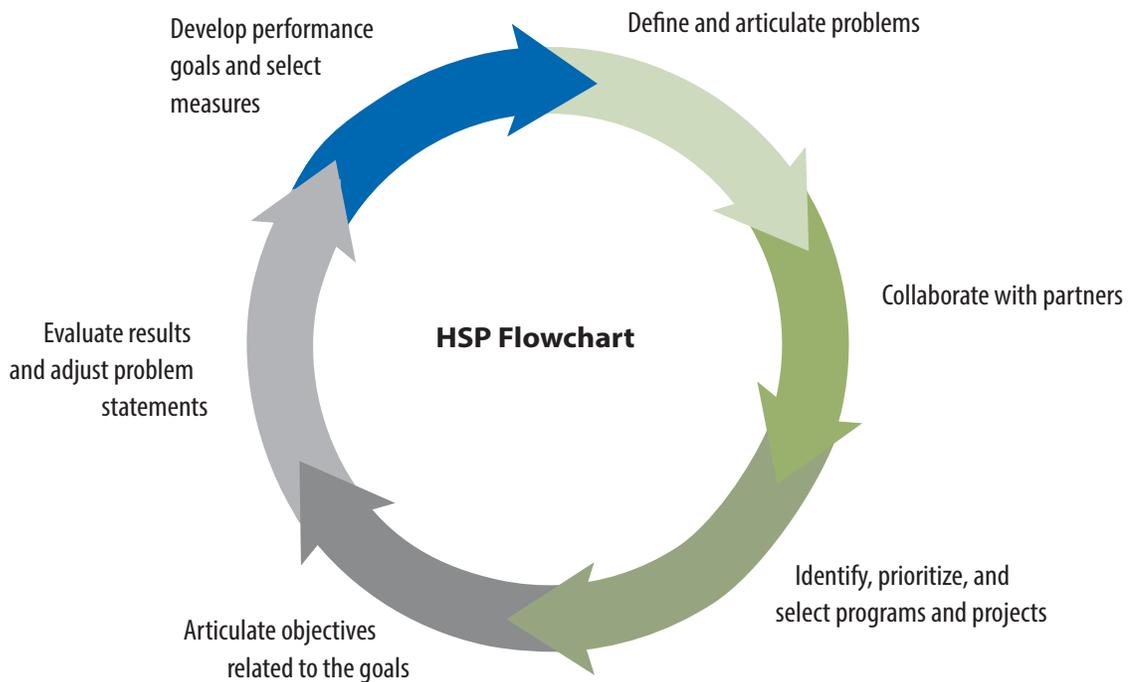
Figure 3: Column chart of fatalities per 100m VMT

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

MEASURE	2009	2010	2011	2012	2013	2009-2013 AVG	2015 GOAL <small>Estimate using 2009-2013 average with 5% reductions</small>	2016 GOAL <small>2015 Goal with 5% reduction</small>
C1. Traffic Fatalities (FARS)	561	572	582	615	543	574.6	546	519
C1. To decrease traffic fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 575 to 519 by December 31, 2016.								
C2. Serious Traffic Injuries (State Crash Data Files)	3,854	3,845	3,534	3,582	3,301	3,623.2	3,442	3,270
C2. To decrease serious traffic injuries 5 percent each year from the 2009-2013 calendar year rolling average of 3,623 to 3,270 by December 31, 2016.								
C3a. Fatalities/VMT (FARS)	0.96	0.96	0.99	1.04	0.89	0.97	0.92	0.87
C3a. To decrease total fatalities/VMT, by 5 percent each year from the 2009-2013 calendar year rolling average of 0.97 to 0.87 by December 31, 2016.								
C3b. Rural Fatalities/VMT (FARS)	1.38	1.26	1.27	1.27	1.17	1.25	1.19	1.13
C3b. To decrease rural fatalities/VMT, by 5 percent each year from the 2009-2013 calendar year rolling average of 1.25 to 1.13 by December 31, 2016.								
C3c. Urban Fatalities/VMT (FARS)	0.59	0.74	0.71	0.79	0.63	0.69	0.66	0.62
C3c. To decrease urban fatalities/VMT, by 5 percent each year from the 2009-2013 calendar year rolling average of 0.69 to 0.62 by December 31, 2016.								
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	231	178	189	201	191	198.0	188	179
C4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent each year from the 2009-2013 calendar year rolling average of 198 to 179 by December 31, 2016.								
C5. Alcohol Impaired Driving Fatalities (FARS)	209	203	197	200	172	196.2	186	177
C5. To decrease alcohol impaired driving fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 196 to 177 by December 31, 2016.								
C6. Speeding Related Fatalities (FARS)	203	202	195	209	151	192.0	182	173
C6. To decrease speeding-related fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 192 to 173 by December 31, 2016.								
C7. Motorcyclist Fatalities	84	105	88	117	83	95.4	91	86
C7. To decrease motorcyclist fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 95 to 86 by December 31, 2016.								
C8. Un-helmeted Motorcyclist Fatalities (FARS)	55	82	78	87	61	72.6	69	66
C8. To decrease un-helmeted motorcyclist fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 73 to 66 by December 31, 2016.								
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	92	91	83	81	58	81.0	77	73
C9. To decrease drivers age 20 or younger involved in fatal crashes 5 percent each year from the 2009-2013 calendar year rolling average of 81 to 73 by December 31, 2016.								
C10. Pedestrian Fatalities (FARS)	38	52	57	45	36	45.6	43	41
C10. To reduce pedestrian fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 46 to 41 by December 31, 2016.								
C11. Bicyclist Fatalities (FARS)	7	9	12	11	10	9.8	9	8
C11. To reduce bicyclist fatalities by one from the 2009-2013 calendar year rolling average of 9.8 to 8 by December 31, 2016.								
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	73.80%	79.20%	79.00%	79.90%	82.39%	78.86%	82.80%	86.94%
A1. Number of seat belt citations issued during grant-funded enforcement activities								
					20,962			
A2. Number of impaired-driving arrests made during grant-funded enforcement activities								
					3,921			
A3. Number of speeding citations issued during grant-funded enforcement activities								
					25,271			

HIGHWAY SAFETY PLANNING PROCESS

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



Prepare the prior year's Annual Report.



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 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:

WisDOT Leadership

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's projects. They also perform literature reviews and review best practices from other states.

Another valuable committee is our Traffic Safety Council. This is a multi-disciplinary group that meets on the first Thursday of each month. Representatives from FHWA, FMCSA, BOTS, the Division of Motor Vehicles, the Division of Transportation Investment Management, the Division of Transportation System Development, the WisDOT Secretary's Office, and the University of Wisconsin-Madison serve on the committee. This group is responsible for authoring the Wisconsin Strategic Highway Safety Plan (SHSP) required by USDOT for federal Highway Safety Improvement Plan (HSIP) funds.



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As an offshoot of Wisconsin's Traffic Safety Council and in compliance with MAP-21, a Statewide Impaired Driving Task Force was chartered. This Task Force, while very young has accomplished a lot. As mentioned, the group assembled a broad variety of stakeholders, developed a formal charter, approved a statewide impaired driving report by agreeing to work on five signature items going forward, helped us to qualify for federal funding, assisted with the development of the federally required SHSP, and began work on signature items.

January to May

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

for enforcement grants. Grantees for the coming FFY are notified of their eligibility and BOTS' Regional Program Managers assist grantees with identifying their agency capacity (see Appendix 3: Targeting used for Speed, Occupant Protection, and Alcohol Enforcement Grants).

BOTS evaluates the nature and magnitude of each type of state-level and program area problem and each target location or group, establishes the effectiveness of proposed program activities in addressing the problem, and determines the avail-





ability of resources to be applied to the problem and availability of data and information to be used to determine progress toward goals. Recommendations from state program assessments are integrated into program objectives and funded activities. A committee of the Bureau of Transportation Safety discusses project ideas suggested and determines which are feasible and will be included in this year's HSP.

The annual HSP is coordinated with state and national strategic plans and related operational plans and guidelines, and especially with the WisDOT Strategic Highway Safety Plan. The ten items of highest priority in the Department's

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

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

Failure to be ranked in the high priority highway safety issue areas for the 2014-2016 SHSP does not mean the topic is unimportant nor does it mean WisDOT will discontinue planned or on-going initiatives that have yielded results. Initiatives such as **curbing aggressive driving, enhancing EMS to Increase Survivability, making walking/street crossing safer, making truck travel safer, ensuring safer bicycle travel**, and reducing deer and other animal crashes will still be pursued.

Discussion for the Wisconsin's 2017-19 Strategic Highway Safety Plan will begin next year. Priorities will be set as part of that process, but it is expected they will be similar to the priorities in our current plan. As with prior plans, performance measures will be reviewed and adjusted as participants see fit.

Ongoing

Feedback from NHTSA management reviews, such as the Traffic Records Review in 2015 and the Management Review 2012, is reviewed and incorporated into the planning process as well. Other strategic plans are incorpo-



rated such as the 2015-2019 Wisconsin Traffic Records Strategic Plan. Priority is given to the NHTSA Administrator's Motor Vehicle and Highway Safety Priorities, as well as overlapping FHWA and FMCSA safety priorities and goals. The latest version of NHTSA's *Countermeasures That Work* is used as part of project development.

End of June

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

State-level Problem Identification

The 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. In the individual program areas, further program need and justification is identified. Several program areas include plans for enforcement activities. It should be noted that law enforcement grants require individual grantees to set performance measures that take into account all contacts (citations, warning, and stops with no action) with the motoring public. Overall, BOTS attempts to fund the programs that will have the biggest impact on traffic fatalities.



STATE OF WISCONSIN FFY
2016

THE POWER OF ZERO

You have the power to make a difference in your life - and the power to save someone else's.

What would happen if you chose not to get in the car with someone who's been drinking and is about to drive? Think about what could happen if others followed your lead. That's the power you have - The Power of Zero. It's how you go from bad things happening, to zero. Take the pledge today and let everyone know, "I AM THE POWER OF ZERO."

Take the Pledge here or online:
ZeroInWisconsin.gov/power



Planning & Administration

PLANNING AND ADMINISTRATION

The management of the Bureau of Transportation Safety and the planning of activities are executed using both state and federal funds. Federal funds cover salaries and benefits of the Grants Management Supervisor, the Policy and Program Supervisor, two full-time Operations Program Associates, and two Limited Term Employees. Funds also cover out of state travel and training for each of these staff members.

State money for this program covers the salary and fringe of the Director, the Section Chief, and two full-time analysts.

Responsibilities of the staff that are categorized as Planning Administration are to:

- Prioritize state's most significant highway safety challenges.
- Apply for all federal funding and writing the state's Highway Safety Plan.
- Act as representative for the State of Wisconsin as the Highway Safety Coordinator.
- Participate on committees and task forces.
- Target for effective law enforcement grants.
- Promote highway safety in Wisconsin.
- Develop internal controls, monitoring policies, analysis.
- Ensure grant shells have proper contract language.
- Manage the process of grant reimbursement requests from grant partners, as well as reimbursement requests to the federal government.
- Organize and host the Governor's Conference on Highway Safety.
- Report on results of funding to NHTSA.
- Prepare report of grants subject to the Federal Funding Accountability and Transparency Act.

PLANNING AND ADMINISTRATION—BUDGET SUMMARY	
(402) 2016-10-01-PA	\$340,000
(State) 2016-19-01	\$530,000
Program Total	\$870,000



STATE OF WISCONSIN FFY
2016



Occupant Protection Program

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

This section serves as Wisconsin's occupant protection program plan as required under MAP-21.

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

In 2014, observed average statewide seat belt use was 84.7%. While higher than 14 years ago, it is still low compared to the rest of the country (87% national usage rate). The 15.3% of our population that does not buckle up accounts for over 31% of our fatalities. Our low usage rate means that Wisconsin is required to meet more criteria in order to be eligible to receive funding. The first criterion which we meet is that we have a primary enforcement law for all seating positions. Legal citation: 2009 Wisconsin Act 28, s. 347.48(2m), Wis. Stat. See appendix supplement OP-1, pages 14-15: Chapter 347 Equipment of Vehicles.

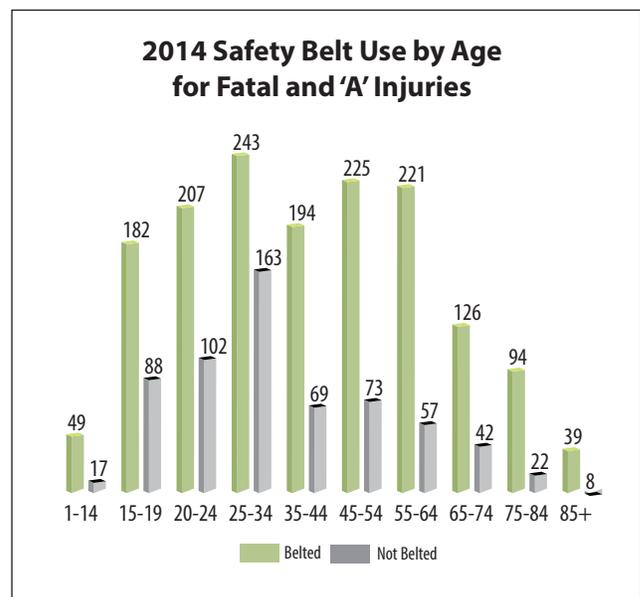
An additional criterion Wisconsin meets is enforcement for two high-risk populations. For seat belt enforcement grants, 50% of enforcement must be conducted during hours of darkness. Additionally, counties with a high number of pickup truck registrations are targeted specifically for seat belt enforcement funding. More details can be found in appendix supplement OP-2: Law Enforcement Grant Targeting Methodology, in the discussion on how grants are targeted.

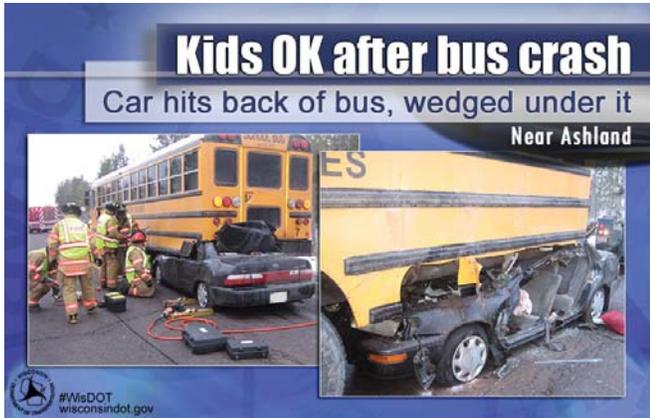
Another requirement under MAP-21 is that Wisconsin submits a seat belt plan that documents how law enforcement will participate in sustained seat belt enforcement to cover at least 70% of the state's population. This section serves as that plan. The percentage of the population targeted by enforcement programs is as follows:

Targeting Type	Population	Wisconsin Census Population	Percentage Targeted
General (night-time) Seasonal	1,920,856	5,686,986	33.78%
Truck Registrations	2,417,623	5,686,986	42.51%
Total	4,338,479	5,686,986	76.29%

In 2014, there were 55,824 convictions for failure to fasten seat belts, a 22% decrease over 2013; there were 3,367 convictions for child restraint violations, a 10% decrease over 2013. For the period 1994-2014, individuals not wearing a seat belt were 50.3 times more likely to be ejected from their vehicle. In addition, they were 11.4 times more likely to be killed than someone wearing a shoulder and lap belt at the time of the crash. A 13.70% fatality rate equates to approximately a one in seven chance of being killed, given the restraints.

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





Program Management

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

(402) 2016-20-01-OP

\$90,000

Law Enforcement

Plan for statewide participation, voluntary, and overtime-funded enforcement for the national high-visibility "Click It or Ticket" Mobilization, expanded mobilizations, and nighttime enforcement and pilot programs. The participation in Click It or Ticket is required under MAP-21, and Wisconsin has always had outstanding participation from our partners. Plan and implement multi-agency corridor projects providing overtime funding to increase enforcement of Wisconsin's primary seat belt law.

(405b) 2016-25-05-M2

\$500,000*

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

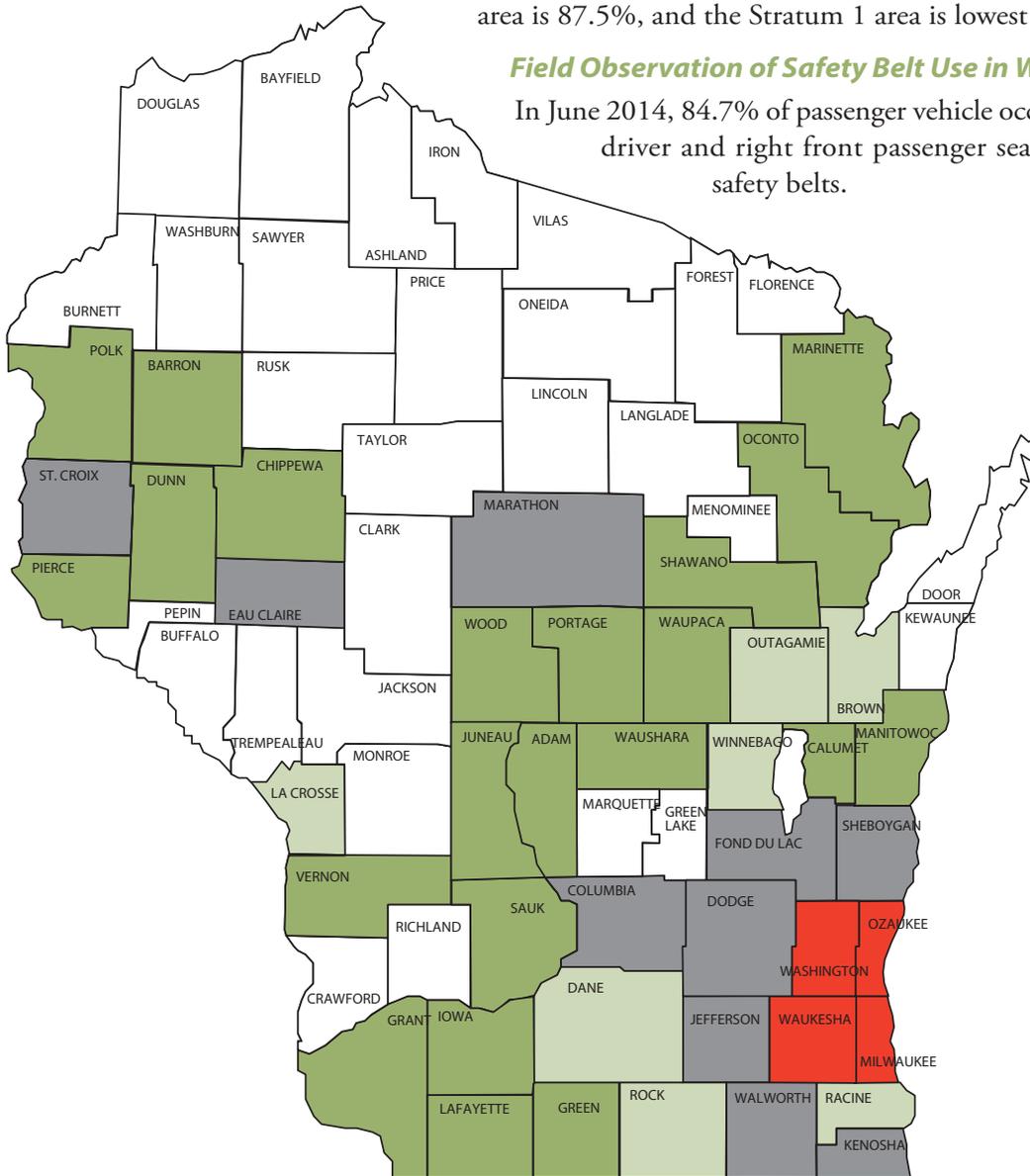
WISCONSIN SAFETY BELT SURVEY STRATA

Belt Use by Region

In 2014, belt use varied by 4.3% across the state. The Stratum 3 area is 87.5%, and the Stratum 1 area is lowest at 83.2%.

