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On behalf of the Wisconsin Department of Transportation, Bureau of Transportation Safety and Technical Services (BOTS2), I am pleased to present the State of Wisconsin's Annual Evaluation Report of federal fiscal year 2022 highway safety program activities. The report identifies behavioral activities undertaken with both state and federal highway safety funds and some additional activities undertaken by our valued safety partners in support of our transportation safety objectives.

With a strong and active commitment from our safety partners in federal fiscal year 2022, BOTS administered highway safety grants provided by the National Highway Traffic Safety Administration (NHTSA) under 23 U.S.C. Chapter 4. The Wisconsin Department of Transportation continually promotes traffic safety through education, engineering, enforcement, and emergency medical services. The delivery of the multiple programs described in this report collectively work to prevent fatalities and serious injuries on all Wisconsin roads.

Sincerely,

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

David Pabst, Director
Bureau of Transportation Safety



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FOREWORD

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

MISSION

The bureau is charged with coordinating statewide behavioral highway safety programs and making effective use of all highway safety funds and other resources. BOTS strives to provide leadership, partnership, innovation, and program support for Wisconsin's traffic safety community, and to decrease crashes, deaths, and injuries on all of Wisconsin's roadways.

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

FUNDS

Wisconsin programmed over \$13.7 million of federal highway safety formula and incentive grants, and state funds during federal fiscal year 2022. This included funds from the Fixing America's Surface Transportation (FAST) Act:

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

The Bureau of Transportation Safety also administered over \$1.2 million in State of Wisconsin funds for transportation safety program management and policy analysis which included, the safe-ride grant program, motorcycle rider education programs, and a media campaign promoting motorist awareness of motorcyclists. Wisconsin achieves its required administrative match for all funds through straight time traffic enforcement performed by the Wisconsin State Patrol.

GOAL

Goals for this federal fiscal year 2022 Annual Report were set and committed to in the 2022 Highway Safety Plan (HSP). The results laid out in this document use 2020 calendar year data. The Governors Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration (NHTSA) agreed to a minimum set of performance measures to be used in the development of HSPs. Wisconsin has set a goal of a 5% improvement for most of the "Core Outcome Measures" from the prior five-year rolling average, and a 2% improvement for the number of traffic fatalities and the fatality rate using state data available at the time. When



goals were written in the 2022 Highway Safety Plan (HSP), the finalized 2020 FARS crash data were not yet available. All projects in the 2022 HSP which are described in this Annual Report were designed to contribute to meeting these targets.

The agreed-upon performance measures and the results are summarized in the matrix on the next page. The results in green indicate measures where the goal was either met or exceeded, and the results in red indicate measures where the goal was not met. This table was requested by NHTSA and includes notes below.

Assessment of Results in Achieving Performance Targets for FY22 and FY21									
Performance Measure	FY 2022					FY 2021			
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source/ FY 22 Progress Results	Ontrack to Meet FY22 Target Y/N (in-progress)	Target Value FY21 HSP	Target Year(s)	Data Source/ FY21 Final Result	Met FY21 Target Y/N
C-1) Total Traffic Fatalities	5 year	2016-2020	584.7	2022 FARS	In Progress	573.3	2015-2019	2021 FARS 615	No
C-2) Serious Injuries in Traffic Crashes	5 year	2016-2020	2,995.5	2022 STATE	In Progress	3016	2015-2019	2021 STATE 3,292	No
C-3) Fatalities/VMT	5 year	2016-2020	0.919	2022 FARS	In Progress	0.89	2015-2019	2021 FARS 1.03	No
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2016-2020	159	2022 FARS	In Progress	156	2015-2019	2021 FARS 166	No
C-5) Alcohol-Impaired Driving Fatalities	5 year	2016-2020	178	2022 FARS	In Progress	171	2015-2019	2021 FARS 166	Yes
C-6) Speeding-Related Fatalities	5 year	2016-2020	180	2022 FARS	In Progress	173	2015-2019	2021 FARS 186	No
C-7) Motorcyclist Fatalities (FARS)	5 year	2016-2020	84	2022 FARS	In Progress	78	2015-2019	2021 FARS 120	No
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2016-2020	56	2022 FARS	In Progress	53	2015-2019	2021 FARS 85	No
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2016-2020	71	2022 FARS	In Progress	73	2015-2019	2021 FARS 86	No
C-10) Pedestrian Fatalities	5 year	2016-2020	52	2022 FARS	In Progress	52	2015-2019	2021 FARS 50	Yes
C-11) Bicyclist Fatalities	5 year	2016-2020	9	2022 FARS	In Progress	10	2015-2019	2021 FARS 9	Yes



B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	5 year	2016-2020	93.80%	2022 STATE 88.1%	No	93.05%	2015-2019	2021 STATE 88.1%	No
B-2) Serious Injuries/VMT	5 year	2016-2020	4.712	2022 STATE	In Progress	4.482	2015-2019	2021 STATE 5.52	No
B-3) Non-Motorized Fatalities and Serious Injuries	5 year	2016-2020	358.5	2022 FARS & STATE	In Progress	350.2	2015-2019	2021 FARS & STATE 401	No



PLANNING AND ADMINISTRATION

Staff categorized as Planning and Administration have a positive impact on the traffic safety of Wisconsin. They have the following responsibilities:

- Prioritize the state's most significant highway safety challenges.
- Apply for all federal funding and write the state's Highway Safety Plan.
- Act as a representative for the state of Wisconsin as the Highway Safety Coordinator.
- Participate on committees and task forces.
- Target effective law enforcement grants.
- Promote highway safety in Wisconsin.
- Develop internal controls, monitor and analyze policies.
- 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 a report of grants subject to the Federal Funding Accountability and Transparency Act.

FY 2022 REPORT

The Bureau of Transportation Safety improved its reporting and vouchering timing throughout most of FY2022's planning period. This was addressed by expanding staff roles to assist in the process. The Highway Safety Plan for FY 2022 was submitted on time, and the FY2022 Annual Report was submitted on time.

The Program and Policy Analyst supervisor's position incumbent left the bureau in May of 2022. Ms. Valerie Payne was the successful candidate and hired in August of 2022. The Occupant Protection Analyst Robert Tylo left the bureau in July, and the position is posted for hiring. Due to the timing of hiring packet, we expect to fill this position in January of 2023. The bureau leadership and staff participated in the annual Wisconsin Highway Safety Conference, Annual Governors Highway Safety Association conference, MAASTO, county level Traffic Safety Commission meetings and the Wisconsin Tribal Transportation Conference.

The office coordinated and engaged with new agencies such as the Wisconsin Alcohol Policy Project, Department of Justice Crime Lab, Parents Against Distracted Driving, and several other grass roots community organizations to promote their role in traffic safety and develop new programs for the future.

The bureau conducted an internal assessment of the targeting process and has adjusted the methodology to incorporate new outliers in rural counties and non-profits in order to expand programming and move into the Safe Systems Approach. During the review the bureau identified the needs updating of the policy and procedures manual to align it with the Safe Systems Approach and to adopt the Bi-Partisan Infrastructure changes coming once the final rule making is completed. The bureau will engage with GHSA to conduct a review and update or the policy and procedures manual, also to include an assessment of the management review process.



Planning and Administration – Budget Summary

Fed ID	Fund	Program Activity	Planned	Expended
2022-10-01-PA	402	Planning and Administration	\$363,000.00	\$0
2022-19-01-WI	State	State Funded Planning and Administration	\$530,000.00	\$0
		Total	\$893,000.00	\$ -



OCCUPANT PROTECTION PROGRAM

PERFORMANCE GOALS AND MEASURES

In 2021, 44% of Wisconsin's passenger vehicle occupant fatalities were unrestrained occupants. The program missed its safety belt usage goal of 91.1% by only reaching 88.1% average safety belt use. There was an increase in the ejection rate as well as unbelted fatalities and suspected serious 'A' injuries as shown in the tables below.