Field Observation of Safety Belt Use in Wisconsin

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



Strata	Belt Usage 2014
Stratum 1	83.2%
Stratum 2	83.6%
Stratum 3	87.5%
Stratum 4	84.5%

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

Source: WisDOA Demographic Services



Mobilization Grants: Non-overtime Equipment Grants.

(402) 2016-20-06-OP \$200,000

Child Passenger Safety (CPS)

Support and administrative costs for statewide Child Passenger Safety Advisory Committee. Partnership with Wisconsin Information Network for Safety (WINS) to support and administer statewide CPS Training, ensuring that we recruit, train, recertify, and maintain a sufficient number of child passenger safety technicians. BOTS will work with WINS also to provide additional CPS training materials to community partners and local events.

(405b) 2016-25-03-M2 \$132,000

Grants for community programs offering child safety restraints.

(402) 2016-20-06-OP \$225,000

CPS Training for law enforcement agencies, judges and other safety partners with community programs.

(405b) 2016-25-03-M2 \$40,000

Youth and senior seat belt initiatives including training opportunities for law enforcement.

(405b) 2016-25-03-M2 \$10,000

Data and Program Evaluation

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

(405b) 2016-25-09-M2 \$110,000

Data and Program Evaluation

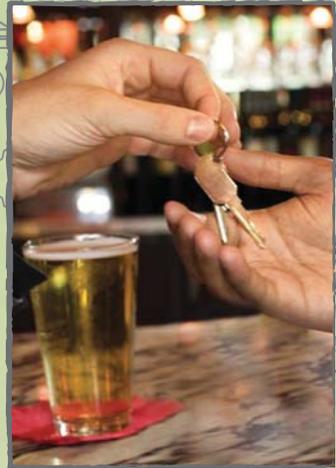
Contract for Knowledge, Attitude, and Behavior (KAB) mail surveys to evaluate the effectiveness of paid media and performance measure survey required for HSP.

(405b) 2016-25-09-M2 \$75,000

OCCUPANT PROTECTION—BUDGET SUMMARY			
4402	2016-20-01-OP		\$90,000
402	2016-20-06-OP		\$425,000
405b	2016-25-03-M2		\$182,000
405b	2016-25-05-M2		\$500,000
405b	2016-25-09-M2		\$185,000
Total			\$1,382,000



STATE OF WISCONSIN FFY
2016



Impaired Driving & Youth Program

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

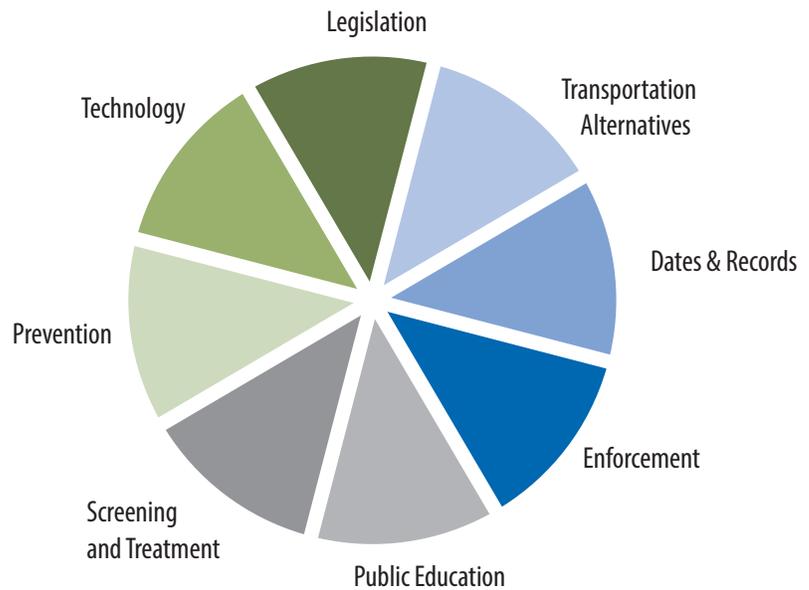
As in years past, impaired driving continues to be a serious problem in Wisconsin.

The pie chart represents WisDOT’s belief that no one solution for this problem exists and illustrates the comprehensive approach that needs to be considered in each community. The size of the pie pieces does not reflect their relative importance, which varies depending on where a community is located within the state.

In 2003 (Wisconsin’s base year), 9,007 alcohol related crashes resulted in 348 deaths (42% of all deaths) and 6,445 injuries. Wisconsin has seen an improvement—in 2014, 4,889 alcohol-related crashes resulted in 146 deaths and 2,659 injuries—but alcohol remains a factor in 29.3% of all deaths.

As the graph to the left illustrates, combined alcohol-related fatalities and incapacitating (‘A’) injuries have declined since 2004, with a significant decrease in fatalities each year between 2008 and 2013. In 2004, the alcohol fatality rate was 0.54 per 100M VMT compared to 0.30 per 100M VMT in 2013, a 44 percent decrease.

Comprehensive Approach to Addressing Impaired Driving

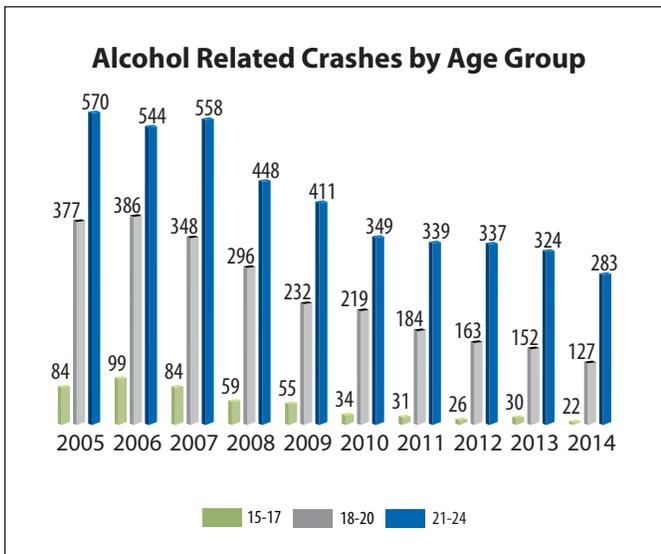
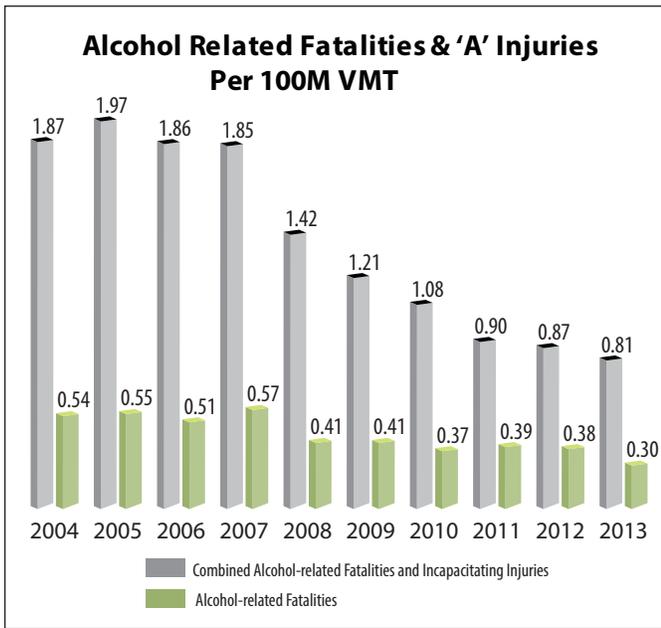


**Note that the injury categories are actual people injured, unlike the property damage crashes, which are events. All crashes—injury or not—have a property damage element. For a more complete explanation of items included in per occurrence estimates, visit www.nsc.org.*

Economic Loss from Traffic Crashes, 2014

CRASH SEVERITY	TOTAL CRASHES	COST PER CRASH	TOTAL COST
Fatality (K)	146	\$1,523,000	\$222,358,000
Incapacitating (A)	431	\$76,000	\$32,756,000
Non-incapacitating (B)	1,275	\$24,400	\$31,110,000
Possible Injury (C)	953	\$13,800	\$13,151,400
Property Damage	4,889	\$9,400	\$45,956,600
Total Economic Loss			\$345,332,000

Impaired driving has a high economic cost to the state, as determined using national cost estimates obtained from the National Safety Council (NSC). Applying this approach to 2014 crash statistics demonstrates the significant cost to the state.



The next graph provides the actual number of drivers killed each year since 2004 in crashes in which their alcohol concentration was above 0.08.

In 2014, 33,660 convictions for operating a motor vehicle while intoxicated were entered into driver records, compared to 33,328 in 2013. Please note that the final number of convictions in 2014 may yet increase, given the time it can take for the legal and technical processes to complete, before the actual conviction is posted to the Division of Motor Vehicles database.

Underage drinking and driving is also a problem that warrants a special, more tailored approach. In 2014, teen drivers accounted for 5% of all drivers in crashes who were listed as had been drinking and 11% of those suspected of using other drugs.

The graph entitled Alcohol-Related Crashes by Age Group breaks younger drivers into three age groups. Until recently in Wisconsin, the number of alcohol related crashes in these three age groups has remained rather constant when weighted by the population of each age group.

Wisconsin remains high in self-reported underage alcohol consumption and binge drinking. According to the National Survey on Drug Use and Health (NSDUH) more than one quarter (26.6 percent) of persons aged 12 to 20 drank alcohol in the past month and 8.75% of those under 20 were able to purchase the alcohol themselves. Wisconsin was above the national average in both categories at 29.39% drinking in the past month and 9.76% able to purchase on their own. BOTS will continue to aggressively address underage drinking as it relates to impaired driving.

Under MAP-21, Wisconsin is considered a mid-range state. As with other mid-range states, Wisconsin was required to convene a statewide impaired driving taskforce and develop a statewide impaired driving plan. Wisconsin's taskforce convened on August 6, 2013, established a charter, set priorities, and submitted the necessary report by September 1, 2013. See supplemental appendix AL-1 for this report. In addition to the description of our BOTS program to follow this section, the task force chose five signature initiatives to work on and has made progress.

- Cultural Acceptance of Drinking
- Drinking among youth <25
- Streamline OWI Process
- Drugged Driving Recognition
- Data collection, sharing, and distribution

Program Management and Strategic Planning

Coordinate, plan, and manage the state impaired driving programs. Goals include enhancing volunteer agency



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

(405d) 2016-31-01-M5

\$90,000

Promote Transportation Alternatives

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

(State 531) 2016-39-04

\$400,000



As an enhancement to law enforcement grants and efforts, additional funds will be provided to law enforcement agencies that coordinate alternative transportation in communities. Covered activity includes publicity, transportation costs and advertising, including the “Zero in Wisconsin” campaign on all marketing and advertising materials. Targeted enforcement aimed to direct impaired event attendees to alternative transportation will also be considered.

(405d) 2016-31-04-M5

\$100,000

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 High Visibility Enforcement (HVE) overtime patrols, including nighttime enforcement, accompanied by media in targeted jurisdictions covering at least 65% of the states’ population using 2012 population estimates.

Communities that can demonstrate an underage drinking problem that creates a threat to youth and the public at large on Wisconsin roadways will be invited to submit proposals to prevent underage drinking and driving. Checklists and assessment tools will be provided for communities to use when planning local festivals.

(405d) 2016-31-05-M5

\$2,500,000



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

(402) 2016-30-06-AL \$300,000

Non-overtime Equipment Grants and recognition for law enforcement agencies.

(405d) 2016-31-06-M5 \$30,000

Drug Recognition Expert (DRE)

The DRE Program supports a contracted coordinator position and includes expenses to train new DREs. In addition, costs are covered to provide continuous training and re-certification for existing DREs. DRE expenses, including instructor wages, travel to conferences, supplies (such as DRE kits), printing, postage, lodging and meals for students and instructors are covered. BOTS also supports DRE callouts to assist other agencies where a DRE evaluation is needed. In the case of a DRE evaluation where synthetic cannabinoids are suspected, BOTS will pay for the cost of the test.

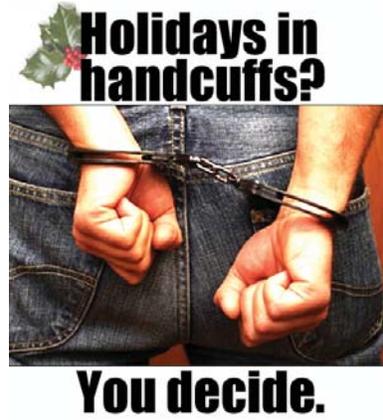
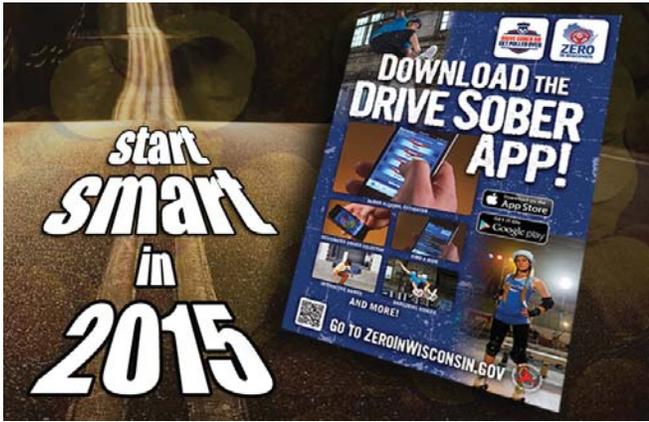
Funding covers related programs including Advanced Roadside Impaired Driving Enforcement (ARIDE), Drugs That Impair Driving (8 hour drug block), Drug Impairment Training for Educational Professional (DITEP), and Standard Field Sobriety Testing (SFST). For FY 2016, BOTS intends to expand the ARIDE program by increasing the number of classes to accommodate demand and to align with this state and national focus.

(405d) 2016-31-03-M5 \$220,000

Traffic Safety Resource Prosecutor

Salary and fringes for a state expert as the statewide Traffic Safety Resource Prosecutor as it relates to legal issues, OWI and prosecuting those offenders. Provide specialized training to prosecutors, judges, law enforcement, and others in the community. The “Traffic Safety Resource Prosecutor,” as defined by the federal rule, “means an individual or entity used by the State on a full-time basis to enhance the performance of a State’s judicial system by providing education and outreach programs and technical assistance to enhance the capability of prosecutors to effectively prosecute across-the-State traffic safety violations.” This position also provides technical assistance to a wide variety of professionals such as law enforcement officers, Drug Recognition Experts, blood and alcohol testing staff, and policy development staff.

(405d) 2016-31-03-M5 \$200,000



Dane County Special Prosecutor on Traffic Crimes

BOTS funds a specialized prosecutor to review, consult and prosecute serious and fatal crashes in Dane County. The dedicated prosecution team consists of members from the Dane County Sheriff's Office, Madison Police Department, Wisconsin State Patrol, DOJ Victim Services, the Dane Co. DA's Office, the Dane Co. Coroner's Office. The team also works in conjunction with the NHTSA funded Traffic Safety Resource Prosecutor. Coordination of efforts result in consistent procedures for investigation and prosecution of crashes involving criminal charges. The purpose of this program is to not only provide better service in Wisconsin, but to disseminate lessons learned throughout the state of Wisconsin through outreach and prosecutor trainings and conferences. This program also focuses heavily on earned and paid media to inform the public about the consequences of driving under the influence and other risky behaviors that could lead to prosecution for serious crimes.

(405d) 2016-31-03-M5

\$120,000

Adjudication

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 liaison position modeled after the Traffic Safety Resource Prosecutor program. Partner with DHS to provide training for Screening and Brief Intervention and Treatment (SBIRT) practices targeting new and innovative programs.

(405d) 2016-31-03-M5

\$200,000

24-7 Sobriety Programs

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

(405d) 2016-31-04-M5

\$50,000



Alcohol and Other Drug Misuse: Screening, Assessment, Treatment, and Rehabilitation 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) 2016-39-04 \$731,600

Drugged Driving Pilot Data

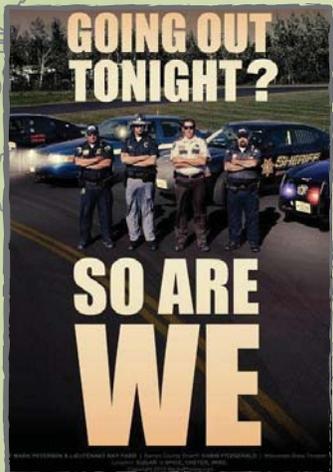
BOTS will collect data with regard to driving under the influence of drugs in Dane County for the purpose of identifying the size and scope of the state’s drugged driving program.

(405d) 2016-31-09-M5 \$10,000

IMPAIRED DRIVING—BUDGET SUMMARY			
402	2016-30-06-AL		\$300,000
405d	2016-31-01-M5		\$90,000
405d	2016-31-03-M5		\$740,000
405d	2016-31-04-M5		\$150,000
405d	2016-31-05-M5		\$2,500,000
405d	2016-31-06-M5		\$30,000
405d	2016-31-09-M5		\$10,000
State 531	2016-39-04		\$400,000
State 568	2016-39-04		\$731,600
Total			\$4,951,600



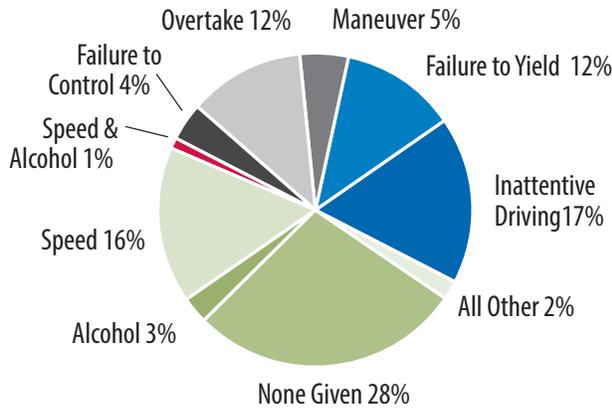
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Police Traffic Program

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

2014 Possible Contributing Circumstances



The number of crashes for which speed is recorded as a Possible Contributing Circumstance (PCC) is assumed to be far fewer than the number of crashes for which speed actually played a factor. This assumption is based on data that shows that speeding is the most commonly cited driver behavior and the most common type of driver-caused crash. Speed-related crashes resulted in 33% of all deaths and 20% of all injuries in 2014. In addition, 164 people died and 8,102 were injured in 20,870 speed-related crashes. In total, there were 150,322 convictions for speeding violations in 2014.

Program Management

Coordinate, plan, and manage the state Enforcement and Aggressive Driving Program. Wage and fringe, data processing costs, materials and supplies, training and travel, printing and postage are included. Work with Regional Program Managers, Law Enforcement Liaisons, and law enforcement agencies of all sizes to coordinate enforcement efforts, encourage safe and effective High Visibility Enforcement, and participation in mobilizations.