Average Belt Use

2016-2020 Baseline	89.3%
2021 Goal	93.8%
2021 Actual	88.1%

Unbelted Fatalities and 'A' injuries

2016-2020 Baseline	1.05/100M VMT
2021 Goal	0.99/100M VMT
2021 Actual	1.07/100M VMT

Ejection Rate of Fatal/Injury Crashes of Passenger Vehicles

2016-2020 Baseline	0.50%
2021 Goal	0.48%
2021 Actual	0.49%

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

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

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

PROGRAM MANAGEMENT

The Bureau of Transportation Safety's (BOTS) occupant protection specialist oversees all child passenger safety occupant protection grants as well as a portion of the enforcement grants for all major behavioral highway safety areas. This staff person manages grants for education, training, and technical assistance to agencies, organizations, and non-profit programs interested



in occupant protection. This person also integrates occupant protection programs into community/corridor traffic safety and other injury prevention programs. Most importantly, the person in this position encourages communities and grantees to view occupant protection as a sustained effort rather than an intermittent enforcement mobilization or campaign.

FY2022 REPORT

The program manager completed all assigned duties and activities as planned this past fiscal year. They continued to develop the accessibility of data of the program by promoting the transition of the Safe Kids CPS reports from paper to electronic format. The program manager completed the Safe Kids CPS technician training.

EVIDENCE-BASED LAW ENFORCEMENT

BOTS planned for statewide participation in evidence-based overtime-funded enforcement using the targeting methodology outlined in the Highway Safety Plan. Counties with a high number of pickup truck registrations were also targeted for an occupant protection grant. A total of 37 grants were given to law enforcement agencies statewide for sustained year-round enforcement. All the grants were high visibility enforcement task forces that included multiple agencies performing deployments together and included media outreach. 50% of this enforcement was conducted during hours designated for nighttime enforcement.

FY2022 REPORT

A total of 130 law enforcement agencies from across Wisconsin participated in the 2022 Click It or Ticket national enforcement mobilization. In the future we will be using a new grant management system which will give us greater efficiency in handling grant applications and reimbursement requests. This in turn will give us more time to assist existing and potential new agencies in managing their deployments ensuring they remain consistent.

CHILD PASSENGER SAFETY (CPS)

CPS Program Administration

The State of Wisconsin has continued its contract with the Children's Hospital and Health System (CHHS) for support and administrative costs for statewide Child Passenger Safety Advisory Committee. The goal of this partnership with CHHS is to support and administer statewide CPS training, ensuring that we recruit, train, recertify, and maintain enough child passenger safety technicians. BOTS staff work with CHHS to provide additional CPS training materials to community partners and local events as well as CPS training for law enforcement agencies, judges, and other safety partners with community programs.

CPS SEAT GRANT PROGRAM

The purpose of the program is to make car seats available at low or no cost to low-income families who might otherwise choose to place their children in older, unsafe seats or to transport them unrestrained or improperly restrained, thereby putting them at risk. BOTS staff developed a targeting methodology to determine which counties are selected to receive a CPS grant based on crash data and data provided by partners at the Wisconsin Department of Health Services.



Once counties with the most at-risk population were identified, agencies such as county health departments, social workers, the Women, Infants, and Children (WIC) Program, and county injury prevention coalitions partner with BOTS to utilize the grant. The recipient or recipient's caregiver is given a voucher providing instructions regarding where to call to set up an appointment. At this appointment, recipients receive installation assistance, a new car seat appropriate for the child, and education about transportation safety. The objectives of the program are measured by the number of clients redeeming vouchers. After receiving education and assistance with installation, a survey is completed by participants for each seat distributed.

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

FY2022 REPORT

Covid was still a major hindrance this year for many agencies distributing car seats. Because of this some obligated funds went unused. In future years we plan to increase the amount of obligated funds understanding that a portion will be left unspent to ensure we reach as many communities as possible.

From October 1, 2021- September 30, 2022, 10 CPST certification courses were held with 139 new technicians certified. New this year was the launch of the Hybrid CPST certification course with online learning modules and in-person hands on practice and testing. 1 course was held in Wisconsin with 6 of the 139 new technicians being trained in this course format. There were also 2 Safe Travel for All Children training courses held with 23 CPST's being trained to transport children with special needs.

Over 53% (75) of course attendees were provided a scholarship to help offset the cost for both the CPST Training Course and CPST Hybrid Course.

Course Location	Course Date	Number of New Technicians		Scholarships
Wausau	10/4/21-10/6/21	6		6
Milwaukee	10/25/21-10/28/21	1	0	9
Milwaukee Special Needs	12/9/21-12/10/21	1	0	0
Grand Chute	2/8/22-2/11/22	1	5	11
Verona	3/14/22-3/16/22	1	5	7
Verona	4/4/22-4/6/22	1	6	10
Fitchburg Special Needs	4/13/22-4/14/22	1	3	0
Green Bay	4/20/22-4/22/22	1	1	5
Ashland	5/17/22-5/19/22	1		8



		1	
Grand Chute	6/7/22-6/9/22	1	3
Milwaukee	6/14/22-6/16/22	1	7
Fitchburg Hybrid	8/22/22-10/6/22	6	6
DeForest	9/20/22-9/22/22	1	3

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

In 2022, there were 139 newly certified car seat technicians for a total of 637 certified car seat technicians in Wisconsin. Fitting stations are often endorsed through the agencies working with WIC-eligible clients. Fitting stations are also promoted with flyers posted around the community and—when possible—media outlets. Through these grants, there were 1,446 car seats checked for proper installation averaging approximately eleven per month per granted agency. This does not include work accomplished with partners who do not receive grant funding.

PROGRAMS TO EDUCATE THE PUBLIC

A study by Safe Kids Worldwide revealed that nine out of ten parents moved their child from a booster seat to a seat belt too soon. Transitioning a child from a booster seat to a seat belt too soon can increase the risk of injury or death to a child. Based on these findings the Wisconsin CPS Advisory Board launched an effort to make parents aware of when it is safest to move a child from a booster seat to a seat belt. A removable wall decal, tip sheet, coloring sheet, LCD screen file and bookmarks have been created and distributed to show that children should be at least 4 feet 9 inches before making the transition to a seat belt. The WI CPS Advisory Board knows it can be confusing for parents and caregivers when deciding to transition their child from a booster seat to a seat belt. Their goal with this campaign is to help educate families on the importance of booster seats and how long children should remain in them.







Booster Seat Campaign Distribution & Reach



Through FFY 2022 we also distributed over 49,454 Car Seat Tip Sheets, 21,209 CPS Law Cards & Posters, 10,246 other CPS materials to over 41 counties across Wisconsin.

Wisconsin Child Passenger Safety Program Snapshot 2021-2022

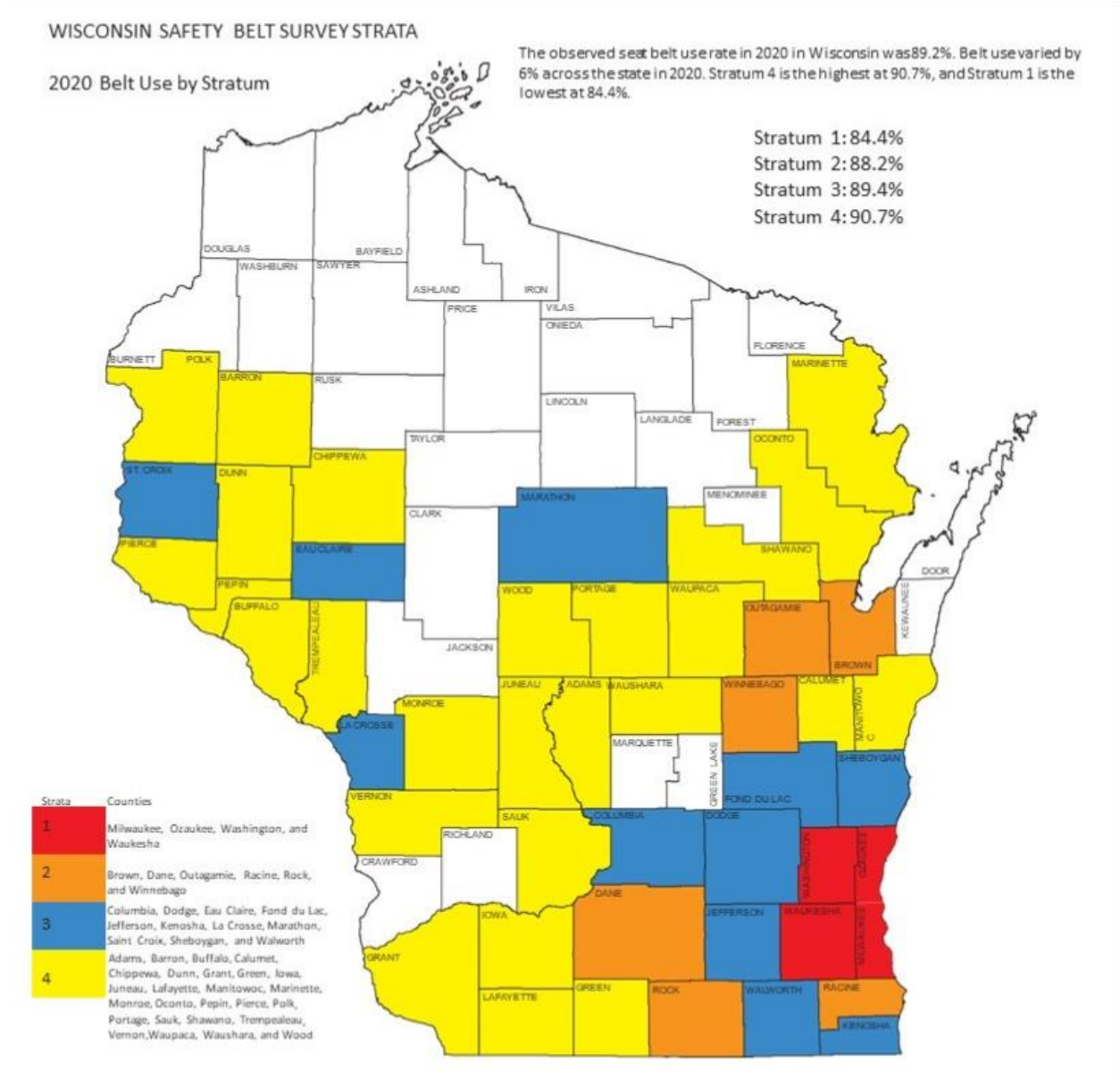
 <p>11 CPST Certification Courses</p>	<p>139 Newly Certified CPS Technicians</p>
<p>102+ Car Seat Installation Sites</p>	<p>75 CPS Course Scholarships Awarded</p> 

 <p>80,909 CPS Resources Distributed</p> <p>CPS Tip Sheets 49,454</p> <p>CPS Law Cards & Posters 21,209</p> <p>Other CPS Materials 10,246</p>	<p>1000+ Emails received about CPS</p> 
<p>41+ Counties Reached with CPS Resources</p>	 <p>94 Governor's Conference On Highway Safety Attendees</p>
	<p>602 CPS Technicians</p> <p>35 CPST Instructors</p> 



DATA AND PROGRAM EVALUATION

BOTS contracted with UW-Whitewater to conduct the seat belt observational survey. In 2021, Wisconsin had 88.1% compliance with its mandatory safety belt use laws. See the results of the 2021 survey on the next page.



Occupant Protection Program – Budget Summary

Fed ID	Fund	Program Activity	Planned	Expended
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2022-20-01-OP	402	Program Management	\$ 75,000.00	\$ 73,272.35
2022-20-02-OP	402	Teen Driving	\$ 50,000.00	\$ 36,606.15
2022-20-03-OP	402	Training and Support – Technical*	\$ 230,000.00	\$ 151,363.90
2022-20-05-OP	402	Enforcement	\$ 1,577,000.00	\$ 1,366,978.07
2022-20-06-OP	402	CPS Equipment	\$ 188,000.00	\$ 51,649.21
2022-20-06-OP	402	CPS Tablet Program	\$ 40,000.00	\$ -
2022-25-09-M2	405b	Seat Belt Survey	\$ 81,000.00	\$ 69,623.74
2022-25-05-M2	405b	Enforcement	\$ 400,000.00	\$ 356,287.91
2022-25-06-M2	405b	CPS Equipment	\$ 54,000.00	\$ 37,342.75
Total			\$2,695,000.00	\$ 2,143,124.08

Occupant Protection Program – Budget Summary

Fed ID	Fund	Program Activity	Planned	Expended
2021-20-01-OP	402	Program Management	\$85,000.00	\$73,272.35
2021-20-02-OP	402	Teen Driving	\$50,000.00	\$36,606.15
2021-20-03-OP	402	Training and Support – Technical*	\$205,000.00	\$151,363.90
2021-20-05-OP	402	Enforcement	\$1,649,394.55	\$1,366,978.07
2021-20-06-OP	402	CPS Equipment	\$117,622.99	\$51,649.21
2021-20-09-OP	402	Evaluation	\$12,600.00	\$12,600.00
2021-25-03-M2	405b	Training and Support - Technical	\$37,000	\$23,585.00
2021-25-05-M2	405b	Enforcement	\$395,376.16	\$356,287.91
2021-25-06-M2	405b	CPS Equipment	\$54,631.47	\$37,342.75
2021-25-09-M2	405b	Evaluation	\$80,995.00	\$55,398.64
Program Totals			\$2,687,620.17	\$2,165,083.98



IMPAIRED DRIVING PROGRAM

Alcohol and Drug Related Motor Vehicle Crashes

2016-2020 Baseline	10.69/100M VMT
2021 Goal	10.15/100M VMT
2021 Actual	11.35/100M VMT.

Resulting Deaths and Suspected Serious (A) Injuries in Alcohol or Drug Related Crashes

2016-2020 Baseline	1.54/100M VMT
2021 Goal	1.46/100M VMT
2021 Actual	1.65/100M VMT

Proportion of Alcohol and Drug Related Fatalities

2016-2020 Baseline	33.32%
2021 Goal	31.66%
2021 Actual	33.11%

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

2016-2020 Baseline	25.85%
2021 Goal	24.56%
2021 Actual	26.38%

Crashes involving alcohol (15-24 years olds)

2016-2020 Baseline	176.69/100K pop.
2021 Goal	167.86/100K pop.
2021 Actual	171.47/100K pop.

Wisconsin did not meet any of its goals above but has instituted some new predictive analytics pilot programs around the state that will involve a systems approach to changing driver behavior going forward into FFY 2023 and forward.

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

1. Program Management and Strategic Planning
2. Prevention through the Promotion of Transportation Alternatives
3. Evidence-Based Enforcement
4. Drug Evaluation and Classification Program
5. Criminal Justice System



PROGRAM MANAGEMENT AND STRATEGIC PLANNING

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

FY2022 REPORT

This project was completed as planned. This position was filled by an existing staff member. Whose priorities were to coordinate impaired driving efforts throughout the state while also monitoring all enforcement grant type in the southeast region. This position works directly with the Wisconsin Drug Evaluation and Classification program (DEC) providing the program with printed manuals, payment of the DEC instructors, and helping to schedule instructional classes and two DRE schools. Coordinates and monitors the DRE State Coordinator contract position. This position also monitors the state funded safe ride program. The program manager secured outside funding to enhance the DRE and DECCA program with GHSA and continued to work with partners to expand the reach of the program.