(402) 2016-40-01-PT \$75,000

(State) 2016-49-01 \$11,000

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 law enforcement by supporting HVE task forces. Support statewide Wisconsin State Patrol Air Support Unit HVE deployments from May through September in partnership with local law enforcement agencies.

(402) 2016-40-05-PT \$675,000





Toward the middle of 2015, management recognized that by not capturing the mobilization activities of targeted law enforcement agencies that were getting overtime funding (aside from their OT funded deployments), we were missing a lot of the activity that was actually occurring during the national mobilizations. It was decided that by expanding what was formerly known as our “Unfunded Grants” program – now known as “Mobilization Grants” program – we could capture and report a more accurate picture of the activities across the state. Aside from the new Mobilization Grants program, this area will also fund our Law Enforcement Recognition Luncheon and awards. In an effort to save money and better align our program the luncheon will be held on the last day of our Governor’s Conference.

(402) 2016-40-06-PT \$300,000

Evaluation Programs

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

Surveys are included in the Impaired Driving section.

POLICE TRAFFIC PROGRAM— BUDGET SUMMARY			
402	2016-40-01-PT		\$75,000
State	2016-49-01		\$11,000
402	2016-40-05-PT		\$675,000
402	2016-40-06-PT		\$300,000
Total			\$1,061,000



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Traffic Records Improvement Plan

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

MAP-21 requires states to have a Traffic Records Coordinating Committee (TRCC) and a Traffic Records Coordinator to administer the Traffic Records Program. Members of the TRCC include owners, operators, collectors, and users of traffic records and public health and injury control data systems. The TRCC also includes representatives from organizations related to highway safety, highway infrastructure, law enforcement, adjudication, public health, EMS, and others. A list of the TRCC members can be found in appendix TR-1. The members of the TRCC have review and approval authority with respect to state highway safety data and systems. The TRCC members make decisions concerning membership, the Coordinator, changes to the state's multi-year Strategic Plan, and performance measures used to demonstrate progress. Appendix TR-2 provides a copy of the Strategic Plan and appendix TR-3 is a Progress Report. All documents for prior 12 months and a schedule for coming 12 months are contained in appendix TR-4. The TRCC Charter is in appendix TR-5.

States are allowed to use grant funds for making data program improvements to core highway safety databases related to quantifiable, measurable, progress in any of the significant data program attributes of accuracy, completeness, timeliness, uniformity, accessibility, or integration. Following are a list of the project concepts that the TRCC has approved for grant funding.

Program Management/Analysis

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

Location			
Map	DMV County	DMV Municipality	
On Hwy Type	On Hwy #	On Hwy Dir	On Street Name
Estimated Distance From Intersection		Direction From Intersection	
From/At Hwy Type	From/At Hwy #	From/At Hwy Dir	From/At Street Name
Structure Type	Structure Number		
Latitude	Longitude	X Coordinate	Y Coordinate
Access Control		Traffic Way	
Travel Lanes	Road Curvature	Roadway Terrain	Roadway Zones
Fed Muni Code	Urban Rural Fed #	Urban Rural Class	Hwy Class Hwy Dist# Pop Class St Patrol Dist#
Muni Type	On Roadway ID#	On Roadway Link Offset	

(405c) 2016-58-01-M3 \$10,000

Program Evaluation Analyst 1.0 FTE

(402) 2016-50-01-TR \$90,000

Data Requirements – Database Linkages

This is a continuing project at the Department of Health Services that is linking the Wisconsin Ambulance Run Data System (WARDS) database with an existing trauma database. The WARDS database is an ImageTrend product and the Trauma database is a Digital Innovations product.

(405c) 2016-58-03-M3 \$55,000

Trauma Registry Database

The Department of Health Services, Office of Preparedness and Emergency Health Care (OPHEC) will implement an electronic data system in which pre-hospital data compliant with National EMS Information System (NEMSIS) standards autopopulates the patient's hospital trauma registry record. EMS providers will have access to hospital disposition data. This will allow for a seamless, electronic transfer of data between EMS and hospitals eliminating duplication of data entry, avoiding data entry errors and saving resources.

(405c) 2016-58-03-M3 \$125,000

CODES: Enhancement/Report Generation and Analysis

Wisconsin's Crash Outcome Data and Evaluation System (CODES) provides linked crash/health care data in order to more completely evaluate the injury and cost impacts associated with motor vehicle crashes in Wisconsin. This project will continue to provide crash/health information in a variety of formats, including online statewide

reports and online municipality/county-specific reports, through a comprehensive online reporting system accessible to governmental, educational, and non-profit organizations.

(405c) 2016-58-03-M3 \$125,000

CODES Traffic Crash Record Linkage

Wisconsin's CODES is the primary injury surveillance system for the medical consequences of traffic crashes since the 1990s. This project will match 2015 traffic crash reports to hospital inpatient and emergency department records, updating CODES. The project will also match the state's ambulance-run records (WARDS data) to hospital patients and to traffic crash reports.

(405c) 2016-58-03-M3 \$50,000

Hospital Patient Data Archive Improvement

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

(405c) 2016-58-03-M3 \$50,000

Automation/BadgerTraCS (Traffic and Criminal Software) Implementation

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

(405c) 2016-58-06-M3 \$50,000

Operation and maintenance for Community maps, including implementation of additional enhancements to improve user experience.

(405c) 2016-58-03-M3 \$40,000

Development of prototype law enforcement traffic records data warehouse and retrieval system.

(405c) 2016-58-03-M3 \$40,000

Work Zone Crash Data Integration

This project will implement the improvements that will be identified in a current project. The current project is reviewing records where the construction zone flag in the police report is unmatched to a specific work zone, which does not allow for an analysis of crashes with specific work zone attributes. This project will develop an automated process to integrate crash records with respect to both active and completed highway work zones in the state with the existing Wisconsin Lane Closure System (WisLCS).

(405c) 2016-58-03-M3 \$18,500

Guide on Accurate Assessment of KABCO Crash Severity Levels for Law Enforcement Officers

The KABCO decision by law enforcement officers can be improved by incorporating a greater sample size during analysis and adding crash type and vehicle type information to the analysis. This project will increase KABCO rating accuracy by increasing the sample size, adding 2013 and 2014 crash and CODES data, and adding vehicle type and crash type information. KABCO stands for K-fatality, A-incapacitating injury, B-nonincapacitating injury, C-possible injury, and O-no injury. Using this information, a decision tree will be developed to aid law enforcement. Severity rating guides will be developed for different crash types. An Excel spreadsheet-based tool that implements this guide will be developed.

(405c) 2016-58-03-M3 \$60,000

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

This project will study spatial relationships between alcohol-serving establishments and alcohol-related crashes and citations. This study will be used to develop more effective countermeasures. This pilot project will be limited to Dane County.

(405c) 2016-58-09-M3 \$15,000

MV4000 Crash Database Training

This project will help rollout the new crash report form. This project will help the various committees in the development of training for law enforcement as well as the help screen and instruction manual.

(405c) 2016-58-02-M3 \$12,500

Crash Database Project

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

(405c) 2016-58-03-M3 \$400,000

National Model Steering Committee Meeting Travel

This will fund the travel of two people to attend the February and August 2016 National Model Steering Committee meetings.

(405c) 2016-58-01-M3 \$6,000

Equipment–Scanner and GPS Technologies

This would provide advanced technologies to forensically map serious injury and fatal traffic crash scenes to improve timeliness, accuracy, completeness, uniformity, accessibility, and integration of traffic crash data and crash reconstruction reports. The data collected will be utilized by state patrol, county, and municipal law enforcement personnel for traffic crash reconstruction analysis and reports. GPS mapping systems will be purchased to reduce traffic crash scene processing times. Long-range laser scanning systems will be purchased to collect highly accurate crash data at extraordinary speeds. Data collected from these technologies will be used by law enforcement personnel throughout the state for traffic reconstruction analysis and reports.

(405c) 2016-58-06-M3 \$275,620

(state) 2016-59-06 \$69,000

TRAFFIC RECORDS IMPROVEMENTS—BUDGET SUMMARY			
state	2016-59-06		\$69,000
402	2016-50-01-TR		\$90,000
405c	2016-58-01-M3		\$16,000
405c	2016-58-02-M3		\$12,500
405c	2016-58-03-M3		\$963,500
405c	2016-58-06-M3		\$325,620
405c	2016-58-09-M3		\$15,000
Total			\$1,491,620



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EMS Improvement Plan

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES



Performance Goals and Measures

Injury to Death Ratios	
2011-2013 Statewide 3-year average Baseline	70.5 to 1
2014 Actual	78.7 to 1
2015 Goal	74.0 to 1
Safety Belt Use Rate in personal injury and fatal crashes will increase.	
2000 Statewide Baseline	65.4%
2014 Statewide Usage	84.7%
2015 Goal	82.8%

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.

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

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

Publicity and Outreach (Emergency Response)

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

(402) 2016-60-02-EM \$50,000

Rural Emergency Response Programs, Equipment & Training

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

(402) 2016-60-03-EM \$50,000

EMERGENCY MEDICAL RESPONSE—BUDGET SUMMARY			
402	2016-60-02-EM	PI&E	\$50,000
402	2016-60-03-EM	Training – Equipment	\$50,000
Program Total			\$100,000



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Ride Right. Ride Straight. Ride Licensed.
Ride Endorsed. 

37 Average percent of unendorsed motorcycle fatalities 2006-2012

43 In 2012, 43 percent of motorcycle fatalities were not licensed or endorsed to ride

BEFORE USING YOUR BIKE ON THE STREET, MAKE SURE YOU ARE PROPERLY LICENSED AND ENDORSED.

Proper training greatly improves your chances to arrive at your destination alive and safe.

 If you are unable to schedule a training or testing appointment that is convenient for you, please visit endorseWtmc.com



 
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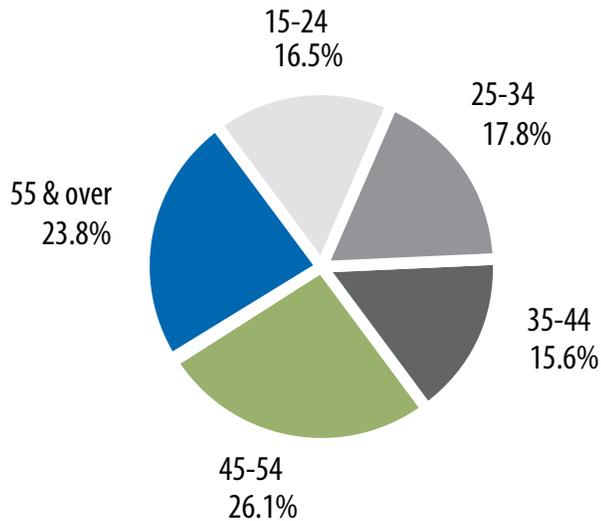
Motorcyclist Safety Program

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Using a five-year rolling average (2009-2013), 96 people die and 644 people are seriously injured in motorcycle and moped crashes in Wisconsin annually. In 2014, 529 persons were seriously injured and 72 were killed in 2,321 reported crashes involving motorcycles and mopeds. If you were a rider in a reportable motorcycle or moped crash in 2014, you were most likely injured—only 367 motorcycle and moped crashes did not result in injury.

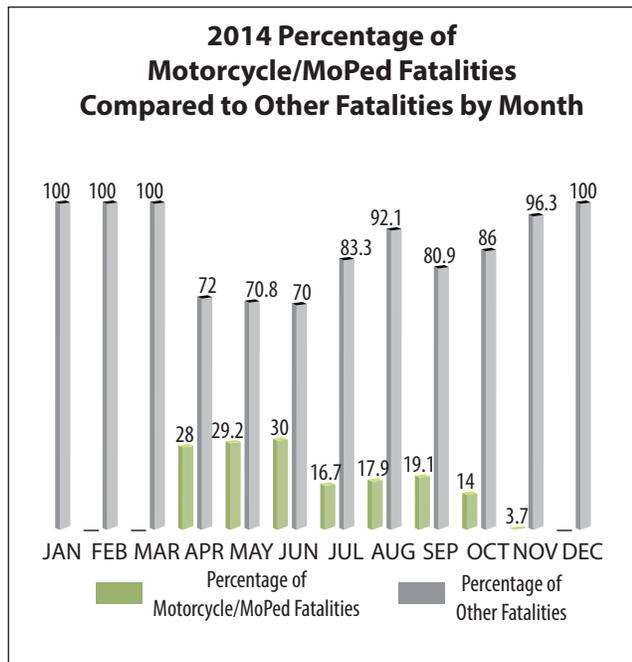
The majority of these injuries are to people over the age of 35 years old. The chart below shows that 66% of the motorcycle fatalities and incapacitating injuries occur to individuals 35 years old and older.

2014 'K' & 'A' Injuries by Age Group



Riding motorcycles and mopeds for the vast majority of riders is a seasonal endeavor. Very rarely does Wisconsin have a warm enough winter for even the most avid rider to continue around-the-year use. Motorcycle fatalities nonetheless accounted for 14% of total fatalities on Wisconsin roads in 2014. The following graph illustrates when those fatalities occurred and what a large share of the total fatalities, motorcyclists were (and are each year) during those months.

2014 Percentage of Motorcycle/MoPed Fatalities Compared to Other Fatalities by Month



As discussed in the impaired driving section, alcohol is also a significant concern in the motorcycle community. Of the 65 motorcycle and moped operators killed in 2014, 62 (95.4%) were tested for alcohol, and 22 (35.5%) of them had a positive blood alcohol content. The most disturbing part about motorcycle crashes is that injuries (including fatalities) happen in 95.4% of motorcycle crashes. Over the prior five years, 85% of motorcycle/moped crashes resulted in fatality or injury.

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

Percentage of Known Improperly Licensed Motorcycle/Moped Operators Riders Killed in Fatal Crashes 2011-2013

Year	Percentage
2011	39%
2012	42%
2013	34%

Wisconsin's Motorcycle Rider Education Program has been a successful program for 34 years as of 2014. Five RiderCoach Trainers, 2 Lead RiderCoaches-at-Large, a Quality Assurance Coordinator/Lead RiderCoach, 12 Quality Assurance Specialists, and over 250 RiderCoaches must routinely be 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 applied for by the Wisconsin Technical College System and ABATE training sites has increased in 2015, creating an additional workload for the Motorcycle Safety Program. The success of the program is reflected in the results of past surveys, which indicate that 51% of respondents are familiar with our PSAs, billboards, Dynamic Message Boards, brochures, posters, bumper and helmet stickers.

MAP-21 applications require that states provide the following about motorcycle riding training courses:

1. A copy of the official state document identifying the designated state authority over motorcyclist safety issues – A copy of Wisconsin’s relevant Transportation Administrative Manual, Section RS-110 is located in appendix MC-1
2. Document showing that the designated State authority approved the training curriculum that includes instruction in crash avoidance and other safety-oriented operational skills for both in-class and on-the-motorcycle is included in Wisconsin Administrative Code in chapter TRANS 129. A copy is located in appendix MC-2
3. Document regarding locations of the motorcycle rider training course being offered in the State is documented in appendix MC-3
4. Document showing that certified motorcycle rider training instructors teach the motorcycle rider training course is included in TRANS 129 in appendix MC-2
5. Description of the quality control procedures to assess motorcycle rider training courses and instructor training courses and actions taken to improve courses is included in section of the Wisconsin Motorcycle Safety Program Policy and Procedure Manual included in appendix MC-4. A narrative of the improvements that the Wisconsin Motorcycle Safety Program has made to its quality control procedures is included in Appendix MC-8.

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

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

Requirements under MAP-21 also include the following requirements for the Motorcyclist Awareness Program:

1. Copy of official State document identifying the designated State authority over motorcyclist safety issues is included in Wisconsin's Transportation Administrative Manual, Section RS-110 is located in appendix MC-1.
2. Letter from the Governor's Representative for Highway Safety regarding the development of the motorcyclist awareness program is provided in appendix MC-5
3. Data used to identify and prioritize the State's Motorcycle Safety Program areas is provided in appendix MC-6.
4. Description of how the State achieved collaboration among agencies and organizations regarding motorcyclist safety issues and organizations regarding motorcyclist safety issues is provided in appendix MC-5.
5. Director David Pabst's letter in appendix MC-7 discusses the strategic communications plan and further discusses the Wisconsin Motorcycle Safety Program's collaboration among agencies and organizations on motorist education.



Program Management

Coordinate, plan, and manage the Wisconsin Motorcycle Safety Program (WMSP). Assist the Wisconsin rider education program and WMSP through continued clerical support to training sites. This includes wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage, and SMSA Membership Dues and Insurance.

(State 562) 2016-79-01

\$191,000

Motorist Awareness and Motorcyclist Conspicuity

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

(402) 2016-70-02-MC

\$50,000

Motorcycle Rider Education and Training

The Wisconsin Motorcycle Safety Program will expand rider education courses to address novice, intermediate, and seasoned motorcyclists. It will also implement the new (BRC - novices) Basic RiderCourse (Update) curriculum and the WMSP (BRC2 - intermediate) Basic Rider Course-2 as a waiverable rider education course.

(405f) 2016-72-03-M9

\$85,000

Professional development of RiderCoach Trainers and train-the-trainer staff including curriculum updates, motorcyclist safety conferences and workshops.

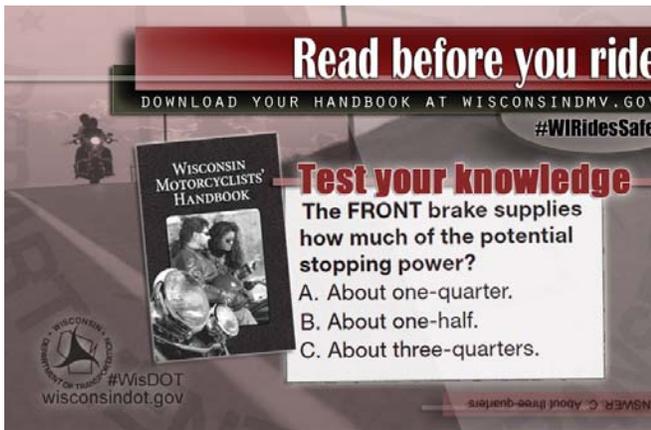
(405f) 2016-72-03-M9

\$15,000

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

(State 562) 2016-79-04

\$463,000



Section 405f funds will be used for the purchase of training motorcycles, three-wheel motorcycles- trikes, scooters, traffic (motorcycle) simulators and/or other motorcycle trainers and/or traffic simulators, as well as new training and support equipment, materials and motorcycle awareness.