PREVENTION THROUGH THE PROMOTION OF TRANSPORTATION ALTERNATIVES

BOTS collaborated with the Tavern League of Wisconsin in administering the state-funded safe-ride grant program.

The Bar Buddies programs in Baraboo, Lodi, Reedsburg, Sauk Prairie, and Spring Green continued to offer alternative transportation to homes as well. Bar Buddies grants are funds to off-set cost for fuel, maintenance, and other costs for agencies providing alternative transportation in their communities. As the programs become self-sufficient, grant amounts decrease. Due to continued COVID restrictions on businesses all Bar Buddies programs had periods of inactivity or low activity.

BOTS offered alternative transportation grants covering community festivals. The grants were offered to the municipalities of Watertown, Arlington, Darlington, and Seymour as well as in Barron and Crawford counties. Agencies provided evidence that poor driver judgment could be expected, and that drinking, and driving had been a problem at the event. The grants would have provided short-term alternative transportation (vans, buses, or vehicles) to transport community members from the local summer community event to their home.

FY2022 REPORT

After two years of COVID related closures or restrictions, all of these projects were able to run though still not up to the levels in 2018. Due to available carryover funding, the planned individual grant amounts for the Bar Buddies projects were held the same for 2023 instead of decreasing, in hopes of allowing the projects to provide more rides to their communities. The number of communities that requested Safe Ride Festival grant decreased in 2022, due to the communities having trouble sourcing reliable ride providers. With the culture around these types of events, in 2023 we are looking at partnering with Lyft and Uber to help the communities and more of the state during high periods of social drinking at festivals and holidays.

BOTS has a previously developed a Drive Sober mobile application (app) for smart phones. This app includes a designated driver selector and a Find a Ride feature that uses a phone's



GPS to provide users with a list of taxi services and public transit options to allow users to find a safe ride home. Use of the app is as follows:

Screen Name	Screen Views
Home	380,578
Blood Alcohol Estimator	176,045
Designated Driver Selector	84,337
Impairment Goggles	77,145
Find a Ride	75,593

EVIDENCE-BASED ENFORCEMENT

BOTS partnered with multiple counties and municipalities and provided overtime funding for evidence based high-visibility enforcement. Law enforcement agencies were selected using the evidence-based targeting methodology discussed in the Highway Safety Plan. We encouraged law enforcement agencies to make OWI a priority by educating the public, having zero tolerance for impaired driving, sponsoring media events, and working overtime in geographic areas where impaired driving is highest. We provided overtime funding for sustained alcohol saturation patrols consisting of at least monthly high-visibility enforcement (HVE) overtime patrols, including nighttime enforcement accompanied by media in targeted jurisdictions. Activity for enforcement is found in the Police Traffic section.

FY2022 REPORT

Grants were initiated by task forces that made the targeting list. Participating agencies deployed throughout the year providing sustained enforcement while providing HVE enforcement during the National Mobilizations. Due to continuing staff shortages, a number of task forces did not use all of their available funds.

Wisconsin had 24 multi-jurisdictional impaired driving task forces throughout the state in 2021. Officers from the participating agencies used saturation patrols featuring high-visibility enforcement, which included branding specific to OWI task forces such as vests, squad magnets, and electronic message boards. The various projects received considerable attention from the media and had a strong social media presence, which included Facebook pages dedicated to OWI task forces.

The 2021 Drive Sober or Get Pulled Over-Labor Day national enforcement mobilization had 158 participating law enforcement agencies and Drive Sober or Get Pulled Over – Winter Holidays mobilization had 203 participating agencies. There was a large decrease due in-part to non-funded agencies not participating because the chance for an equipment grant is no longer being provided.



DRUG EVALUATION AND CLASSIFICATION PROGRAM

BOTS funded Drug Recognition Expert (DRE) training which included instructor wages, printing, supplies, and lodging for students and instructors. The grant provided funding for the State DRE Coordinator, which is a contractor position. BOTS funding covered related programs including Advanced Roadside Impaired Driving Enforcement (ARIDE), Drug Impairment Training for Educational Professionals (DITEP), and Standardized Field Sobriety Testing (SFST). The number of classes are down slightly due to continued COVID restrictions and staffing shortages across the State of Wisconsin. Here are the current results of activity for the year.

Current DREs through September 30, 2022	
Certified DREs	358
Certified DRE instructors	45
State Police/HP DREs	13
City Police Department DREs	225
Sheriff's Department DREs	111
Other Agency DREs	8
LE agencies with certified DREs	43
DRE Evaluations through September 30, 2022	
Enforcement evaluations	599
Training evaluations	297
Other evaluations	6
Total evaluations conducted	902
DRE Call outs no evaluation	50
Drug Category (DRE's Opinion)	
Depressants	208
Stimulants	375
Hallucinogens	5
Dissociative Anesthetics	12
Narcotic Analgesics	281
Inhalants	4
Cannabis	336
Poly Drug Use	
Cases	331
Other	
Alcohol Rule Outs	4
Medical Impairment	5
No Opinion of Impairment	15
Tox Results - Pending	Data incomplete
Tox Results - No Drugs	16
Toxicology - Refused	57
DRE Training	
DRE Schools	2
Total School Trained	34
DRE Instructor courses	1
Total Instructors Trained	4



DRE Instructors certified	4
DRE Recertification courses	4
DREs Total Trained	294
ARIDE Training	
ARIDE classes	45
Total Trained	629
DITEP Training	
DITEP classes	13
Total Trained	302
DITEP Instructor classes	1
Total Instructors Trained	1
Phlebotomy Training	
Classes	0
Total Trained	0
SFST Training	
SFST courses	37
Total Trained	807
SFST Instructor classes	6
Total Instructors Trained	53
SFST Master Instructor classes	1
Total Master Instructors Trained	2

DRE TRAINING/DRE SCHOOLS

This program supports expenses to train new Drug Recognition Experts (DREs) during two DRE schools. The costs covered include instructor wages, travel costs (such as lodging for instructors and students), supplies (including DRE kits and classroom supplies) and printing.

BOTS has historically covered the cost for the school schedule in the fall, while the spring school was covered by other funding. The funding for the spring school is no longer available. By holding two schools, Wisconsin has been able to continue to increase the number of DREs, avoiding decreasing numbers due to retirements and/or attrition. All expenses and supplies will be purchased according to state contracts and follow purchasing guidelines for allowable costs. Wisconsin meets its requirements for match with traffic enforcement conducted on time by the Wisconsin State Patrol.

FY2022 REPORT

Some of the costs for the 2022 DRE Schools were paid by special GHSA funding. Due to staff shortages statewide, the DRE schools were not at full capacity. Between the October 2021 school and Spring 2022 34 new DREs were trained. We moved the Fall DRE school to start the first week of October in 2021, to allow for the possibility of adding a third school during the summer. In Fiscal Year 2023, we are planning on a State Patrol DRE school, which will also allow other agencies to participate if the class is not full, during the summer months.



TRAFFIC SAFETY RESOURCE PROSECUTORS AND STATE JUDICIAL OUTREACH LIAISON/CRIMINAL JUSTICE SYSTEM

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

The TSRP's present a legal overview/update at the schools as well as the multiple recertification training sessions held throughout the year. The session includes a refresher on the OWI/refusal laws and an overview of the recent case law related to OWI, vehicle stops, and arrests.

They were directly involved with 10 cases this past FY and assisted in cases of serious injury or vehicular homicide. The level of assistance varied from cases to case depending on what the lead prosecutors' needs were. They are also co-chairs of our Impaired Driving Work Group that meets quarterly.

The TSRP's travelled to and participated in the following conferences:

- Governor's Conference on Highway Safety – general OWI update
- Wisconsin Traffic Safety Officer's Association (WTSOA) Annual Conference – OWI/legal update
- Hartford Statewide Mini Academy – OWI and 4th Amendment Update
- Midwest Impaired Driving Conference – Illinois – SFSTs & Drugs
- Vehicular Homicide Conference – TSRP sponsored training that we plan & speak at
- OWI Prosecutors Seminar – TSRP sponsored training that we plan & speak at
- Statewide Prosecutor's Training – OWI & Traffic Update
- Wisconsin Judicial Traffic Seminar – Vehicular Homicide Cases

FY2022 REPORT

This project was performed by 2 prosecutors, who quarterly report their activity and reimbursement requests. Both prosecutors jointly lead the Impaired Driving Work Group where they report out any case updates and participate with the group. They also present at the DRE Schools, many different conferences statewide and are available to program questions.

The Judicial Outreach Liaison position has not yet been decided on and may be pursued in the coming fiscal year, but likely will not use NHTSA funding through our agency. The BOTS will seek alternate program funds to help establish the SJOL program with the American Bar Association in FY2023.

DWI COURTS AND ADJUDICATION

BOTS provided funds to reimburse travel costs for OWI courts and drug courts to travel to training sponsored by the National Center for DWI Courts (NCDC). No trainings were attended by agencies from Wisconsin, the refresher course that is held in Wisconsin did not occur in 2021 due to COVID travel restrictions.



FY 2022 REPORT

Due to travel restrictions during COVID a hybrid remote version of the class was created, Wisconsin teams that took the class participated remotely and did not request travel cost reimbursements.

24-7 SOBRIETY PROGRAMS

24-7 sobriety programs are in the process of being created by the Wisconsin Department of Justice. This project had no expenditures in 2021 since these programs are still being developed.

FY 2022 REPORT

The project did not run. The project has been stalled at the Department of Justice due budgetary concerns.

IMPAIRED DRIVING OUTREACH AND INTERACTIVE EDUCATION

July 2022 Amendment

Wisconsin received funding from AAA in 2019 to purchase 16 Opioid and THC Impaired Driving education kits from Innocorp Fatal Vision. The bureau utilized this opportunity to supply departments and Traffic Safety Commission's educational outreach in counties that had above average impaired driving crashes or expressed interests in using another tool to prevent crashes. The State Patrol utilized the kits at the Wisconsin Intermural Athletics Association (WIAA) Championship games to engage with venue guests about the dangers of impaired driving while attending the event. With a limited number of units from the AAA grant, the bureau is requesting to provide agencies funding for training and experience with the interactive educational kits to permanently place kits in those agencies and communities for ongoing education and engagement.

FY2022 REPORT

Equipment was ordered from Fatal Vision, the alcohol kits were delivered, however due to supply chain issues with the Opioid kits they will be delivered by January 2023. DSP has received their education kits and are awaiting final production on the cornhole interactive aid. This grant will be extended as a no cost, activity only report in FY2023.

BUREAU OF TRANSPORTATION SAFETY; CHEMICAL TESTING SECTION EC/IR II UPDATE

July 2022 Amendment

The Chemical Test Section would like to purchase 15 EC/IR II transportable (EC2.t) instruments. We currently have 15 transportable units that were purchased in 2013. These instruments are at the end of their service life and need repair. Many of the instruments are breaking down while employed in the field by law enforcement. The existing EC2.t instruments have a different version



of software than the recently updated evidential breath test instruments in the field. Replace the 15 current outdated and no longer maintainable units with current generation of IR II transportable (EC2.t) instruments. These units are used for breath analysis during impaired traffic stops. Due to the age and lack of parts to maintain the previous generation, it is critical that this equipment is update to the new generation. The selected units are on state contract and meet the Buy America requirements. The units will be issued out to sites for events and when maintenance is being conducted on stationary equipment.

This grant will run between FY 2022 and FY2023. The grantees that make purchases in FY 2022 will have a monitoring only grant in FY2023, those that make purchase in FY2023 will run on a normal grant cycle

FY2022 REPORT

Purchase order was completed and submitted prior to end of FY2022. However due to supply chain issues the units will not be delivered until January 2023. Intoxilyzer will submit final bill upon delivery. This project will have a no cost extension for payment and activity in FY2023.

Impaired Driving Program – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2022-39-04-WI	State		\$900,000	\$566,225.80
2022-30-03-AL	402		\$365,500	364,878.45
2022-30-04-AL	402		\$120,000	\$50,324.62
2022-31-01-M5	405D		\$92,000	\$
				\$97,416.21
2022-31-03-M5	405D		\$300,000	
2022-31-03-M5	405D		\$170,000	
2022-31-03-M5	405D		\$20,000	\$0
2022-31-03-M5	405D		\$70,000	\$0
2022-31-05-M5	405D		\$2,347,000	
2022-31-04-M2	405D	Impaired Driving Education Kits	\$205,290	
2022-31-06-M2	405D	Chem Test EC/IR II replacement units	\$115,000	\$0
Total				



POLICE TRAFFIC PROGRAM

Speed-related traffic fatalities have decreased from the prior five-year rolling average (2014-2018) of 182.6 to 163 using state data. Wisconsin failed to reduce both speed related crashes and combined fatalities and suspected serious injuries in speed-related crashes.

Speed Related Crashes

2016-2020 Baseline	30.28/100M VMT
2021 Goal	28.77/100M VMT
2021 Actual	27.07/100M VMT

Speed-Related Fatalities and Suspected Serious 'A' Injuries

2016-2020 Baseline	1.78/100M VMT
2021 Goal	1.69/100M VMT
2021 Actual	1.91/100M VMT

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

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

EVIDENCE-BASED LAW ENFORCEMENT

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

Summary totals for all enforcement activities for impaired driving, occupant protection, and speed are shown in the table below. For the purposes of continuity in programming, all agencies are required to report their enforcement numbers, regardless of whether such numbers were from national enforcement mobilizations or from a targeted grant.

FFY2022 Enforcement	Count
# Officers Deployed	17,686
Total OT Hours	80,739
Total Straight Time Hours	18,707
Safety Belts OT	12,594
Safety Belts Straight	2,021



Child Restraints OT	289
Child Restraints Straight	118
Speed OT	26,002
Speed Straight	9,857
OWI OT	1,137
OWI Straight	1,662
OAR OT	7,742
OAR Straight	4,069
Open Intox OT	324
Open Intox Straight	40
Vehicle Reg OT	5,641
Vehicle Reg Straight	3,071
Vehicle Equip OT	1,781
Vehicle Equip Straight	853
All Other OT	13,154
All Other Straight	8,924
Drug Arrests	1,509
Felony Arrests	899
Misdemeanor Arrests	1,528
Warrants Served	1,157

FY2022 REPORT

The bureau engaged with grant activity with over 150 agencies statewide. This grant program provided funding to agencies to address all types of reckless traffic safety behaviors, with the main focus on speeding, and distracted driving. DSP conducted a total of 59 BOTS funded traffic enforcement flights and 28 total ground details for a grand total of 88 details during FY2022 BOTS speed grant. The remaining details the aircraft had to cancel or was not available due to weather or other unforeseen issues. It is important to note however that on those details that were scheduled when the aircraft had to cancel the details continued with ground only cars (no air support) conducting speed enforcement with laser or other means. There were 35 such speed task forces in 2021 with 230 participating law enforcement agencies across 37 counties.