(405f) 2016-72-06-M9

\$100,000

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

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

(410) 2016-31-05-K8

\$100,000

Communication and Outreach

Continue expansion of the role the Transportable High-End Rider Education Facility (THE REF) plays and the number of activities it participates in to promote all aspects of motorcycle awareness, safety, and rider education. Offer a variety of motorist and motorcyclist-related training and awareness activities as well as promote appropriate Class M Endorsement for owners of all on-road motorcycles. Placement and promotion of SMARTrainers

(402) 2016-70-04-MC

\$220,000

Program Evaluation

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

(405f) 2016-72-09-M9

\$25,000

Motorcycle Awareness and Motorist Education

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

(State 562) 2016-79-07

\$50,000

MOTORCYCLE SAFETY—BUDGET SUMMARY			
State	562	2016-79-01	\$191,000
State	562	2016-79-04	\$463,000
State	562	2016-79-07	\$50,000
Federal	402	2016-70-02-MC	\$50,000
Federal	402	2016-70-04-MC	\$220,000
Federal	405f	2016-72-03-M9	\$100,000
Federal	405f	2016-72-06-M9	\$100,000
Federal	405f	2016-72-09-M9	\$25,000
Federal	410	2016-31-05-K8	\$100,000
Total			\$1,299,000



STATE OF WISCONSIN FFY
2016



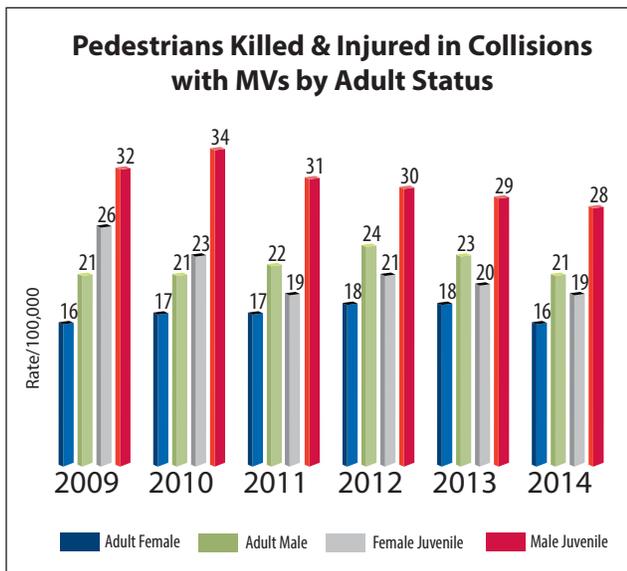
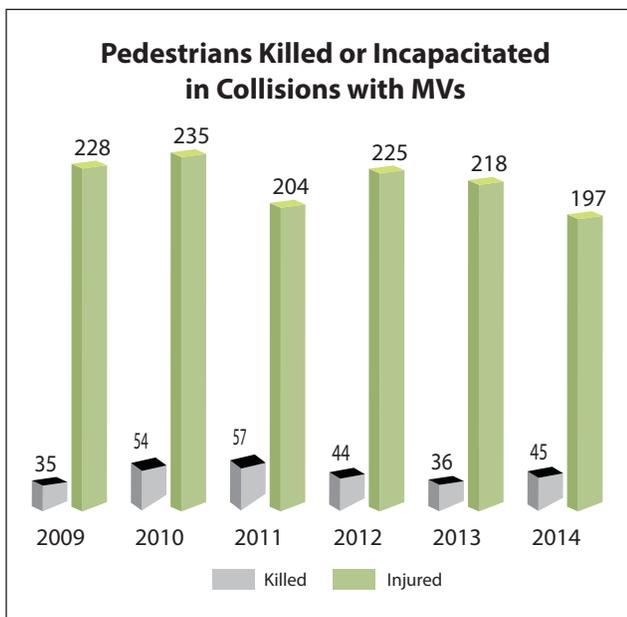
Pedestrian and Bicyclist Safety

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

In 2014, 45 pedestrians died in pedestrian-motor vehicle crashes. This is equal to the most recent 5-year average. Fatalities increased by 29% from 2013. As illustrated in the graph, pedestrians killed or incapacitated in 2014 totaled 242 people. This represents a 9.4% 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. It is likely that the combination of higher speeds and a delay in transport to a trauma center explains this difference.



There were 1,115 pedestrian injuries reported in 2014, which is a 7.1% decrease from the most recent five-year average. Adult men and women make up the largest number of pedestrians injured in collisions, but the proportion of male and female juvenile pedestrians who become injured is higher than that proportion for adults. This is determined as a rate per 100,000 for each group.



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

In 2014, 4 bicyclists died in bicycle-motor vehicle crashes. This is a 59.2% decrease from the most recent 5-year average. Fatalities decreased 60.0% from 2013. As illustrated in the graph, bicyclists killed or incapacitated in 2014 totaled 93 people. This represents a 17.0% decrease from the most recent 5-year average.

There were 845 total bicyclist injuries reported in 2014, which is a 13.4% decrease from the most recent 5-year average. Adult and juvenile males make up the largest number of bicyclists injured in collisions, but as a rate per 100,000 for each group, male juveniles are clearly overrepresented in injuries as indicated in the chart to the left.

Program Management



This position will coordinate, plan, and manage the state pedestrian and bicyclist safety programs. This amount includes wage and fringe, data processing costs, materials and

supplies, training and travel, printing and postage. This position will coordinate, plan, and manage the Traffic Records Program. The person in this position will work closely with all agencies involved in traffic records grant funding that collect and make crash data information available.

(State 562) 2016-89-01 \$87,000

Training and Outreach Program

Schedule Teaching Safe Bicycling (TSB) workshops for afterschool program facilitators, youth organizations, non-profits, law enforcement, and other programs that



will be or have the opportunity to instruct bicycling training courses/rodeos. Work with TSB instructors and the Safe Routes to School program to train elementary and middle

school teachers on bicyclist and pedestrian safety to present sessions in their classes.

(402) 2016-80-03-PS \$15,000

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

(402) 2016-80-03-PS \$20,000

Provide two or three training workshops throughout the state on the organization and implementation of Walking Workshops. Train community members to organize and conduct walking workshops in their communities.

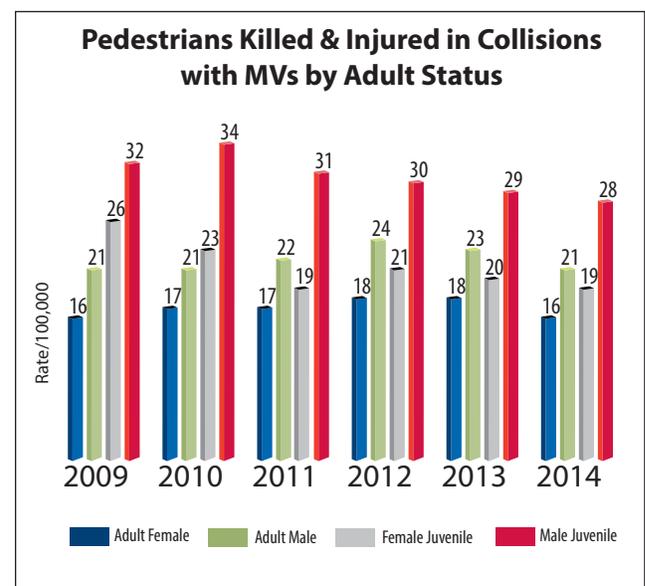
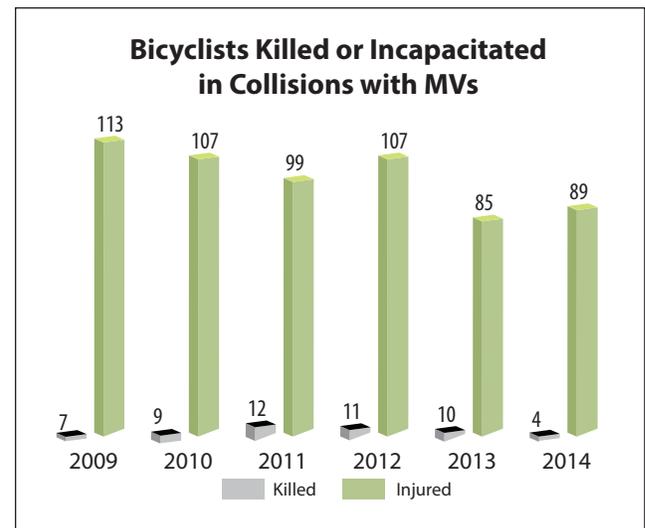
(402) 2016-80-03-PS \$10,000

Provide three pedestrian safety training workshops by working with engineers, law enforcement, health care providers, planners, and advocacy programs to define and improve pedestrian safety issues in communities that have not received the training to date.

(402) 2016-80-03-PS \$30,000

Work with local communities and organizations to provide bicycle training courses and rodeos.

(402) 2016-80-04-PS \$5,000





Law Enforcement

Collaborate with law enforcement agencies to increase the quality of pedestrian and bicycle safety enforcement and education. Increase pedestrian HVE enforcement grants and implement pilot bicycle HVE enforcement grants.

(402) 2016-80-05-PS \$160,000

Train law enforcement personnel to become instructors for the Wisconsin Pedestrian & Bicycle Law Enforcement Training Course.

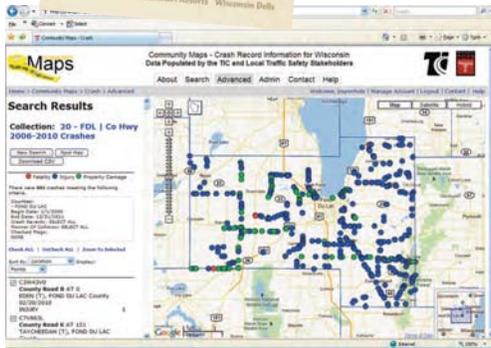
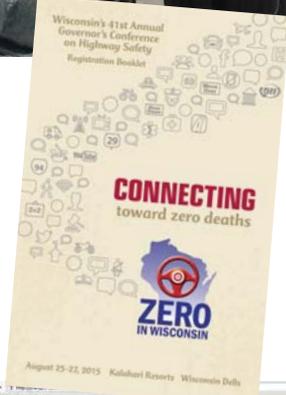
(402) 2016-80-03-PS \$10,000

Evaluation

Conduct and host a Bicycle and Pedestrian program assessment in partnership with NHTSA.

(402) 2016-80-09-PS \$25,000

PEDESTRIAN & BICYCLE SAFETY—BUDGET SUMMARY			
State	2016-89-01		\$87,000
402	2016-80-03-PS		\$85,000
402	2016-80-04-PS		\$5,000
402	2016-80-05-PS		\$160,000
402	2016-80-09-PS		\$25,000
Total			\$362,000



PROGRAM JUSTIFICATION

Program Management

BOTS has four Regional Program Managers (RPMs) that coordinate, plan, and manage the state Community Traffic Safety Program. Wage and fringe, data processing costs, materials and supplies, training, travel, printing, and

postage. Continue to provide leadership, training, information, and technical assistance as a liaison between law enforcement agencies, organizations, and non-profit programs involved in community traffic safety and WisDOT. The RPMs work closely with all law enforcement agencies involved in the community safety grant program. The RPMs develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends, and they lead WisDOT efforts to

increase participation of law enforcement agencies in the quarterly Traffic Safety Commissions (TSCs) in each county. Participation in TSCs is essential for outreach to LEAs for WisDOT and USDOT policy and programs. Participation by LEAs also allows WisDOT to have a better understanding of the issues in traffic safety in local communities.

(402) 2016-90-01-CP \$284,000

Grant Management System Maintenance and Hosting

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

(402) 2016-90-04-CP \$90,000

Outreach Program

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

(402) 2016-90-04-CP \$50,000





Conferences and Meetings

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

(402) 2016-90-04-CP \$75,000

Prevention

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

(402) 2016-90-02-CP \$25,000

COMMUNITY TRAFFIC SAFETY PROGRAMS—BUDGET SUMMARY			
402	2016-90-01-CP		\$284,000
402	2016-90-02-CP		\$25,000
402	2016-90-04-CP		\$215,000
Total			\$524,000

Public Information and Education – Occupant Protection

- Review and update information regarding child passenger safety, safety belt materials and other items in both Spanish and English.
- Create state-specific occupant protection message using CIOT, Zero in WI and messages targeted at the unbuckled motor vehicle occupant.
- Partner with teen safe driving programs to promote young adult driver seat belt use.
- Duplicate print and video materials for distribution to the public.
- Review and update web-based information and materials for accuracy and to reduce printing and duplication costs.
- Work with employers through the Wisconsin Compensation Rating Bureau and the Wisconsin Department of Workforce Development to encourage safety belt use for their employees by making it a work rule. Encourage law enforcement agencies that receive Federal Highway Safety program funds to develop and enforce an employee safety belt use policy.

(405b) 2016-25-02-M2

\$190,000

Outreach Program – Occupant Protection

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

(405b) 2016-25-02-M2

\$40,000

Communication Program – Impaired Driving

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

(405d) 2016-31-02-M5

\$220,000

Public Information and Education – Police Traffic Services

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

(402) 2016-40-02-PT

\$200,000





Public Information and Education – Pedestrian and Bicyclist

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

(State 562) 2016-89-02	\$11,000
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 562) 2016-89-02	\$30,000
(402) 2016-80-02-PS	\$50,000

Public Information and Education – Community Outreach

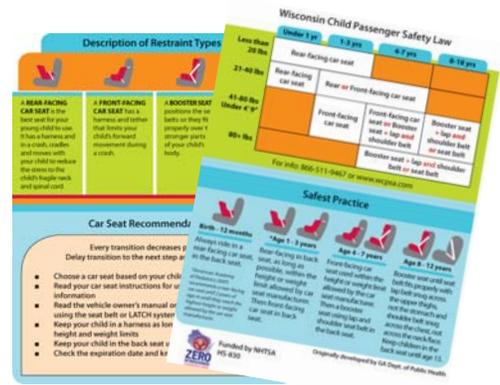
Contract with DaneNET for production of Traffic Safety Reporter, Web design and distribution costs.

(402) 2016-90-02-CP	\$66,000
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Public Information and Education

Multiple program information outreach.

(402) 2016-90-02-CP	\$475,000
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Paid Media

Contract for paid media for all major behavioral areas.

(402) 2016-90-07-PM \$580,000
(405d) 2016-31-07-M5 \$230,000

MEDIA AND OUTREACH PROGRAM —BUDGET SUMMARY			
State 562	2016-89-02		\$41,000
402	2016-40-02-PT		\$200,000
402	2016-80-02-PS		\$50,000
402	2016-90-02-CP		\$66,000
402	2016-90-02-CP		\$475,000
402	2016-90-07-PM		\$580,000
405b	2016-25-02-M2		\$230,000
405d	2016-31-02-M5		\$220,000
405d	2016-31-07-M5		\$230,000
Total			\$2,092,000

APPENDIX 1:

PAID MEDIA PLAN WISDOT BUREAU OF TRANSPORTATION SAFETY

WISCONSIN DEPARTMENT OF TRANSPORTATION 2015 SEAT BELT ENFORCEMENT AND IMPAIRED DRIVING MEDIA PLAN

November 19, 2014

Introduction

When planning for 2014, it was anticipated that traffic fatalities in 2013 would again be fewer than 600. In actuality, they were significantly under, coming in at 527, the lowest number of fatalities in over five years. If 2014 continues to track as it has, the total for this year might be below 500. While heading in the right direction, it's still too many. The goal of the Zero in Wisconsin campaign is to remind the public that even one death on Wisconsin's highways is too many, so the efforts to continue to increase awareness and compliance of the law through strategically planned media campaigns must be maintained.

The current plan will include Click It or Ticket (May) and Drive Sober or Get Pulled Over (August/September) efforts, as well as three important initiatives:

Distracted Driving, Motor Cycle Awareness and Speeding:

- Distracted driving, whether it involves texting, cell phone use or any other distraction, continues to be a major contributor to fatalities and as such will receive a dedicated week of media support.
- According to 2012 WisDOT data, motorcycles make up 6% of all registered vehicles yet account for nearly 19% of all traffic fatalities.
- Speeding contributed to over 30% of all crashes, killing 156 people and injuring many others according to 2013 WisDOT statistics. In an effort to help bring this statistic down, the message in July will be one of You Speed, You Lose.

General Target Audience

The primary target for these campaigns has traditionally been men, 18-34 years of age and it is no different for 2015. This group is involved in a higher percentage of crashes overall and, according to the 2012 Wisconsin Traffic Crash Facts are more than three times more likely than women of that same age to be involved in fatal car crashes.

Men in this age group are a more difficult audience to reach as they continue to move away from traditional television and radio to digital forms of media. By making them our primary target, we know the message will be delivered to all audiences. Drivers in the 35+ group typically watch more television than does our primary target and they are slightly more likely to fall into the heavier radio listening quintiles. The older driver however, is catching up to our primary target in internet use, making this an efficient vehicle to reach the total driving audience.

Media Tactics

Using Scarborough research, various media tactics were ranked using a heaviest to lightest quintile report. By looking at both male and female rankings we can identify commonalities between the sexes. We also pulled A35-54 for the same purpose. Using this information (Scarborough Research August 2013 – July 2014): Using this information (Scarborough Research August 12 – July 13):

- M18-34 are 56% more likely than the general population to be among those who travel the most miles.
- 43% of males, 35% of females 18-34 and 46% of adults 25-54 fall into the heaviest quintiles for radio listening
- All targets fall into the average to light television viewing quintiles, although A25-54 are most likely to be considered “average” viewers
- Internet use is heaviest among the 18-34 segment:
 - 63% of men fall into the heaviest use quintiles
 - 52% of women are defined as heavy users
 - 48% of A25-54 are defined as heavy users
- Pandora radio has the heaviest penetration in this market with 36% of M18-34 and 42% of F18-34 listening to this online service
- M18-34 are 85% more likely to be heavy users of digital compared to 69% of W18-34 and 15% of A25-54
 - Hulu is accessed by 9% of M18-34 and 10% of females 18-34
- Over 80% of adults 18-34 own a SmartPhone compared to 69% of A25-54

Despite the proliferation of “new” media, *Nielsen quarterly Cross-Platform Report* (September 2014) indicates that traditional TV and Radio continue to be the best way to reach the largest possible audience. But it also shows that media habits among 18–34 year olds are far different from those of 33–49 or 50–64 year olds. The following illustrates the amount of time each group spend consuming media on a weekly basis (19:02–19 hours and 02 minutes).

	18-24	24-34	35-49	50-64
Traditional TV	19:02	24:24	30:17	40:23
Time-Shifted (DVR)	1:43	3:11	3:34	3:55
Online Video	1:58	2:02	1:49	1:06
Any App/Smartphone	9:21	9:40	8:39	5:11
AM/FM Radio	10:36	11:43	13:59	15:00

As the data shows, it is becoming increasingly important to include digital

Broadcast Television

As illustrated in the Cross Platform Report, television remains the one medium that can reach all demographic groups. Time spent watching traditional TV has actually remained relatively stable across all demographic groups. Males 16 and older are particular in their viewing habits but can be reached via sports programming and comedies. The challenge of reaching 200 TRPs in television is that viewing has become more fragmented. The same sports broadcast, for example, is often available on both over the air and cable networks or is viewed out of home in large groups at bars or other venues. This dilutes the audience ratings and demands creativity in buying to achieve stated goals.

Popular comedies in syndication include *The Big Bang Theory*, *Family Guy*, *The Office*, *The Simpsons*, *Seinfeld*, *Anger Management* and *Two and a Half Men*. These air on local stations in Prime Access and Late Fringe, and can also be found on Cable.

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

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

Cable Television

Cable will again be relied upon to provide additional programming opportunities that appeal to these young men. Cable penetration varies greatly by market and in some markets is challenged by alternate delivery systems (ADS) such as satellite that do not currently carry local advertising. This impairs our ability to reach cable viewers with local commercials in these more rural markets.