PREDICTIVE CRASH RESEARCH & DEVELOPMENT; PREDICTIVE ANALYTICS AND COMMUNITY OUTREACH

October amendment FY2022

Recent advances in crash data collection and management in Wisconsin have afforded the opportunity to improve the effectiveness of traffic safety enforcement activities through data driven resource allocation. Initial “predictive analytics” decision support capabilities were developed and rolled out statewide during the 2017 project year in the form of a new heat map enabled crash analysis interface in the Community Maps system and as user selectable crash map layers in the Wisconsin State Patrol MACH system. Building upon this initial set of tools, an automated hot spot detection algorithm was developed during the 2018 project year and rolled



into the Community Maps crash analysis interface in early 2019 to complement the heat map capability. The hot spot detection capability has been continually improved since the initial rollout to provide a highly scalable and accessible tool that now serves as an integral component of Wisconsin's strategy for law enforcement traffic safety resource allocation. The bureau has identified 12 counties to pilot the Predictive Analytics process. The process will utilize heat mapping analytics, collaboration meetings, planned enforcement and public outreach. As part of the process, the bureau will identify equipment needs by Agency and/or Traffic Safety Commission; this equipment shall only serve the purpose to enhance transportation safety efforts; up to and including such items as; mobile dynamic message boards, speed boards with counters, lidar's, PBT's, and printing of educational materials.

FY2022 REPORT

The project delivered two of three planned grants to the targeted counties. The outlier agency had issues with local match in both hard and soft. They were unable to get support of the local highway department. Wood County will be considered again for a project in FY2023.

1. Fond du Lac County completed their project.
2. Portage County completed their project.
3. Wood County did not complete their project.

AIR SUPPORT SERVICE; REGION 5 SPEED AWARENESS DAY

May 2022 Amendment

The objective of Speed Awareness Day is to prevent deaths and reduce injuries on our roadways due to excessive speeding. Speed Awareness Day July 2022 is a two-pronged initiative to address the issue of speed as it relates to highway safety. Education and Enforcement will be used to increase awareness of the problems and issues created by drivers who choose to disobey posted speed limits and drive without due regard across Region 5 member states. This enforcement initiative will be a combination of federal overtime and straight time with local & county agencies, and Wisconsin State Patrol. The State Patrol will coordinate the saturation patrols and corridors with the LEL's.

Education

Traditional and modern public outreach options will be used to drive the message for this event. News releases for print, TV and radio partners will be developed to share a common theme and more modern outreach platforms such as, Facebook, Twitter and Instagram will be used to reach a wider audience.

Enforcement

Focus enforcement will occur on Wednesday, July 27, 2022. Times and length of enforcement detail(s) will be set by participating law enforcement agencies based on officer availability and should align with crash data for their jurisdiction. The goal is to target high crash corridors during times when crashes typically occur.

FY2022 REPORT



Project was carried out as planned. Final report and activity summary was shared with the Illinois LEL program lead.

Police Traffic Services – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2022-40-05-PT	402	Sustained & HVE Enforcement	\$ 1,537,123.00	
2022-40-05-PT	402	Predictive Analytics Community program	\$100,000	
2022-40-07-PT	402	Region 5 Speed Enforcement Day	\$50,000	
Total			\$ 100,000.00	\$ -

TRAFFIC RECORDS IMPROVEMENT PROGRAM

In 2019, the TRCC conducted a NHTSA traffic records self-assessment. The intent of this evaluation is to help the committee set a strategic direction moving forward which will be part of the SHSP. The overarching takeaway from this evaluation was that the committee should continue to prioritize projects based on specific goals or objectives (i.e. better integration with roadway data) and that everything needs to be quantifiable. In that light, the committee selected projects for 2020 and 2021 that could quantifiably improve existing, core databases. This core, data network, in turn, supports effective analytical tools which allow BOTS’ analysts and others to measure the needs of the state traffic records system.

Due to the nature of the program area, starting with FY2023 grants the bureau will take in grants throughout the year and incorporate the continuous improvement process concept in the management of projects. The following is a report of progress and outcome of planned projects for in traffic records for FY2022:



Project Title	Database	Attribute	Budget	Status	Improvement and Measure
DOJ E-Citations	Citation and Adjudication	Timeliness	\$282,000	Non-standard technologies that don't scale	Increase transmission from 7 citations/minute to 14.
Pedestrian Exposure Tools	Roadway	Completeness	\$20,000	No interactive pedestrian volume	Current baseline of 500 intersections has pedestrian volumes and will increase to 20,000
Community Maps	Crash	Accessibility	\$50,000	Continued Improvements	Login Target: A 25% annual increase over the pre-Covid 2019 value is desired for 2021. Website Hits Target: A 25% annual increase is desired for 2021
WisTransPortal Predictive Crash Research & Development	Crash	Accessibility	\$65,000	Developing best practices for predicting where and under what conditions crashes occur	Target: A 15% annual increase over the pre-Covid 2019 value is desired for 2021
WisTransPortal Safety Data Warehouse Data Linkage Prototype	Crash and Citation	Integration	\$80,000	Link citations and crashes	Implement linkages for three agencies
Crash Database Timeliness Improvements	Crash	Timeliness	\$100,000	Incorporating an automated workflow tool into the Wisconsin Crash Database and Resolve System	2019 baseline of 511 fatal crashes within 111 days. Completing 85% of fatal crash records within 90 days.
CODES-- Crash Outcomes and Data Evaluation System	EMS	Completeness	\$140,000	Derive medical and other injury specific cost information for CODES data.	There are 0 records that are included in the crash database. 25% records linked to the hospital records. Injury Area, Injury Diagnosis, MAIS Injury Severity
Improvement of Roundabout Crash Report Traffic Control Identification	Crash Roadway	Accuracy Uniformity	\$30,000	Between 45-59% of crash reports indicated that crashes had a "Yield" traffic control and between 37-45% had "None."	Improvement: 25% have Yield and 25% have none.
Struck By/Secondary Incidents	Crash	Accuracy	\$30,000	Almost 20% secondary crashes were not marked as secondary crashes.	Improvement: 15% secondary crashes not marked.
State-to-State Driver History Record (DHR) Project	Citation and Adjudication	Timeliness	\$297,550	Currently all non-CDL convictions, withdrawals, and negated convictions for out-of-state drivers throughout the U.S. and its territories are sent via "snail" mail	95% of convictions and suspensions transmitted between Wisconsin and other participating states will be transmitted electronically
		Total	\$1,094,500		

FY2022 TRCC BY PROJECT REPORT



Due to the nature of the program area, starting with FY2023 grants the bureau will take in grants throughout the year and incorporate the continuous improvement process concept in the management of projects. The following is a report of progress and outcome of planned projects for in traffic records for FY2022:

DOJ E-citations

The E-Citation and data flow project was slow and delayed starting on time due to internal administration issues between DOT and DOJ. Once resolved, progress was made timely as possible. Business flow documentation is completed, and analysis requirements completed. Coding analysis and development of the site have been created in the DOJ system to begin the process of conversation and UAT process. DOJ is currently developing the architectures; this will require contractors to be hired for the coding process. This project will be extended into FY2023 with full fiscal support. This project is incomplete by close of FY2022.

Pedestrian Exposure

Pedestrian intersection crossing volumes (representing exposure) have been modeled. The research team developed a pilot model in the Southeast Region and then gathered model input data to estimate pedestrian volumes statewide. The team created an ArcGIS online map to make the results accessible to a project stakeholder group. Then the team developed the framework for a pedestrian count database collected existing counts from local agencies, counties, MPOs and state DOT regional offices. Data collection was expanded to include bicycle counts, and the data were compiled in the database. The team is expanding the database in 2023 to include more short-term and long-term counts that can be used to develop count expansion factors and validate/refine the existing pedestrian volume model. These counts can also provide ground-truth for pedestrian and bicycle counts gathered from big data sources. This project was completed and will be expanded in FY2023.

Community Maps

Project was completed on time. Crash mapping has been updated for the use of the Traffic Safety Commissions. Completed the crash definition to align with the Strategic Highway Safety Plan. This helped to identify 10 new flags. Created a state layer for UTV/ATV/Snowmobile crashes and integrating the Department of Natural Resources crash data. There was a 24% increase in site users over previous years activities.