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

Radio

As shown by research, Radio remains an effective way to reach both the primary and secondary targets. The advantage of radio for DOT's efforts is that it reaches drivers while they are in the car, giving us an opportunity to influence them as they are driving. Again using Scarborough Research, it was determined that there are only slight variations in listening habits among the audiences. Dayparts index as follows (read as M18-34 are 19% more likely to be listening to radio 7p-12a than the general population):

	M18-34	W18-34	A25-54
Listen 6a-10a	98	81	117
Listen 10a-3p	103	84	111
Listen 3p-7p	106	118	116
Listen 7p-12a	119	121	104
Listen Weekends	96	104	110

- The recommended daypart mix will include: 20% morning drive (6a-9a), 20% mid-day (9a-3p), 30% afternoon drive (3p-7p), 20% evening (7p-12a) and 10% weekends.

Staples Marketing is recommending the inclusion of stations with signals large enough to cover the rural areas as well as the metropolitan areas to maximize geographic reach. Example stations are included at the end of this proposal.

Formats most popular with M18-34 include:

- Album Oriented/Active Rock
- Alternative
- Country
- Sports
- Pop/Contemporary Hit Radio
- Urban Contemporary

Digital

As the Scarborough research has shown, individuals between 16 and 34 have embraced the new digital technologies and often choose to view content over them. These options help us reach a transient population

such as those living in dorms and apartments as well as the “cord cutters” who never had or are dropping their cable subscriptions. These hard to reach consumers are increasingly consuming content by subscribing to Netflix or Hulu or stream it through their laptops, game consoles, tablets and Smartphones.

On-line video advertising has become increasingly popular and its effectiveness has been found to out-perform banner advertising. Pre-roll can be found on many websites on which video is predominantly featured such as YouTube and Hulu, but it is now found on almost every publisher site. Video can be placed as pre-roll (running prior to the desired video), mid-roll or at the end with pre-roll being the most common of the three. The most often used lengths are :15 or :30 seconds. :15 second units typically have higher completion rates – averaging 76% of users watching all :15 seconds compared to 65% of :30 second users, but like most forms of advertising, this is affected by engagement with the creative message. The first :05 seconds cannot be clicked through, so it’s important to “grab” the user in that short time to increase viewing. Interestingly, completion rates do not vary by age group, although men are slightly more likely to watch a complete video than women. Research from TubeMogul shows that pre-roll video significantly drives brand awareness and favorability among 18-34 year olds.

Hulu will be supplemented with a pre-roll video program. Pre-roll can be purchased on a traditional cost per thousand basis (CPM) or on a cost per completed view basis, making it one of the more affordable online options available. A “not to exceed” budget would be established and exceeded only if given permission. The advantage of using pre-roll versus Hulu for example, is that the video can be served to the M18-34 audience no matter where he is online, where if we restrict video to Hulu we can only reach them if they’re catching up on their favorite program. Pre-roll would be purchased on a programmatic basis using predictive and contextual targeting to serve the ad to the consumer based on their online behaviors. It enables us to reach the audience with ‘people vs. places’ play wherever their searches take them on the internet.

We have been following a new tactic in the digital world that would deliver the advertising message based on the user’s location. *Thinknear* is one of the sources that use the consumer’s GPS, WiFi and cell tower triangulation to get an exact read on the user’s location, enabling us to deliver our ad message via their mobile apps. Following is a sample list of apps within their network:

Category	Sample Apps	Category	Sample Apps
Utilities & Productivity	   	Social Networking	   
Travel	   	Arts & Entertainment	   
Business & Education	   	Games	   
Family & Parenting	   	Sports	   
Lifestyle & Shopping	   	Healthcare & Fitness	   



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

This capability can be used in both large and small markets, ensuring reach throughout the state of Wisconsin. The tactic is impression based and analytics will be furnished at the end of each flight as proof of performance. The recommended SOV (share of voice) is 33% of available impressions or 2,786,885 impressions within the State of Wisconsin.

While our target still listens to about 11 hours of radio each week, they are just as likely to listen to music on a device such as an iPhone or iPod. Common sources include Pandora, iHeart Radio, or Spotify. Recommendations for campaigns will include a combination of these digital tactics to expand message reach.

We are recommending a slight decrease in our Hulu program, but it remains a part of our recommendation because almost 95% of viewers watch the entire advertisement. HULU typically loads one 15 second video commercial in front of the requested video, which isn't much for the viewer to sit through to get to their program. Compared to the size of a commercial pod on broadcast television, where one can get up, get refreshments, change clothes, etc., in the time; it's very effective.

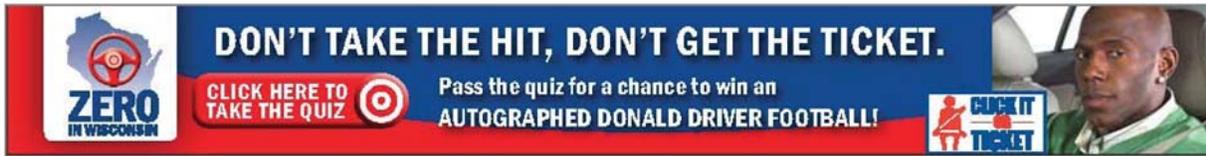
Internet radio works much the same way. Listeners can listen to pre-formatted “radio stations”, or fashion their own, based on their music preferences. Consumers must

register for these sites, so listener/viewer demographics and geographic location are available. On Pandora's free site or Spotify, an audio commercial runs every once in a while, and delivers only one 15 or 30 second commercial at a time. iHeart Radio is offered via iHeart Media (formerly Clear Channel Radio), which owns and operates over 850 stations throughout the country. Of these three, Pandora is the current streaming source of choice. It has higher penetration rates in Wisconsin than either iHeart or Spotify. And most importantly, Pandora has greater geo-targeting capabilities, targeting ads based on their subscriber's location. iHeart's ad serving is based on the location of the Clear Channel station the user is listening to vs. where the user is based creating increased media waste. For example, if our Wisconsin male is listening to an alternative Brooklyn NY rock station, he may be served a Brooklyn ad vs. a WisDOT ad message.

On these sites, the listener must listen to the commercial to get to the next song. Banners accompany the commercial, which click through to the advertiser's website. Staples Marketing has successfully used Pandora in the past four years as part of the Click it or Ticket campaign, utilizing :15 audio of the Zero in Wisconsin Donald Driver seat belt ad along with Donald Driver banner ads that clicked thru to a “Driver Safety Quiz” hosted on ZeroInWisconsin.gov. Pandora users who clicked on the banners and successfully took the quiz were entered to win an autographed Donald Driver football. This combination of targeted messaging and online engagement generated 5000+ entries and, more importantly, protracted interaction with the Click it or Ticket campaign.

Staples is recommending a slight expansion of the Pandora program, incorporating their new Display Everywhere product into our campaign. Display Everywhere includes a 300 x 250 banner ad that is served every time a user interacts with the application – skipping a track, adjusting volume, thumb-up or down a selection, etc.

Pandora is targeted to reach 306,270 dedicated monthly listeners. Approximately 3.2 million impressions will be delivered in each of the recommended flights, May CIOT, July Speed Enforcement and August Drive Sober.



Minority Newspaper

A small program will run in Milwaukee area newspapers to expand reach to the African American and Hispanic communities in the major CIOT and August Drive sober campaigns. Although Urban radio is included in each buy, these placements will help expand reach and build message frequency in these markets.

As in previous years, Staples Marketing underscores the importance of creating synergy with the national program and we are once again requesting a copy of the national buy with specific programming with dates to ensure that we are supporting and not duplicating what is being done nationally.

The following campaign summaries are our initial recommendations for the 2015 campaigns which are based on current programming and ratings information. These may change as we get closer to the planning period and if so will be replaced with programs with similar audience deliveries. The first three campaigns are closely timed and efficiencies may be realized by negotiating all three at one time. Any cost efficiencies realized will be re-directed to buy either more ratings for that campaign or moved to another campaign to ensure deliveries for that buy.

2015 DISTRACTED DRIVING CAMPAIGN STRATEGIC PLAN

Dates: April 6 - 12, 2015

Budget: \$108,965

Market List:

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

Demographic:

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

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 210
- Television: Minimum of 80

Media:

- 30 Television/Cable
- 60 Radio

**Wisconsin Department of Transportation
2015 Distracted Driving**

Flight Dates: 4/6 - 4/12/15	April				TRPs	Budget:
Media:	30	6	13	20		
Television:						
80 TRPs M18-34 per market						
<i>EauClaire/La Crosse</i>		80			80	\$8,000.00
<i>Green Bay/Appleton</i>		80			80	\$12,000.00
<i>Madison</i>		80			80	\$12,000.00
<i>Milwaukee</i>		80			80	\$22,000.00
<i>Wausau/Stevens Point</i>		80			80	\$8,000.00
						\$62,000.00
RADIO						
200 TRPs M18-34 per market						
<i>Eau Claire</i>		#			200	\$5,000.00
<i>Green Bay/Appleton/Oshkosh</i>		#			200	\$9,200.00
<i>La Crosse</i>		#			200	\$4,400.00
<i>Madison</i>		#			200	\$11,000.00
<i>Milwaukee</i>		#			200	\$21,000.00
<i>Wausau</i>		#			200	\$5,200.00
						\$55,800.00
<i>Total Gross:</i>						\$117,800.00
<i>Less DOT Discount:</i>						\$8,835.00
Total Distracted Driving Campaign:						\$108,965.00

DISTRACTED DRIVING CAMPAIGN STRATEGY AND MEDIA MIX

Texting and phone calls are the two most known distractions, but anything that takes the driver's eyes off the road is a distraction. Eating, applying make-up, looking for something on the seat next to you, can all contribute to an accident. Outside of talking to a passenger in the car the most common distractions are:

- Using a navigation system
- Eating or Drinking
- Adjusting the car radio
- Making or receiving phone calls
- Using the SmartPhone to get driving directions

Over 77% of respondents to this NHTSA survey indicated they answer the phone while driving, while only 41% admit to calling someone. This behavior is actually more prevalent among 21-44 year olds than with younger drivers. Texting however is much more common among 18-24 year olds than any other age group. Young males are more than twice more likely to be answering the phone than females. In texting however, that narrows significantly.

Crash experience shows men, 18-24 year olds have the highest incidence. Those with near-crash experiences tend to fall within the 21-44 age groups. For the purposes of this plan, the primary target will be M18-34 with a secondary target of A18-44. The included media will be television, cable and radio.

Television

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

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

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

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

Cable

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

Radio

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

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



2015 MOTORCYCLE AWARENESS CAMPAIGN STRATEGIC PLAN

Dates: April 27–May 3, 2015

Budget: \$132,302

Market List:

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

Demographic:

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

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 200
- Television: Minimum of 100

Media:

- :30 Television/Cable
- :60 Radio

MOTORCYCLE AWARENESS CAMPAIGN STRATEGY AND MEDIA MIX:

The goal here is to promote safe driving by the motorcyclist and encourage all drivers to be aware of the need to share the road with motorcyclists. Underscoring the need to do this is the fact that the number of total crashes in 2013 increased by approximately 8% over 2012 (Wisconsin Department of Transportation Statistics.) Fortunately the number of fatal crashes has fallen by 9% during this same time period.

The included media will be television (broadcast and cable) and radio targeted to reach males between the ages of 16 and 34. 2012 Wisconsin Motorcycle Safety Facts statistics indicate that while cyclists between the ages of 16-34 account for only 15% of licensed cyclists, they account for more than 34% of the fatalities. And 86% of the over 515,000 licensed cyclists are men.

**Wisconsin Department of Transportation
2015 Motorcycle Awareness**

Flight Dates: 4/27-5/3/2015

Media:	April/May					TRPs	Budget:
	27	4	11	18	25		
Television:							
100 TRPs M18-34 per market							
<i>EauClaire/La Crosse</i>	100					100	\$10,000.00
<i>Green Bay/Appleton</i>	100					100	\$15,000.00
<i>Madison</i>	100					100	\$15,000.00
<i>Milwaukee</i>	100					100	\$27,500.00
<i>Wausau/Stevens Point</i>	100					100	\$10,000.00
							\$77,500.00
RADIO							
200 TRPs A18-34 per market							
<i>Eau Claire</i>	200					200	\$5,000.00
<i>Green Bay/Appleton/Oshkosh</i>	200					200	\$9,200.00
<i>La Crosse</i>	200					200	\$4,400.00
<i>Madison</i>	200					200	\$11,000.00
<i>Milwaukee</i>	200					200	\$21,000.00
<i>Wausau</i>	200					200	\$5,200.00
							\$55,800.00
<i>Total Gross:</i>							\$133,300.00
<i>Less DOT Discount:</i>							\$9,997.50
Total Motorcycle Awareness Safety Campaign:							\$123,302.50

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

Television

100 M18-34 rating points will be purchased in broadcast TV, supplemented with targeted cable. As this comes two weeks after the Distracted Driving campaign, the program mix will include many of the same syndicated programs including: *The Big Bang Theory*, *Family Guy*, *Seinfeld*, *The Simpsons* and *Two and a Half*. Prime programs vary by season, but would include programs like *Chicago P.D.* and *Shark Tank*.

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

Cable Television

The Cable buy might include programming on: ESPN, FX, Adult Swim, Comedy Central, USA, TNT and NBC Sports. Many of the popular comedies mentioned earlier will be included in the cable buy as appropriate, but we'll look at other programming to reach bikers such as Motorcycle Racing on FS1 and Duck Dynasty on A&E. (See sample program list.)

Radio

Motorcycles, like cars, are equipped with radios thus the message will extend to both automobile and motorcycle riders. To cover the entire state of Wisconsin, we will look to the same mix of local stations with strong signal reach to cover the broadest geography possibly, supplementing if necessary to extend reach.

200 M18-34 TRPs will be purchased in each market to support this message. 50% of the radio commercials will run in afternoon drive, evening and weekends to correspond with the target's listening patterns. The remaining 50% will run in morning drive and mid-day which will expand reach to the secondary targets while providing additional frequency to the young male.

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

2015 CLICK IT OR TICKET (CIOT) CAMPAIGN STRATEGIC PLAN

Dates: May 4 through May 25, 2015

Budget: \$\$292,808.75

Market List:

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

Demographic:

- Primary: M18-34

- Secondary: Influencers of the primary demographic
- Qualitative: Pick-up Truck Drivers

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 275
- Television: Minimum of 180

Media:

- :30 Television/Cable
- :60 Radio
- :15 Internet Radio and Banners (Pandora)
- :30 Internet Video and Banners
- Full Page, 4C Print (Minority Newspaper)



**Wisconsin Department of Transportation
2015 Click It or Ticket**

Flight Dates: 5/4- 5/25/2015	May					TRPs	Budget:
Media:	27	4	11	18	25		
TV							
180 M18-34 TRPs							
<i>EauClaire/La Crosse</i>		60	60	60		180	\$18,000.00
<i>Green Bay/Appleton</i>		60	60	60		180	\$27,000.00
<i>Madison</i>		60	60	60		180	\$27,000.00
<i>Milwaukee</i>		60	60	60		180	\$49,500.00
<i>Wausau/Stevens Point</i>		60	60	60		180	\$18,000.00
							\$139,500.00
RADIO							
250 M18-34 TRPs							
<i>Eau Claire</i>			100	150	25	275	\$6,875.00
<i>Green Bay/Appleton/Oshkosh</i>			100	150	25	275	\$12,650.00
<i>La Crosse</i>			100	150	25	275	\$6,050.00
<i>Madison</i>			100	150	25	275	\$15,125.00
<i>Milwaukee</i>			100	150	25	275	\$28,875.00
<i>Wausau</i>			100	150	25	275	\$7,150.00
							\$76,725.00
PRINT							
Full page, 4C							
<i>El Conquistador</i>			X	X		2x	\$2,440.00
<i>Spanish Journal</i>				X		1x	\$2,470.00
<i>Milwaukee Community Journal</i>			X	X		2x	\$8,580.00
<i>Courier</i>				X		1x	\$3,305.00
							\$16,795.00
Alternative Media							
<i>Internet Radio</i>							\$23,530
<i>Internet Video</i>							\$20,000
<i>Online (Pre-Roll & Geo-Fence Display)</i>							\$40,000
							\$83,530
Total Gross:							\$316,550.00
Less DOT Discount:							\$23,741.25
Total Click it or Ticket Spring Campaign:							\$292,808.75

CIOT STRATEGY AND MEDIA MIX:

The most recent (WisDOT Field Observation Research, July 2014) data shows seat belt usage has increased to 84.7% from the 2013 level of 82.3%. Although an improvement, it still lags the national average of 87% (2013 US Department of Transportation.) The primary demographic for seat belt efforts is Males between the ages of 16 and 34. Women are 10% more likely than men to wear their seat belts. Occupants of pick-up trucks are least likely to use seat belts. Only 68% of those drivers or occupants wore seat belts. The message of Click It or Ticket resonates with the young male target: getting a ticket and the financial consequences of paying it has a more immediate impact on this demographic than life-saving messaging. Of all people surveyed, persons aged 18-34 and those 65 and over were most likely to respond that they felt they'd get a ticket if they weren't wearing one, proving they do remember the message.

Media efforts will also include the secondary market of influencers. Both the television and radio buys will be broad enough to include other demographics; such as girlfriends, mothers, fathers and friends of the targeted young males.

Media tactics for this campaign will include television, radio including internet radio and video. Minority targeted newspapers will also be included for this campaign.

CIOT Broadcast Television

May marks the end of the broadcast network's prime programming season and there are many series finales and specials running during this time that attract strong audiences. In order to take advantage of these larger audiences with original programming, it is recommended that we start the CIOT effort on May 4th, a week earlier than we have in the past. PUT levels (People Using Television), decline in the spring as daylight hours (and outdoor activities) increase providing another reason for an earlier start to our media efforts. The television flight will end on May 24th . 180 M18-34 rating points will be purchased for this campaign.

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

Sports programming remains a strong option during this time period. It is destination viewing for our primary audience. One of the best sports to reach this demographic this time of year is auto racing, including NASCAR. NASCAR's popularity cuts all demographics and lifestyles. During this campaign, we will use the NASCAR Coke 600 at Charlotte and we will also strive to utilize the Indy 500 Race on Sunday May 24th, Major League Baseball and the NBA Playoffs.

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

Cable Television

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

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

Radio

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

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

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

Radio will start the week of May 11 and run through Memorial Day. 275 M18-34 TRPs will be scheduled during this period. Point levels were adjusted upward to as radio listening typically increases during the busy summer weekends. Station mix will remain constant focusing on those that most effectively reach our target audiences. Milwaukee Brewer's statewide radio may be included if afforded by budget.

Digital

Digital will take on an increased importance during this period. Pandora and Hulu will be included in this buy. All buys are impression based. Planning levels for these tactics:

Pandora

- 3,260,000 impressions geo-targeted to M18-34 residing in the State of Wisconsin

Hulu

- 500,000 Impressions geo-targeted to M18-34 residing in the State of Wisconsin

Geo-Fence Display/Pre-roll

- 4,400,000 impressions geo-targeted to M18-34 via mobile and cross-platform video

Minority Newspaper

Although urban radio is a constant in the program, newspaper will be included to further expand reach to the African American and Hispanic audiences. Full page, 4C ads have been included to provide maximum impact. *Milwaukee Community Journal* and the *Milwaukee Courier* will serve the African American community. *Milwaukee Community Journal* reaches 35,000 households and is published on Wednesdays. The combined edition of the *Milwaukee Courier* and *Madison Times* will be considered as a way to reach both markets. Two insertions are planned for the *Journal* and one for the *Courier*.

El Conquistador and *The Spanish Journal* serve the Hispanic Community. (*The Spanish Times* ceased publishing in 2010.) *El Conquistador* is published on Fridays and has a distribution of over 15,000. Two insertions have been planned for this newspaper. One insertion will run in the *Spanish Times*. Circulation is 23,000. Note rates for these papers have been estimated. Once rates are announced scheduling may be adjusted.

JULY 4 , 2015 ENFORCEMENT CAMPAIGN:

Dates: June 29 – July 5, 2015

Budget: \$83,018.75

Market List:

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

Demographic:

- Primary: M18-34
- Secondary: Influencers of the primary demographic

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 250
- Television: Minimum of 75

Media:

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

**Wisconsin Department of Transportation
2015 Speed Enforcement**

Flight Dates: 6/29-7/5/2015	June/July				TRPs	Budget:
Media:	22	29	6	13		
RADIO						
250 TRPs M18-34 per market						
<i>Eau Claire</i>		#			250	\$6,250.00
<i>Green Bay/Appleton/Oshkosh</i>		#			250	\$11,500.00
<i>La Crosse</i>		#			250	\$5,500.00
<i>Madison</i>		#			250	\$13,750.00
<i>Milwaukee</i>		#			250	\$26,250.00
<i>Wausau</i>		#			250	\$6,500.00
						\$69,750.00
Alternative Media						
<i>Internet Radio</i>						\$10,000.00
<i>Online (Pre-Roll/Geo-Fence Display)</i>						\$10,000.00
Total Gross:						\$89,750.00
Less DOT Discount:						\$6,731.25
Total Enforcement Campaign:						\$83,018.75

SPEED ENFORCEMENT CAMPAIGN MEDIA STRATEGY:

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

The timing of this campaign around the 4th of July holiday has made buying television a challenge as PUT levels (people using television) are at the lowest levels of the year. Following is a comparison of levels in May, July and November for M18-34:

Daypart/Time	May14	July14	Nov13
PA (6:30-7p)	12.4	10.3	22.5
PT (7p-10p)	20.0	17.3	30.2
LF (10p-12a)	12.4	9.5	18.7

- In Prime Access, July PUT levels are 17% less than May, more than 50% lower than Nov
- Prime Time, July PUT levels are 13% less than May, more than 40% lower than Nov
- In Late Fringe, July PUT levels are 23% less than May, almost 50% lower than Nov
- PUT levels for Men 18-34 are lower in general compared to other demos such as Adults 25-54. (For example, Nov 13 A25-54 Prime PUT is 41.7 compared to 30.2 for M18-34.)

Staples Marketing is recommending that Television not be included as part of the July campaign effort due to lower PUT levels and reduced viewing during this popular vacation period. Instead, we are recommending the use of Pre-Roll Video to target the M18-34. Radio listening increases during the busy summer months and radio is often taken along to picnics and tailgates, providing another touch point. Internet radio will be used as part of this campaign, as a means to supplement the already heavier radio levels.

Radio

250 M18-34 TRPs will be purchased during this time. The heavier TRP weight in radio during this campaign will offset the lack of television and will, simply because of the heavier listening at this time, work harder and more efficiently for our campaigns.

Again daypart selection will vary slightly, again increasing in evenings and weekends. Formats will include: Rock, Classic Rock, AAA, Contemporary Hit Radio, Sports, Country and Urban (some sample stations shown below). Media weight will vary slightly by market, but each will achieve 250 TRPs over the campaign. Brewer's statewide radio may be included if afforded by budget.



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

Digital assets pre-roll, geo-fence display and Pandora radio will be included as part of this campaign. Geo-fence display is mobile based and use of mobile online tends to increase significantly over the summer, offsetting the decrease in desktop usage. Preroll will run cross-platform, reaching our target via mobile as well as through traditional desktop sites. Approximately 1,000,000 impressions are budgeted to run during this one week period. Pandora radio will also be scheduled during this campaign. A total of 1,600,000 impressions, a combination of audio and display, will be purchased during this time period. Impressions are geo-targeted to reach M18-34 residing in Wisconsin.

2015 DRIVE SOBER OR GET PULLED OVER CAMPAIGN STRATEGIC PLAN:

Dates: August 17–September 7, 2015

Budget: \$292,808.75

Market List:

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

Demographic:

- Primary: Males 21-40 (For media buying purposes 18-34)
- Secondary: Influencers of the primary demographic

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 275
- Television: Minimum of 180

Media:

- :30 Television/Cable
- :60 Radio
- :15 Internet Radio and banners (Pandora or similar)
- :15 & :30 Internet Video and banners (HULU)
- Full Page, 4C Newspaper
- Full Page, 4C Print (Minority Newspaper)

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

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

Broadcast Television & Cable

Broadcast television will again be a key tactic as viewing levels begin to increase in late summer. The recommended daypart mix will be Prime/Sports (40-70%), Prime Access (5-15%) and Late Fringe (25-45%).

While Network viewing is still at lower levels, selected Cable and Sports, including Packers pre-season games, tend to deliver our M18-34 target audience at consistent levels. Since drinking and sports are connected on a very basic level (hence the amount of beer commercials and signage seen during sporting events) it's a natural and effective environment for airing an impaired driver message. It's quite likely we will be reaching drivers at the moment they're becoming impaired at house parties and sports bars.

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

Radio

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

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

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

**Wisconsin Department of Transportation
2015 Drive Sober or Get Pulled Over Campaign**

Flight Dates: 8/17 - 9/6/2015	August/September				TRPs	Budget:
Media:	17	24	31	7		
TV						
180 M18-34 TRPs (Begins 8/11)						
<i>EauClaire/La Crosse</i>	60	60	60		180	\$18,000.00
<i>Green Bay/Appleton</i>	60	60	60		180	\$27,000.00
<i>Madison</i>	60	60	60		180	\$27,000.00
<i>Milwaukee</i>	60	60	60		180	\$49,500.00
<i>Wausau/Stevens Point</i>	60	60	60		180	\$18,000.00
						\$139,500.00
RADIO						
250 M18-34 TRPs						
<i>Eau Claire</i>		100	150	25	275	\$6,875.00
<i>Green Bay/Appleton/Oshkosh</i>		100	150	25	275	\$12,650.00
<i>La Crosse</i>		100	150	25	275	\$6,050.00
<i>Madison</i>		100	150	25	275	\$15,125.00
<i>Milwaukee</i>		100	150	25	275	\$28,875.00
<i>Wausau</i>		100	150	25	275	\$7,150.00
						\$76,725.00
PRINT						
Full page, 4C						
<i>El Conquistador</i>		X	X		2x	\$2,440.00
<i>Spanish Journal</i>			X		1x	\$2,470.00
<i>Milwaukee Community Journal</i>		X	X		2x	\$8,580.00
<i>Milwaukee Courier</i>			X		1x	\$3,305.00
						\$16,795.00
Alternative Media						
<i>Internet Radio</i>						\$23,530
<i>Internet Video</i>						\$20,000
<i>Online (Pre-Roll & Geo-Fence Display)</i>						\$40,000
						\$83,530
Total Gross:						\$316,550.00
Less DOT Discount:						\$23,741.25
Total Drive Sober Summer Campaign:						\$292,808.75

Digital

Digital efforts in this campaign will mirror those of the May CIOT campaign, as both are major enforcement periods. These tactics will include:

Pandora

- 3,260,000 impressions geo-targeted to M18-34 residing in the State of Wisconsin

Hulu

- 500,000 Impressions geo-targeted to M18-34 residing in the State of Wisconsin

Geo-Fence Display/Pre-roll

- 4,400,000 impressions geo-targeted to M18-34 via mobile and cross-platform video

Minority Newspaper

Although urban radio is a constant in the program, newspaper will be included to further expand reach to the African American and Hispanic audiences. Full page, 4C ads have been included to provide maximum impact. *Milwaukee Community Journal* reaches 35,000 households and is published on Wednesdays. Two insertions are planned for the *Journal*. *The Milwaukee Courier/Madison Times* combo will also be considered for a minimum of one insertion in each.

El Conquistador and *The Spanish Journal* serve the Hispanic Community. (*The Spanish Times* ceased publishing in 2010.) *El Conquistador* is published on Fridays and has a distribution of over 15,000. Two insertions have been planned for this newspaper. One insertion will run in the *Spanish Times*. Circulation is 23,000. Note rates for these papers have been estimated. Once rates are announced scheduling may be adjusted.

ST. PATRICK'S DAY 2016 DRIVE SOBER CAMPAIGN:

Dates: March 7–20, 2016

Budget: \$98,928.75

Market List:

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

Demographic:

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

Gross Rating Point (GRP) Goals:

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

Media:

- :30 Television/Cable
- :60 Radio

ST. PATRICK'S DAY 2016 DRIVE SOBER CAMPAIGN:

Young men between the ages of 18-34 continue to be our prime demographic for impaired driving enforcement commercials. This age group has the highest concentration of fatalities. While we are focusing on this group, we are not ignoring the general market, which continues to be our secondary target, especially in Wisconsin with its tradition of widespread drinking and the growing ranks of female imbibers.

Radio

The radio buy will once again utilize the state's largest FM stations, most of which are 50,000-100,000 watts, covering multiple counties to reach all 72 counties in Wisconsin. To correspond with the demographic's preferred formats, spots will air on Active Rock, Alternative, Contemporary Hit, Country and Urban stations. Although it

will vary slightly by market, the majority of the spots will air mid-day through evening hours when people are thinking about going out for the evening, especially leading up to St. Patrick's Day celebrations, with the remainder running in morning drive. With St. Patrick's Day falling on a Thursday, the radio schedule will be heaviest Monday through Wednesday, tapering off toward the weekend. It is expected that there will be some left-over celebrating on Friday and Saturday, so radio will continue through the post-St. Patrick's Day period Key stations on the buy include:



Television

Televised sports will be a major part of the TV buy, with College Basketball taking center stage as it does every March. We will concentrate on the Big 10 semi-final and the NCAA Selection Show, which has more efficient CPPs than being in the games themselves, but still draw large audiences. Other sports events will include the PGA at Doral and NASCAR events.



Prime programming will be included as part of the buy as will Prime Access, Syndication and Late Fringe. We will achieve 75 target rating points (TRPs) per market.

CAMPAIGN RECAP

Campaign Gross Adjusted Gross

Distracted Driving (April)	\$ 108,800	\$ 108,965
Motorcycle Awareness (April/May)	133,300	123,302
CIOT (May)	316,550	292,809
July 4th Enforcement	89,750	83,019
Drive Sober (Aug/Sept)	316,550	292,809
Drive Sober (March 2016)	106,950	98,929
2015-16 Total:	\$1,080,900	\$ 999,833

Note: Adjusted Gross numbers have been rounded

**WISCONSIN DEPARTMENT OF
TRANSPORTATION 2015
ENFORCEMENT CAMPAIGNS
Revised November 19, 2015**

Media:	April				May				June				
	30	6	13	20	27	4	11	18	25	1	8	15	22
	Distracted Driving				Motorcycle Awareness CIOT				CIOT				
TV													
<i>Eau Claire/La Crosse</i>	80				80	80	80	80					
<i>Green Bay/Appleton</i>	80				80	80	80	80					
<i>Madison</i>	80				80	80	80	80					
<i>Milwaukee</i>	80				80	80	80	80					
<i>Wausau/Stevens Point</i>	80				80	80	80	80					
RADIO													
<i>Eau Claire</i>					##		##	##	##	25			
<i>Green Bay/Appleton/Oshkosh</i>					##		##	##	##	25			
<i>La Crosse</i>					##		##	##	##	25			
<i>Madison</i>					##		##	##	##	25			
<i>Milwaukee</i>					##		##	##	##	25			
<i>Wausau</i>					##		##	##	##	25			
PRINT													
<i>El Conquistador</i>								X	X				
<i>Spanish Journal</i>									X				
<i>Milwaukee Community Journal</i>								X	X				
<i>Milwaukee Courier</i>									X				
ALTERNATIVE MEDIA													
<i>Internet Radio</i>													
<i>Internet Video (Hulu)</i>													
<i>Digital (Pre-Roll/Geo Fence)</i>													
Campaign Totals (Adjusted Gross):	\$108,965				\$123,303				\$292,809				

NETWORK TELEVISION CAMPAIGN PROGRAMMING SAMPLER:

CABLE PROGRAMMING SAMPLER - M18-34

Top Network Prime Programming Sampler – M18-34

	Program	Network	Rating M18-34
	<i>American Idol (Wed)</i>	FOX	2.0
	<i>Simpsons</i>	FOX	7.0
	<i>Family Guy</i>	FOX	8.0
	<i>American Idol (Thur)</i>	FOX	2.0
	<i>The Following</i>	FOX	3.0
	<i>Chicago P.D.</i>	NBC	1.5
	<i>Shark Tank</i>	ABC	5.0

Source: Milwaukee Nielsen, May 2014

Cable Programming Sampler – M18-34

Network	Program	Rating M18-34
	<i>Tosh.0</i>	1.6
	<i>WWE Entertainment</i>	.9
	<i>American Pickers</i>	.6
	<i>Deadliest Catch</i>	1.1
	<i>Fargo</i>	1.0
	<i>WWE Smackdown</i>	.8

Source: May 2014

SPORTS PROGRAMMING SAMPLER:



Baseball is the major summer sport, and the Milwaukee Brewers will be playing many games during our CIOT and DRIVE SOBER flights. There is bound to be high interest in the May CIOT flight games and, hopefully, continued interest in the August DRIVE SOBER games depending on how the team is doing later in the upcoming season. The TV schedule has not yet been released but typically includes about 12 games falling into each flight.

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

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

Utilization of the Brewer broadcasts on Fox Sports Net delivers satellite and wired cable households. Overall, Fox Sports Net is available in 80% of homes statewide.



While the 2014 Green Bay Packers season broadcast schedule is not yet published, historically Packer pre-season games have been scheduled during the timeframe of the Drive Sober campaign. Since Packer football is the top reach vehicle for advertisers wishing to reach men in Wisconsin, it's a key component of our buy. Even pre-season games provide strong ratings and excellent reach. Packer football delivers strongly against every demographic, male and female, allowing for excellent reach to the influencers, the friends and family members, of the target 21-40 year old male drivers. This type of programming is popular in bars; *reaching drivers at the very places they may become impaired.*



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

CIOT Statewide

Sun May 25th	Coca Cola 600	Charlotte Motor Speedway	FOX/5:30pm
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DRIVE SOBER Madison and Milwaukee

Sat Aug 22nd	Irwin Tools Night Race	Bristol Motor Speedway	NBCS/6:30pm
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On May 24th, within our CIOT flight, the Indy 500 race will air at 11 a.m. on ABC. This is a popular race with young men.

RADIO STATIONS BY MARKET:

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

Appleton-Oshkosh-Green Bay				
	Call Letters	Format	Signal Strength	Rating M18-34
	WIXX-FM	CHR	100,000 Watts	2.3
	WNCY-FM	Country	50,000 Watts	1.7
	WAPL-FM	Classic Rock	100,000 Watts	1.4
	WKSZ-FM	CHR	25,000 Watts	1.3

Green Bay Arbitron TSA, Spring 13 (covers Oshkosh/Green Bay/Appleton) M-F 6a-7p

Eau Claire				
	Call Letters	Format	Signal Strength	Rating M18-34
	WQRB-FM	Country	25,000 Watts	2.7
	WAXX-FM	Country	85,000 Watts	2.3
	WMEQ-FM	Classic Rock	10,000 Watts	1.8
	WECL-FM	Country	3,300 Watts	1.4

Eau Claire Arbitron, MSA, Sp13/Fa12, M-F 6a-7p

La Crosse				
	Call Letters	Format	Signal Strength	Rating M18-34
	WRQT-FM	Rock	50,000 Watts	2.6
	WIZM-FM	CHR	100,000 Watts	1.3
	WCOW-FM	Country	100,000 Watts	1.7

La Crosse Arbitron, MSA Sp13/Fa12 Mon-Fri 6a-7p

Madison				
	Call Letters	Format	Signal Strength	Rating M18-34
	WJJO-FM	Active Rock	12,000 Watts	1.6
	WZEE-FM	CHR	50,000 Watts	1.5
	WIBA-FM	Classic Hits	12,000 Watts	1.1
	WJQM-FM	Urban	6,000 Watts	1.0

Madison Arbitron, MSA Sp13/F12 Mon-Fri 6a-7p

Milwaukee				
	Call Letters	Format	Signal Strength	Rating M18-34
	WMIL-FM	Country	12,000 Watts	1.5
	WHQG-FM	Classic Rock	50,000 Watts	1.3
	WLUM-FM	AAA	8,800 Watts	1.1
	WXSS-FM	CHR	50,000 Watts	1

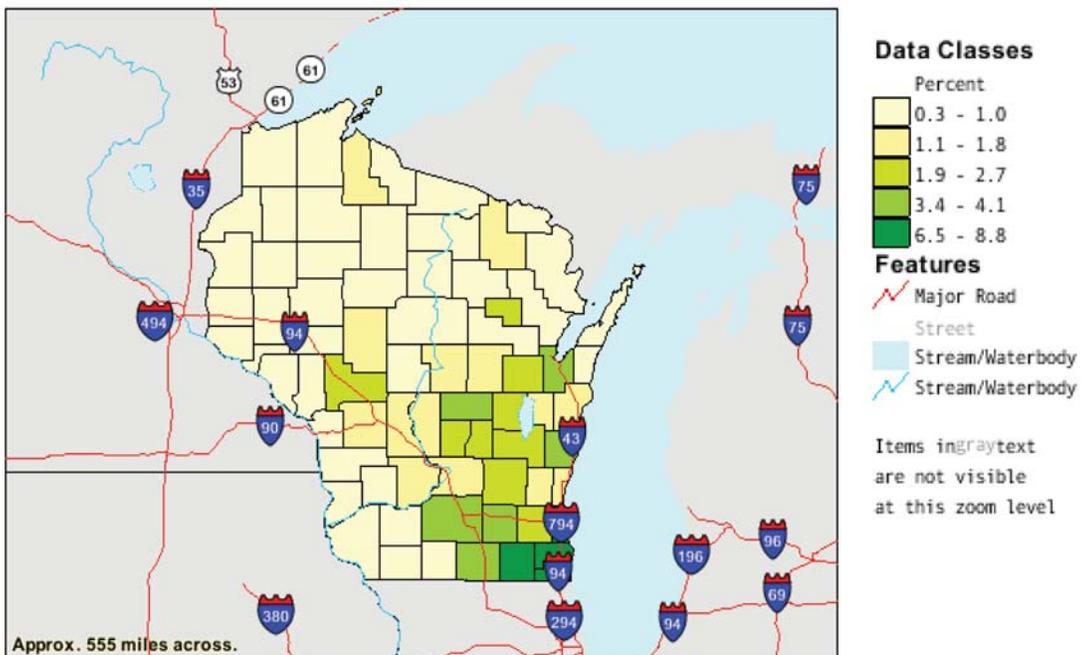
Milwaukee PPM Arbitron Oct/Nov/Dec 2013 Mon-Fri 6a-7p

Wausau				
	Call Letters	Format	Signal Strength	Rating M18-34
	WIFC-FM	CHR	100,000 Watts	1.7
	WDEZ-FM	Country	100,000 Watts	1.0
	WKQH-FM	Country	21,000 Watts	2.0
	WOZZ-FM	Rock	50,000 Watts	1.4
	WYTE-FM	Country	100,000 Watts	0.6

Wausau Arbitron Sp13/Fa12 Mon-Fri 6a-7p

Hispanic Radio:

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



The majority of the Hispanic population is located in Southern Wisconsin, reaching up through the Fox Valley. The younger end of the Hispanic population is increasingly bi-lingual or English-dominant, so there is very little need for Spanish-language radio stations. WXSS in Milwaukee, for example, has a large Hispanic following with its Hot Contemporary Hit format.