WisTransPortal Predictive Analytics Crash Research and Development

This project was completed. It achieved the the goal of cleaning up the flags. This led to treating data requests a bit differently compared the basic and advanced searches. New features were integrated and to assist with queries, such as isolating by jurisdiction. Continuing with improving conditional clustering methods. Current project identified opportunities to improve accurate prediction. This section of Community Maps user counts is flat for the year. No increased participation from law enforcement and other grantees as expected. A recommendation is to



develop an education project on Predictive Analytics for grantees and specifically for law enforcement in FY2023.

WisTransPortal Data Warehouse and Data Linkage Prototype

This project was completed. The FY23 quantitative measure for improvement was “integration” as measured by the number of pilot agencies incorporated into the pilot system. Although good progress was made on development of the data warehouse components, several factors will need to be addressed in FY23 to move forward with pilot implementations with respect to several agencies:

Work with WisDOT general counsel to develop a data management agreement for hosting the data warehouse at the UW-Madison.

Work with DSP Badger TraCS team to develop and “opt-in” procedure to activate transmissions of the TraCS forms to the Data Warehouse. This coordination was delayed in FY22 due to staff turnover,

Work with DSP and DOJ to define an agreed upon scope of the Data Warehouse in relation to e-Citation services. The expectation is to focus on traffic safety planning and analytics rather than real-time data retrieval for law enforcement operations.

Crash Database Timeliness Improvement

Project was not delivered as planned. Funds will carry over and BOTS will seek a partner to complete this task in FY2023.

CODES System

The project completed the linkage to hospital records to crash records from MN, IA, WI. It will need to continue at looking at the IL and MI mortality records. This will assist on completeness and accuracy. The PI will be working WARDS records on ambulance runs for traffic crashes. There is an identified need to address over and under-reporting of injury levels at time of crashes. Recommend establishing a law enforcement education program.

Improvement of Roundabout Crash Report Traffic Control Identification

Project was completed. Intersection crash analysis requires accurate data to assess safety. It is important to identify intersection related crashes for specific intersection configurations such as roundabouts. As part of this research study, crash data was collected in Wisconsin from 350 roundabouts between 2017-2021. Crash data was collected within the functional area of roundabouts. Data analysis consisted of evaluating the accuracy of reporting roundabout related



crashes and review of 300 randomly selected crash reports to determine the location and crash type of misclassified roundabout crashes.

Crash reporting of roundabout crashes has a misclassification of approximately 27.5%. Roundabout related crashes are not being properly reported and it is misrepresenting the number of crashes that occur at roundabouts for safety analysis. The following recommendations are made to improve the accuracy in reporting of roundabout related crashes: Roundabouts should be considered as intersections. Roundabout and all intersection related crashes should follow functional area designation criteria. Crashes should be designated as roundabout related when any associated geometric and/or operational feature within a roundabout play a significant role in the crash occurrence. Queuing, lane change, failure to yield, rear end, loss of control, bicycle-pedestrian crosswalk, and wrong way crashes within the functional area should be considered roundabout related. Crashes associated with driveways connecting to the circulatory roadway should be designated as roundabout related. Crashes at or near driveways on approaching legs to roundabouts should not be designated as roundabout related if any associated geometric and/or operational feature of the driveway access play a significant role in the crash occurrence. Domestic or wild animal related crashes should not be considered as roundabout related. Signal control with yield sign should be indicated in the crash report when the crash is associated with the operations within the circulatory roadway, entering approach, and right turn bypass of the roundabout. Lat/long coordinates indicating the location of crashes within roundabouts should be unique and should not be copied from previous crash reports.

Struck by/Secondary Incidents

The project has concluded in reviewing crash reports for secondary crash accuracy improvements. The outcome of 24% not being properly marked by the standard. The project developed machine language to text mining to identify the information. Based on this the outcome of information that was there is a large variability of crash types, such as pursuits, wrong way driving crashes, sudden breaking by lead vehicle/hard breaking; debris crashes that should have been PDO, and work Zone crashes. These incidents are being marked as secondary crashes that were probably not. When a small data set was pulled on a validation data run and when expanded the larger data set variability caused problems.

The conclusion is that there needs to be more precise definition of what is and isn't a secondary crash. This project was completed but identified further work to be done on improving accuracy of the reported information.

State to State Driver History Record Project

Project was not completed by TRCC funds. After letting the grant, DMV secured funds from another source and completed it with those funds in lieu of TRCC. The project work was completed for the improvement.

TRAFFIC RECORDS PROGRAM AND POLICY ANALYSIS



This program is 402 funded support three program evaluation analyst positions. These positions provided support to the Traffic Records Coordinating Committee as well as data requests, and complex statistical analysis. These positions assisted with strategic plan development and implementation. BOTS staff coordinated the traffic records program grant funding and assisted the Traffic Records Coordinating Committee (TRCC), which held meetings quarterly. BOTS continued to increase the number of relationships with partners as well as internal and external stakeholders.

FY2022 REPORT

This program was delivered on time and continues to assist the bureau’s ability to conduct real-time analysis and fulfill community requests for information. The positions have assisted in developing internal automated reporting for faster delivery of information, improved tracking and targeting analysis, and assisted with engaging Traffic Safety Commissions with developing bespoke county and agency level data to effective plan enforcement and outreach.

Traffic Records – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2022-50-01-TR	402	Traffic Safety Data Analysts	\$ 260,000	\$ -
2022-50-03	405C	DOJ E-citations	\$ 282,000	\$ -
2022-50-03	402	Pedestrian Exposure Study	\$ 20,000	\$ -
2022-50-03	405C	Community Maps	\$ 50,000	\$ -
2022-50-03	405C	WisTrans Portal Predictive Crash Research and Development	\$ 65,000	\$ -
2022-50-03	405C	WisTrans Portal Safety Data Warehouse Linkage	\$ 80,000	\$ -
2022-50-03	405C	Crash Database Timeliness Improvement	\$ 100,000	\$ -
2022-50-03	405C	CODES	\$ 140,000	\$ -
2022-50-03	405C	Improvement of Roundabout Crash Report Traffic Control Identification	\$ 30,000	\$ -
2022-50-03	405C	Struck by & Secondary Incidents	\$ 30,000	\$ -
2022-50-03	405C	State to State Driver History Record	\$ 297,550	\$ -