Station	Format	M18-34 Total Audience	M18-34 Hispanic Audience
WXSS-FM	CHR	81,300	8,200
WLUM-FM	AAA (Alternative)	66,400	6,200
WNRG-FM	CHR	42,600	5,800
WMIL-FM	Country	67,100	4,900
WMYX-FM	Hot A/C	62,400	4,500
WRIT-FM	Oldies	49,800	4,400
WKKV-FM	Urban Hits	46,400	4,100
WDDW-FM	Hispanic	5,600	4,100
WHQG-FM	Album Rock	41,600	3,900
WRNW-FM	CHR	61,100	3,800
WLWK-FM	Soft A/C	42,500	2,900

Arbitron Milwaukee-Racine October/September/August 2014 PPM

Following is a ranker of the top radio stations Hispanic Men aged 18-34 listen to in Milwaukee, ranked by the amount of young Hispanic men that listen every week:

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

There are two small Hispanic stations in Milwaukee, WDDW-FM, and WJTI-AM. As shown on the previous chart, WDDW ranks 8th among Milwaukee stations in young male Hispanic listening. Despite the fact that WJTI-AM only has 500 weekly listeners in the demographic, it is the only electronic media partner that is a certified MBE with the state so a schedule will be considered. WLMV-AM, Madison, has a much smaller audience and is not a certified MBE. Based on audience size, it would not be an efficient use of media dollars. Because Madison does not have a significant Hispanic population, Arbitron does not provide Hispanic audience data, however based on what we know of Hispanic listening patterns, we suspect that WJJO-FM and WJQM-FM will reach that target. Although it did in the past, the Fox Valley does not have a Spanish language station at this time.

	Call Letters	City of License	Signal Strength	Rating M18-34
	WLMV-AM	Madison	5,000 Watts	0
	WDDW-FM	Kenosha/Milw	3,000 Watts	.2
	WJTI-AM	Kenosha	250 Watts	0

APPENDIX 2: EQUIPMENT—PREAPPROVED AND NOT ALLOWABLE

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

ELIGIBLE, “CAN”

Equipment Approved for Speed Safety Grants and CIOT, Drive Sober and Booze and Belts Equipment Grants

- 48" Fluorescent Enforcement Zone Signs**
- Cage bars for squads**
- Cones** – reasonable amount
- Direction Flashlights/Light Batons**
- DL Scanners**
- Laser Radar**
- Lights** – Emergency Vehicle Lighting, Light bars
- Mobile Digital Communicator (MDC)**
- Multi-band Radios** (Expensive: approx. \$6,000): A quote is needed to determine what % will be used for enforcement
- Pedestrian Crossing Signs** – not hard mounted
- Radar** - IACP Approved Speed Enforcement RADAR/LIDAR Devices
- PBTs**
- Radar Recorder**
- Seatbelt Cutters**
- Speed Display Board**
- Speed Sign** - Portable Pole Mounted
- Standard Radios** (approx. \$2,000 each) -Handheld and vehicle mounted
- TraCS Compatible Equipment:**
 - Laptops: Panasonic “Tough Book” approx. \$3,700
 - Docking Station: and Power Supply, Mounting Hardware
 - Thermal Printer: Printer Cables, Printer Mount
 - GPS – not on its own; only with other TraCS items
- Vehicles** – vehicle purchases require: 1. BOTS to be added to the title 2. Proof of Insurance 3. Proper Disposal

- Vests** – Need to use (be worn) during HVE as well as standard enforcement.”
- Video** – Digital Squad Video Recorders and Personal Recorders
- “Fatal Vision” Goggles**

NON-ELIGIBLE, “CAN’T”

- Bicycles**
- Desktops**
- Computers (even for TraCS purposes)**
- Digital Cameras**
- Emitters**
- Gloves**
- Hard mounted Pedestrian Crossing and Stop Signs**
- iPads**
- License Plate Readers**
- Measuring Wheels**
- Parkas**
- Printer Paper for TraCS**
- Radio “Base” Station**
- Raincoats**
- Rear plastic squad seats**
- Software – that is RMS (Record Management System: i.e. Visionare)**
- Tasers**
- Tire Deflation Devices (Stop Sticks or Spike Strips)**
- Ultrabooks**
- Uniforms**
- Vehicle Window Tint Meter**
- Weapons & Ammo & Related Accessories**
- Warranties**

APPENDIX 3:

SAFETY: PARTNERS, COMMITTEES, AND ORGANIZATIONS

Not an exhaustive list.

AAA www.aaafoundation.org/	National Highway Traffic Safety Administration www.nhtsa.dot.gov	Wisconsin Department of Children and Families dcf.wi.gov/
AARP www.aarp.org	Office of Juvenile Justice and Delinquency Prevention ojjdp.ncjrs.org	Wisconsin Department of Justice www.doj.state.wi.us/
Alcohol and Other Drug Abuse Program dpi.wi.gov/sspw/aodaprogram.html	Pacific Institute for Research and Evaluation www.pire.org	Wisconsin Department of Natural Resources dnr.wi.gov/
Children's Hospital of Wisconsin www.chw.org/	Safe Routes to School www.dot.wisconsin.gov/localgov/aid/saferoutes.htm	Wisconsin Department of Tourism www.travelwisconsin.com
Federal Highway Administration www.fhwa.dot.gov	State Council on Alcohol and other Drug Abuse www.scaoda.state.wi.us	WisDOT- Division of Motor Vehicles
Ford Driving Skills for Life www.drivingskillsforlife.com	Statewide OWI Work Group	WisDOT- Planning
Governor's Highway Safety Association www.ghsa.org/	Substance Abuse and Mental Health Services Administration www.samhsa.gov/	Wisconsin Juvenile Officers Association www.wjoa.com .
Governor's Bicycle Coordinating Council	Tavern League of Wisconsin www.tlw.org	Wisconsin Highway Safety Coordinators Association
Governor's Council on Highway Safety	Traffic Records Coordinating Committee	Wisconsin Partnership for Activity and Nutrition (WI PAN)
HSP stakeholder input: April and May 2015	Traffic Safety Commissions (72 county organizations)	Wisconsin Safety Patrol Congress
Intensive Supervision Program granting agencies	University of Wisconsin System Administration	Wisconsin Safety Patrols, Inc. www.wisconsinsafetypatrol.com/
La Crosse OWI Treatment Court www.co.lacrosse.wi.us/humanservices/js/owi.htm	WE Bike, etc. www.webike.org	Wisconsin State Laboratory of Hygiene www.slh.wisc.edu
Law Enforcement Agencies	Wisconsin Association of Women Highway Safety Leaders	Wisconsin Technical College System www.wtcsystem.edu/
MADD www.madd.org	Wisconsin Bike Fed www.bfw.org/	Wisconsin Traffic Safety Officers Association wtsoa.org/siteFiles/
Marshfield Clinic – Center for Community Outreach www.marshfieldclinic.org/patients/?page=cco	Wisconsin Department of Health Services dhs.wisconsin.gov	
Medical College of Wisconsin – Injury Research Center www.mcw.edu/Injury-Research-Center.htm		

APPENDIX 4:

EVIDENCE-BASED LAW ENFORCEMENT GRANT TARGETING
METHODOLOGY

As It Relates to Alcohol, Speed, and Occupant Protection Grants

Introduction

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

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

- (i) An analysis of crashes, crash fatalities, and injuries in areas of highest risk;
- (ii) Deployment of resources based on that analysis; and
- (iii) Continuous follow-up and adjustment of the enforcement plan.

Agencies/municipalities that meet the criteria are encouraged to participate in enforcement efforts either through funded overtime grants (which require participation in national mobilizations) or through our non-overtime grant program which runs during the national mobilization periods. New targeting lists are created each year using the most recent three years of data.

Initially Wisconsin counties were grouped by descending degree of apparent crash problem (alcohol, speed, and occupant protection), within the respective grant types (alcohol, speed, and occupant protection). The following summarizes the larger steps taken for all three types of law enforcement grants in generating the overall list.

Initial Scoring

The Division of Motor Vehicles' Traffic Crash files were queried for instances of alcohol, speed, and occupant protection related crashes, by crash type (fatal, injury, and property damage), as noted on the MV4000 crash report form, in Wisconsin cities, villages and townships

and grouped together by county for the calendar years 2012, 2013, and 2014. Three years of data were collected to disguise some of the natural fluctuations from year to year. Not all locations in Wisconsin have recorded each of the three types of crashes during the 2012-2014 three year period; those locations were immediately excluded from further investigation, within their respective targeting list grant type (alcohol, speed, and occupant protection).

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

- Fatal injury = 20
- Incapacitating injury = 20
- Non-incapacitating injury=10
- Possible injury = 5
- Unknown or no injury = 1

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

A *Normalized Score* for injuries was calculated by matching the Calculated Score for Injuries with the final January 1, 2014 population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center (Ex. Calculated Score * (1000/Population Number)) for counties, cities, villages, and towns. Population estimates are based on the 2010 census and an analysis of more current data such as housing units and automobile registrations. 2014 population data was used because it is the most recent available. An example of the formula to be used for each of the respective seventy-two counties in the state is the following:

Calculated Score * (1,000 / (2014 County Population))

Each county is evaluated with regard to its Calculated Score for Injuries and its Normalized Score to see if it meets the criteria for selection. The county-level criteria

varies by grant type (alcohol, speed, and occupant protection) and can be found in one of the three respective subsections for grant types, below. The exception to this scoring are all counties with a population of 200,000 or greater, where counties meeting this criterion will automatically be included in the three law enforcement grant types (Alcohol, Speed, and Occupant Protection).

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

Municipalities located in multiple counties have been combined, thus only appear once in the listings. The county containing the largest percentage of the municipality's population has been designated the county of record for the listings. If counties in which a municipality exists are needed, please reference the worksheet named "2014MuniInMultiCounties", in the MS Excel files named "2014MuniAlcWeightedTrgtNormal.xlsx".

Criteria at County Level:

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

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

Criteria at Municipal Level:

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

Weight \geq 300

NormalScore \geq 50.00

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

II. Seasonal Law Enforcement Grants

Common to All types

Seasonal Law Enforcement Grant candidates are selected based upon a 3-month (quarterly) time-period,

using the seasonal definition of the meteorological year. These time period are the following:

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

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

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

Spring Quarter: March, April, May

Summer Quarter: June, July, August

Autumn Quarter: September, October, November

Winter Quarter: December, January, February

A Calculated Score for Injuries and a Normalized Score are then calculated for each quarter of the past year (2014 in this particular case) as one selected grouping. Another Calculated Score for Injuries and a Normalized Score as an average, by quarter for the five years that precede the past year (2009-2013 in this particular case) are also selected into another grouping.

The purpose of having these two groupings are to identify county-level political entities that have immediate, short-term, quarterly traffic crash issues for the 2014 selected grouping and those that have a long-term trend, within a specific seasonal quarter, with regard to traffic crash issues for the 2009-2013 selected grouping.

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

Counties with normalized scores that fall outside one or more standard deviations, but less than two standard deviations from the population group's average, but

whose normalized score is at least 15% above the group mean are displayed against a lightly red shaded background and will be selected as grant candidates. Counties with normalized scores that fall outside two or more standard deviations from one of the six population group means are displayed against a more darkly shaded background and are automatically eligible as a grant candidate.

Alcohol (All four seasons will be used for the 2016 Federal Fiscal Year)

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

Speed (the summer quarter and possibly the autumn quarter will be used for the 2016 Federal Fiscal Year)

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

Occupant Protection (Only the spring and summer quarters will be used for the 2016 Federal Fiscal Year)

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

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

The selection process will also make counties eligible for Occupant Protection Grants, based upon the number of pick-up trucks registered in a particular county, for the year 2014, relative to the mean number of pick-up trucks per county, for the state as a whole, where the county has not been previously targeted for Occupant Protection grant(s).

Counties, which are one or more standard deviations, above the mean, for pick-up truck registrations statewide will be considered for seasonal occupant protection grants. The local County Sheriff’s law enforcement agency will be the first enforcement agency contacted, for each county, given they have county-wide jurisdiction.

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

Counties with a population greater than or equal to 500,000 will be targeted for all three categories of law enforcement grant types (Alcohol, Speed, and Occupant Protection), regardless of the grant distribution methodology (Annual, Seasonal, and Pick-up Trucks Registered) selected for a given targeting year.

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

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

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

APPENDIX 5:

HIGHWAY SAFETY PROGRAM COST SUMMARY "217PLAN"

June 2015 • Number 15-01 • Highway Safety Plan • FFY 2016 • Wisconsin

PROGRAM AREA	APPRVD PROGRAM COSTS	STATE/LOCAL FUNDS	PREVIOUS BAL	FEDERALLY FUNDED PROGRAMS INCRE/(DECRE)	CURRENT BAL	FEDERAL SHARE TO LOCAL
PA	340,000.00	530,000.00	340,000.00	0.00		74,250.00
OP	515,000.00	0.00	282,000.00	8,000.00		200,000.00
AL	300,000.00	1,131,600.00	356,000.00	(56,000.00)		300,000.00
PT	1,250,000.00	11,000.00	1,115,000.00	135,000.00		1,175,000.00
TR	90,000.00	69,000.00	90,000.00	0.00		0.00
EM	100,000.00	0.00	175,000.00	(75,000.00)		50,000.00
MC	270,000.00	654,000.00	320,000.00	(50,000.00)		270,000.00
PS	325,000.00	87,000.00	295,000.00	5,000.00		250,000.00
CP	1,065,000.00	0.00	1,125,000.00	(60,000.00)		898,000.00
PM	580,000.00	0.00	600,000.00	(20,000.00)		580,000.00
Total 402	4,610,000.00	2,482,600.00	4,698,000.00	(112,000.00)	0.00	3,797,250.00
405b	1,097,000.00	40,664,175.42	835,000.00	262,000.00		
405c	1,332,620.00	1,039,554.52	1,152,000.00	180,620.00		
405d	4,070,000.00	21,663,968.71	3,780,000.00	290,000.00		
405f	225,000.00	0.00	300,000.00	(75,000.00)		
ALL FUNDS	11,314,620.00	65,850,298.65	10,765,000.00	769,620.00	0.00	3,797,250.00

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 2016 HIGHWAY SAFETY PLAN BUDGET

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
PLANNING & ADMINISTRATION (PA)10					
2016-10-01-PA	Planning & Administration	340,000			
402	(PA)	340,000			0
2016-19-01	402 Match		530,000		
State	(562)		530,000		
TOTAL PLAN & ADMIN FUNDS		340,000	530,000	870,000	0

OCCUPANT PROTECTION 20					
2016-20-01	Program Mgmt	90,000			106,250
2016-20-06	Equipment	425,000			425,000
402	(OP)	515,000		515,000	425,000
2016-25-02	PI&E	230,000			
2016-25-03	Training - Technical	182,000			
2016-25-05	Enforcement	500,000			
2016-25-09	Evaluation	185,000			
405b	(405-M2)	1,097,000		1,097,000	0
TOTAL OCC PROTECT FUNDS		1,612,000	0	1,612,000	425,000

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
IMPAIRED DRIVING— Youth Program Plan (30)					
2016-30-06	Equipment	300,000			300,000
402	(AL)	300,000	0	300,000	300,000
2016-31-01	Program Management	90,000			
2016-31-02	PI&E	220,000			
2016-31-03	Training - Technical	740,000			
2016-31-04	Training - Community	150,000	1,131,600		
2016-31-05	Enforcement	2,500,000			
2016-31-06	Equipment	30,000			
2016-31-07	Paid Media	230,000			
2016-31-09	Evaluation	10,000			
405d	(M5)	3,970,000	1,131,600	5,101,600	0
TOTAL IMPAIRED/YOUTH DRIVING FUNDS		4,270,000	1,131,600	5,401,600	300,000

POLICE TRAFFIC SERVICES (PTS) 40					
2016-40-01	Program Mgmt	75,000	11,000		0
2016-40-02	PI & E	200,000			100,000
2016-40-05	Enforcement	675,000			675,000
2016-40-06	Equipment	300,000			300,000
402	402-PT	1,250,000	11,000	1,261,000	1,075,000
TOTAL	Total PTS	1,250,000	11,000	1,261,000	1,075,000

HIGHWAY SAFETY INFORMATION (Traffic Records) 50					
2016-50-01	Program Mgmt	90,000			0
402	402-TR	90,000			22,500
2016-58-01	Program Mgmt	16,000			
2016-58-02	PI&E	12,500			
2016-58-03	Training - Technical	963,500			
2016-58-06	Equipment	325,620	69,000		
2016-58-09	Evaluation	15,000			
408 & 405C	(K9 & M3)	1,332,620	69,000	1,401,620	22,500
TOTAL RECORDS FUNDS		1,422,620	69,000	1,491,620	22,500

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
INJURY CONTROL—EMERGENCY RESPONSE 60					
2016-60-02	PI & E	50,000			50,000
2016-60-03	Training - Technical	50,000			50,000
402	(EM)	100,000	0	100,000	100,000

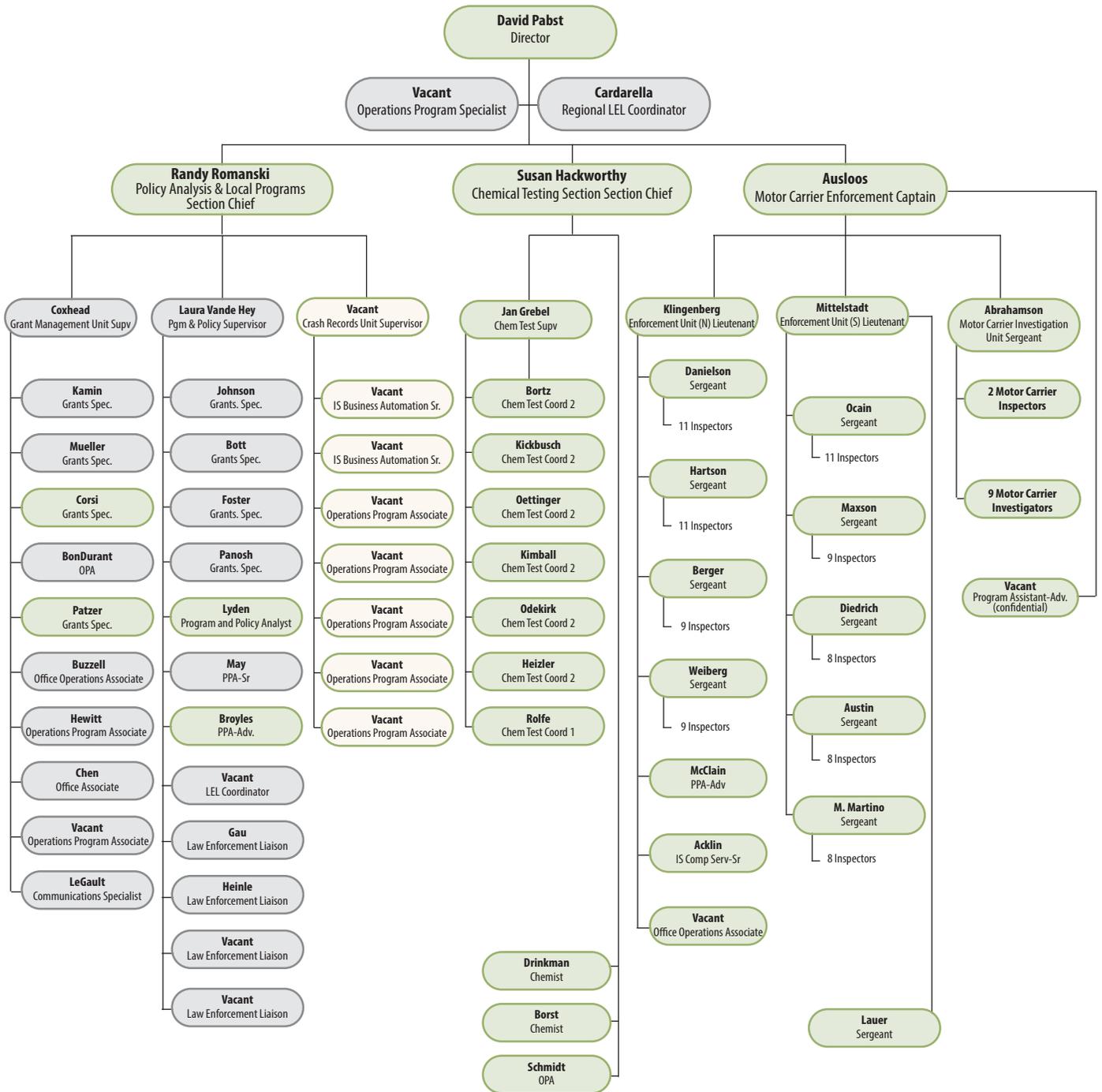
MOTORCYCLE SAFETY 70					
2016-70-02	PI&E	50,000			
2016-70-04	Training - Community	220,000			220,000
402	(MC)	270,000	0	320,000	220,000
2016-31-05	Enforcement	100,000			
405d	(M5)	100,000	0	100,000	0
2016-72-03	Training - Technical	100,000			
2016-72-06	Equipment	100,000			
2016-72-09	Evaluation	25,000			
2010 & 405f	(M9)	225,000	0	225,000	0
2016-79-01	Program Mgmt		191,000		
2016-79-04	Training - Community		463,000		
2016-79-07	Paid Media		50,000		
State	(562)		704,000		
TOTAL MOTORCYCLE FUNDS		595,000	704,000	1,299,000	220,000

PEDESTRIAN, BICYCLE & SCHOOL BUS SAFETY 80					
2016-80-02	PI&E	50,000			25,000
2016-80-03	Training - Technical	85,000			85,000
2016-80-04	Training - Community	5,000			5,000
2016-80-05	Enforcement	160,000			160,000
2016-80-09-PS	Evaluation	25,000			
402	(PS)	325,000	0	600,000	275,000
2016-89-01	Program Management		87,000		
2016-89-02	PI&E		41,000		
State	(562)		128,000		
TOTAL PED/BIKE FUNDS		325,000	128,000	428,000	275,000

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
COMMUNITY TRAFFIC SAFETY 90 Community Activity					
2016-90-01	Program Mgmt	284,000			142,000
2016-90-02	PI & E	566,000			283,000
2016-90-04	Community Programs	215,000			161,250
402	(CP)	1,065,000	0	1,065,000	586,250
Total Community Programs		1,065,000	0	1,065,000	586,250
2016-90-07	Paid Media	580,000			435,000
402	(PM)	580,000			435,000

Fund Totals					
	402 TOTAL	4,610,000			3,003,750 (62.45%)
	405d TOTAL	4,070,000			
	405b Total	1,097,000			
	405c Total	1,332,620			
	405f Total	225,000			
	TOTAL NHTSA FUNDS	11,314,620			

APPENDIX 7: BUREAU OF TRANSPORTATION SAFETY ORGANIZATIONAL CHART APRIL 2015



Note: NHTSA-funded positions are indicated by grey shading.
The Crash Records Unit is in the process of being created. Initial hires began in May 2015 and final hires will be in January 2017.

STATE CERTIFICATIONS AND ASSURANCES

APPENDIX A TO PART 1200 –CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)

State: Wisconsin Fiscal Year: 2016

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

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

GENERAL REQUIREMENTS

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

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

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- 49 CFR Part 18 – Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200 – Uniform Procedures for State Highway Safety Grant Programs

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

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

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

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;

- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received:
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION (applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (Pub. 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 (Pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100-259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)

The State will provide a drug-free workplace by:

- 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;
- Establishing a drug-free awareness program to inform employees about:
 - o The dangers of drug abuse in the workplace.
 - o The grantee's policy of maintaining a drug-free workplace.
 - o Any available drug counseling, rehabilitation, and employee assistance programs.
 - o The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - o 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).

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

BUY AMERICA ACT (applies to subrecipients as well as States)

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) (applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING (applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING (applies to subrecipients as well as States)

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

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION (applies to subrecipients as well as States)

Instructions for Primary Certification

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.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees

when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

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 is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

SECTION 402 REQUIREMENTS

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

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

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

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

- Participation in the National high-visibility law enforcement mobilizations;

- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

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

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that failure to comply with applicable Federal statutes and regulations 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.

I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.

Mark Gottlieb
Signature Governor's Representative for Highway Safety

6-16-15
Date

Mark Gottlieb
Printed name of Governor's Representative for Highway Safety

APPENDIX 8B:
STATE CERTIFICATIONS AND ASSURANCES

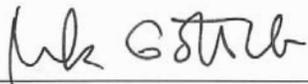
**APPENDIX D TO PART 1200 –CERTIFICATIONS AND ASSURANCES
FOR NATIONAL PRIORITY SAFETY PROGRAM GRANTS (23 U.S.C. 405)**

State of Wisconsin, Fiscal Year 2016

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements, including applicable Federal statutes and regulations that are in effect during the grant period.

In my capacity as the Governor’s Representative for Highway Safety, I:

- certify that, to the best of my personal knowledge, the information submitted to the National Highway Traffic Safety Administration in support of the State’s application for Section 405 grants below is accurate and complete.
- understand that incorrect, incomplete, or untimely information submitted in support of the State’s application may result in the denial of an award under Section 405.
- agree that, as condition of the grant, the State will use these grant funds in accordance with the specific requirements of Section 405(b), (c), (d), (e), (f) and (g), as applicable.
- agree that, as a condition of the grant, the State will comply with all applicable laws and regulations and financial and programmatic requirements for Federal grants.

 _____ Signature Governor’s Representative for Highway Safety	<u>6-16-15</u> _____ Date
<u>Mark Gottlieb</u> _____ Printed name of Governor’s Representative for Highway Safety	

Instructions: Check the box for each part for which the State is applying for a grant, fill in relevant blanks, and identify the attachment number or page numbers where the requested information appears in the HSP. Attachments may be submitted electronically.

Part 1: Occupant Protection (23 CFR 1200.21)

All States: (Fill in all blanks below.)

- The State will maintain its aggregate expenditures from all State and local sources for occupant protection programs at or above the average level of such expenditures in fiscal years 2010 and 2011. (23 U.S.C. 405(a)(1)(H))
- The State will participate in the Click it or Ticket national mobilization in the fiscal year of the grant. The description of the State’s planned participation is provided as HSP attachment or page number: HSP page 15.
- The State’s occupant protection plan for the upcoming fiscal year is provided as HSP attachment or page number: HSP pages 13-18.
- Documentation of the State’s active network of child restraint inspection stations is provided as HSP attachment or page number: Supplemental Appendix OP-4.

- The State's plan for child passenger safety technicians is provided as HSP attachment or page number: Supplemental Appendix OP-3.

Lower Seat belt Use States: *(Check at least 3 boxes below and fill in all blanks under those checked boxes.)*

- The State's **primary seat belt use law**, requiring primary enforcement of the State's occupant protection laws, was enacted on 6/29/2009 and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant. Legal citation(s):
Section 347.48 (2m), Wis. Stats.
Section 347.48 (4), Wis. Stats.
- The State's occupant protection law, requiring occupants to be secured in a seat belt or age-appropriate child restraint while in a passenger motor vehicle and a minimum fine of \$25, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Requirement for all occupants to be secured in seat belt or age appropriate child restraint:
 - Coverage of all passenger motor vehicles:
 - Minimum fine of at least \$25:
 - Exemptions from restraint requirements:
- The State's **seat belt enforcement plan** is provided as HSP attachment or page #: HSP pages 13-15.
- The State's **high risk population countermeasure program** is provided as HSP attachment or page #: Supplemental Appendix OP-2 and HSP page 14.
- The State's **comprehensive occupant protection program** is provided as HSP attachment # _____.
- The State's **occupant protection program assessment**: *(Check one box below and fill in any blanks under that checked box.)*
- The State's NHTSA-facilitated occupant protection program assessment was conducted on _____;

OR

- The State agrees to conduct a NHTSA-facilitated occupant protection program assessment by September 1 of the fiscal year of the grant. (This option is available only for fiscal year 2013 grants.)

Part 2: State Traffic Safety Information System Improvements (23 CFR 1200.22)

- The State will maintain its aggregate expenditures from all State and local sources for traffic safety information system programs at or above the average level of such expenditures in fiscal years 2010 and 2011.

(Fill in at least one blank for each bullet below.)

- A copy of *(check one box only)* the TRCC charter or the statute legally mandating a State TRCC is provided as HSP attachment # Supplemental Appendix TR-5 or submitted electronically through the TRIPRS database on _____.
- A copy of TRCC meeting schedule for 12 months following application due date and all reports and other documents promulgated by the TRCC during the 12 months preceding the application due date is provided as HSP attachment # Supplemental Appendix TR-4 or submitted electronically through the TRIPRS database on _____.

- A list of the TRCC membership and the organization and function they represent is provided as HSP attachment # Supplemental Appendix TR-1 or submitted electronically through the TRIPRS database on _____.
- The name and title of the State's Traffic Records Coordinator is Co-Chairs: Larry Corsi, Program Manager, and Neil May, Program Evaluation Analyst.
- A copy of the State Strategic Plan, including any updates, is provided as HSP attachment #: Supplemental Appendix TR-2 or submitted electronically through the TRIPRS database on _____.
- *(Check **one box** below and fill in **any** blanks under that checked box.)*
- The following pages in the State's Strategic Plan provides a written description of the performance measures, and all supporting data, that the State is relying on to demonstrate achievement of the quantitative improvement in the preceding 12 months of the application due date in relation to one or more of the significant data program attributes: pages _____.

OR

- If not detailed in the State's Strategic Plan, the written description is provided as HSP attachment # Supplemental Appendix TR-3.
- The State's most recent assessment or update of its highway safety data and traffic records system was completed on 6/6/2015.

Part 3: Impaired Driving Countermeasures (23 CFR 1200.23)

All States:

- The State will maintain its aggregate expenditures from all State and local sources for impaired driving programs at or above the average level of such expenditures in fiscal years 2010 and 2011.
- The State will use the funds awarded under 23 U.S.C. 405(d) only for the implementation of programs as provided in 23 CFR 1200.23(i) in the fiscal year of the grant.

Mid-Range State:

*(Check **one box** below and fill in **any** blanks under that checked box.)*

- The statewide impaired driving plan approved by a statewide impaired driving task force was issued on 8/1/2013 and is provided as HSP attachment # Supplemental Appendix AL-1;

OR

- For the first year of the grant as a mid-range State, the State agrees to convene a statewide impaired driving task force to develop a statewide impaired driving plan and submit a copy of the plan to NHTSA by September 1 of the fiscal year of the grant.
- A copy of information describing the statewide impaired driving task force is provided as HSP attachment # _____.

High-Range State:

*(Check **one box** below and fill in **any** blanks under that checked box.)*

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

OR

- For the first year of the grant as a high-range State, the State agrees to conduct a NHTSA-facilitated assessment by September 1 of the fiscal year of the grant;

(Check **one box** below and fill in **any** blanks under that checked box.)

- For the first year of the grant as a high-range State, the State agrees to convene a statewide impaired driving task force to develop a statewide impaired driving plan addressing recommendations from the assessment and submit the plan to NHTSA for review and approval by September 1 of the fiscal year of the grant;

OR

- For subsequent years of the grant as a high-range State, the statewide impaired driving plan developed or updated on _____ is provided as HSP attachment # _____.
- A copy of the information describing the statewide impaired driving task force is provided as HSP attachment # _____.

Ignition Interlock Law: (Fill in **all** blanks below.)

- The State's ignition interlock law was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant. **Legal citation(s):**

Part 4: Distracted Driving (23 CFR 1200.24)

(Fill in **all** blanks below.)

Prohibition on Texting While Driving

The State's texting ban statute, prohibiting texting while driving, a minimum fine of at least \$25, and increased fines for repeat offenses, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Prohibition on texting while driving:
- Definition of covered wireless communication devices:
- Minimum fine of at least \$25 for first offense:
- Increased fines for repeat offenses:
- Exemptions from texting ban:

Prohibition on Youth Cell Phone Use While Driving

The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving, driver license testing of distracted driving issues, a minimum fine of at least \$25, increased fines for repeat offenses, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Prohibition on youth cell phone use while driving:
- Driver license testing of distracted driving issues:
- Minimum fine of at least \$25 for first offense:
- Increased fines for repeat offenses:
- Exemptions from youth cell phone use ban:

Part 5: Motorcyclist Safety (23 CFR 1200.25)

(Check **at least 2 boxes** below and fill in **any** blanks under those checked boxes.)

- Motorcycle riding training course:**

- Copy of official State document (e.g., law, regulation, binding policy directive, letter from the Governor) identifying the designated State authority over motorcyclist safety issues is provided as HSP attachment # Supplemental Appendix MC-1.
- Document(s) showing the designated State authority approved the training curriculum that includes instruction in crash avoidance and other safety-oriented operational skills for both in-class and on-the-motorcycle is provided as HSP attachment # Supplemental Appendix MC-2.
- Document(s) regarding locations of the motorcycle rider training course being offered in the State is provided as HSP attachment # Supplemental Appendix MC-3.
- Document(s) showing that certified motorcycle rider training instructors teach the motorcycle riding training course is provided as HSP attachment # Supplemental Appendix MC-2.
- Description of the quality control procedures to assess motorcycle rider training courses and instructor training courses and actions taken to improve courses is provided as HSP attachment # Supplemental Appendices MC-4 and MC-8.

Motorcyclist awareness program:

- Copy of official State document (e.g., law, regulation, binding policy directive, letter from the Governor) identifying the designated State authority over motorcyclist safety issues is provided as HSP attachment # Supplemental Appendix MC-1.
- Letter from the Governor's Representative for Highway Safety stating that the motorcyclist awareness program is developed by or in coordination with the designated State authority is provided as HSP attachment # Supplemental Appendix MC-5.
- Data used to identify and prioritize the State's motorcyclist safety program areas is provided as HSP attachment or page # Supplemental Appendix MC-6.
- Description of how the State achieved collaboration among agencies and organizations regarding motorcycle safety issues is provided as HSP attachment or page # Supplemental Appendices MC-5 and MC-7.
- Copy of the State strategic communications plan is provided as HSP attachment # Supplemental Appendix MC-7, pages 1-2.

Reduction of fatalities and crashes involving motorcycles:

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

Impaired driving program:

- Data used to identify and prioritize the State's impaired driving and impaired motorcycle operation problem areas is provided as HSP attachment or page # _____.
- Detailed description of the State's impaired driving program is provided as HSP attachment or page # _____.
- The State law or regulation that defines impairment.

Legal citation(s):

Reduction of fatalities and accidents involving impaired motorcyclists:

- Data showing the total number of reported crashes involving alcohol-impaired and drug-impaired motorcycle operators is provided as HSP attachment or page # _____.
- Description of the State's methods for collecting and analyzing data is provided as HSP attachment or page # _____.
- The State law or regulation that defines impairment.

Legal citation(s):

Use of fees collected from motorcyclists for motorcycle programs: (*Check **one box** below and fill in **any** blanks under the checked box.*)

Applying as a Law State –

- The State law or regulation that requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs to be used for motorcycle training and safety programs.

Legal citation(s):

AND

- The State's law appropriating funds for FY ____ that requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs be spent on motorcycle training and safety programs.

Legal citation(s):

Applying as a Data State –

- Data and/or documentation from **official** State records from the previous fiscal year showing that **all** fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs were used for motorcycle training and safety programs is provided as HSP attachment # _____.

Part 6: State Graduated Driver Licensing Laws (23 CFR 1200.26)

(*Fill in **all** applicable blanks below.*)

The State's graduated driver licensing statute, requiring both a learner's permit stage and intermediate stage prior to receiving a full driver's license, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Learner's Permit Stage – requires testing and education, driving restrictions, minimum duration, and applicability to novice drivers younger than 21 years of age.

Legal citations:

- Testing and education requirements:
- Driving restrictions:
- Minimum duration:
- Applicability to novice drivers younger than 21 years of age:
- Exemptions from graduated driver licensing law:

Intermediate Stage – requires driving restrictions, minimum duration, and applicability to any driver who has completed the learner’s permit stage and who is younger than 18 years of age.

Legal citations:

- Driving restrictions:
- Minimum duration:
- Applicability to any driver who has completed the learner’s permit stage and is younger than 18 years of age:
- Exemptions from graduated driver licensing law:

Additional Requirements During Both Learner’s Permit and Intermediate Stages

Prohibition enforced as a primary offense on use of a cellular telephone or any communications device by the driver while driving, except in case of emergency.

Legal citation(s):

Requirement that the driver who possesses a learner’s permit or intermediate license remain conviction-free for a period of not less than six consecutive months immediately prior to the expiration of that stage.

Legal citation(s):

License Distinguishability (*Check **one box** below and fill in **any** blanks under that checked box.*)

- Requirement that the State learner’s permit, intermediate license, and full driver’s license are visually distinguishable.

Legal citation(s):

OR

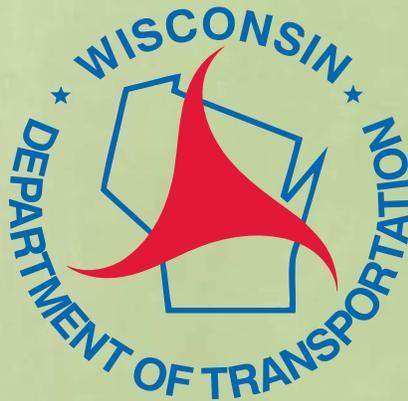
- Sample permits and licenses containing visual features that would enable a law enforcement officer to distinguish between the State learner’s permit, intermediate license, and full driver’s license, are provided as HSP attachment #_____.

OR

- Description of the State’s system that enables law enforcement officers in the State during traffic stops to distinguish between the State learner’s permit, intermediate license, and full driver’s license, are provided as HSP attachment #_____.

STATE OF WISCONSIN
FFY 2016

Highway Safety Plan





STATE OF WISCONSIN FFY 2016



Highway Safety Plan

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