Total \$ 1,094,550 \$ -



EMS IMPROVEMENT PROGRAM

Injury to Death Ratios

2016-2020 Baseline	71.6 to 1
2021 Goal	68 to 1
2021 Actual	60 to 1

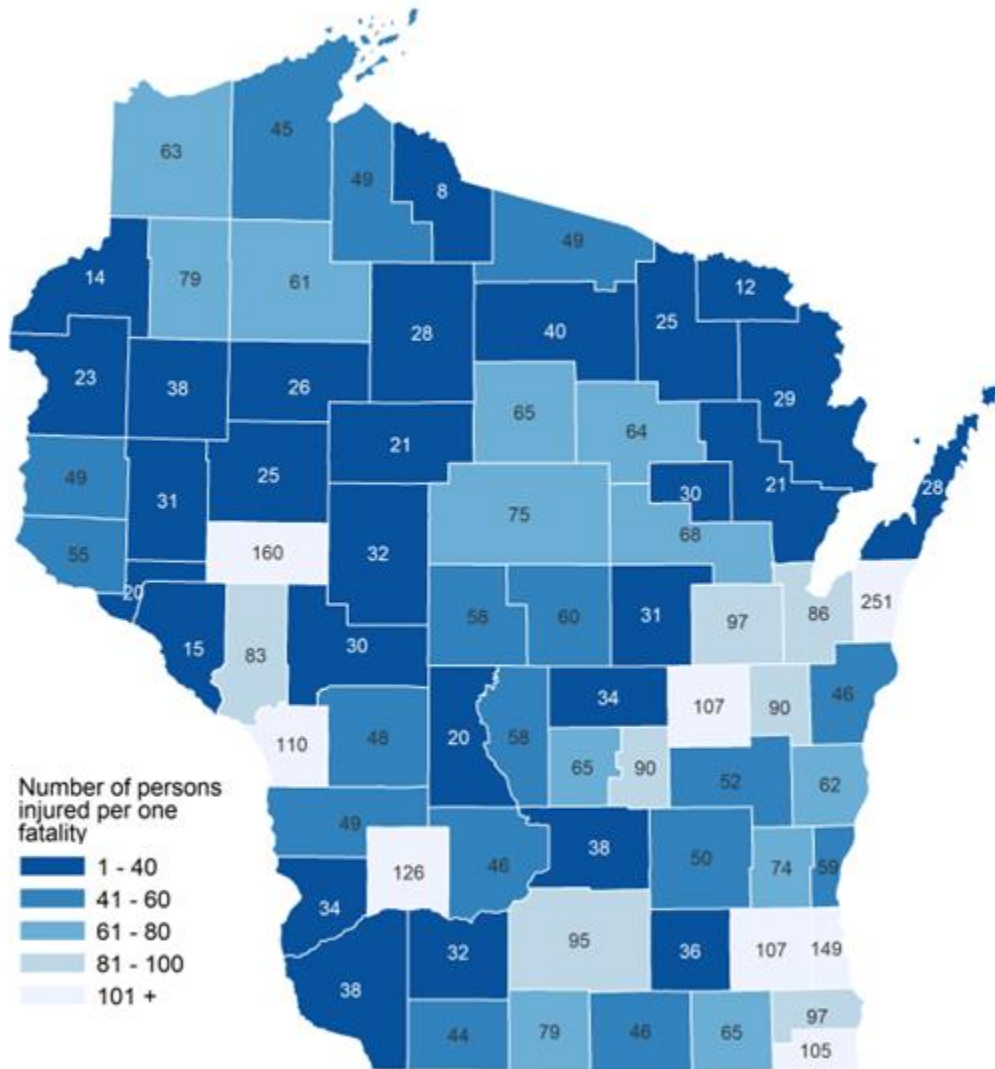
Average Seat Belt Use

2016-2020 Baseline	89.3%
2021 Goal	93.8%
2021 Actual	88.1%

Wisconsin did not meet its goal for safety belt usage this past year. However, crash survivability varies by location in the state, which is a result of many factors including the speed and level of emergency medical response and treatment. Statewide, Wisconsin did meet its goal for the injury-to-death ratio. As has long been the case, recruitment, and retention of first responders is an increasingly significant issue in rural portions of the state. Response times are longer, and outcomes are worse for rural crashes. Three-year average injury-to-death ratios indicate that the areas of highest risk are predominantly rural.



Injury to Death Ratio by County (2018-2020)



Source: WisDOT Crash Database

EMERGENCY RESPONSE RECRUITMENT AND RETENTION

The Bureau of Transportation Safety (BOTS) offered a grant to The Wisconsin Department of Health Services (DHS) for recruitment and retention of emergency responders for National Association of EMS Educator textbooks. The DHS EMS office did not take the opportunity to apply for the grant again this year. BOTS will be seeking a new partner in order to execute this service.



PUBLICITY AND OUTREACH – EMERGENCY RESPONSE

The Bureau of Transportation Safety will partner with the Department of Health Services and the Wisconsin Division of the American Trauma Society (WATS) to develop an EMS plan with a focus on recruitment and retention of first responders. Other goals include:

1. Educating the general population and emergency responders about the state Trauma System, and
2. Producing highway safety materials for distribution locally by EMS/trauma care personnel.

We planned to expend this amount in the HSPs of previous years, and we plan to expend this amount in fiscal year 2021. Distance to trauma centers has been proven to have a significant role affecting the severity of injuries after a crash. This project will focus on areas with fewer ambulance services and will focus on recruitment and retention of EMTs in those areas. This will impact traffic safety by providing better EMS services in remote areas, increase response times, which will help make it less likely that a relatively minor traffic incident would result in a fatality.

FY2022 REPORT

Meetings were held between BOTS and the section of DHS responsible for EMS programing. Due to time constraints on the current DHS staff and their staff shortage, they did not complete the proposed grants. Will meet to discuss of possible 2023 funding but will also continue to look for new partners.

RURAL EMERGENCY RESPONSE PROGRAMS, EQUIPMENT AND TRAINING

Fund equipment and training for initial or first-time first responder groups in targeted high-risk areas. Connect returning military service personnel with local EMS providers. We planned to expend this amount in the HSPs of previous years and we plan to expend this amount in fiscal year 2021.

FY2022 REPORT

Meetings were held between BOTS and the section of DHS responsible for EMS programing. Due to time constraints on the current DHS staff and their staff shortage, they did not complete the proposed grants. Will meet to discuss of possible 2023 funding but will also continue to look for new partners.

Emergency Medical Service Program – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2022-60-02-EM	402	Emergency Response	\$50,000	\$0
2022-60-03-EM	402	Rural Emergency Response	\$50,000	\$0



MOTORCYCLIST SAFETY PROGRAM

Motorcyclist fatalities increased during the Covid 19 pandemic and remain consistently high. The top three contributing circumstances that occurred in these crashes are failure to control, excessive speed, and failure to keep in designated lane (lane departure crashes). The crash data also shows that distraction of the motorcycle operator was not a significant feature of these crashes. Impairment rates for operators were 20% higher in fatal crashes than in injury crashes. Helmet use only occurred in 30% of fatal crashes and 40% of crashes with injuries.

Motorcycle/Moped Crashes

2016-2020 Baseline	2,230
2021 Goal	2,118
2021 Actual	2,208

Combined Fatalities and Incapacitating Injuries in Motorcycle/Moped Crashes

2016-2020 Baseline	669
2021 Goal	635
2021 Actual	787

Motorcycle/Moped Riders Killed and Injured

2016-2020 Baseline	2,024
2021 Goal	1,923
2021 Actual	1,961

PROGRAM MANAGEMENT

The program manager coordinated, planned, and managed the Wisconsin Motorcycle Safety Program (WMSP). The program manager also assisted the Wisconsin rider education program through continued clerical support to training sites. This includes wage and fringe, data processing costs, materials and supplies, training and travel, printing and postage, along with providing support to coordinate safety messaging to the general public.

FY2022 REPORT

The program manager coordinated activities with the Wisconsin Motorcycle Safety Advisory Council quarterly. This relationship in the program year, brought online the “Ride your own Ride” media campaign, identified gaps in training, and did a data review to create a strategic approach to future programming.

MOTORCYCLE RIDER EDUCATION AND TRAINING

During the 2022 motorcycle training season, the WMSP in partnership with the Motorcycle Safety Foundation (MSF) continued the implementation of the Basic Rider Course (BRC). Additionally, MSF has introduced another format of the Basic Rider Course that shifts the classroom learning to an online module as compared to the last course revision along with moving the experiential classroom activities to the range. The WMSP team worked with Rider



Coaches and training sites to prepare for implementation of this update during the calendar 2023 training season.

The WMSP Rider Education Program continues to administer classroom and hands-on rider training programs through the training sites funded by the Wisconsin Technical College System as well as private training sites and Harley-Davidson Riding Academy training that meet MSF and WMSP requirements for basic motorcycle/scooter, new, seasoned, and advanced motorcycle riders. The Division of Motor Vehicles reports that 8,300 skills test waivers were entered into the online system and 1,758 Class M licenses were issued via road tests during FFY2022.

FY2022 REPORT

Since the COVID pandemic, the Motorcycle education program has challenges. Prior to the global event, rider education was above 10k participants annually and licensure was leveling off. However, since then, the number of regular licenses has dropped by 15k holders. During the FY2022 period there was an increase of probationary licenses issued and instruction was up slightly by 300 students. The data below was provided by DMV; the waiver and road-test report is unavailable at this time for FY2022.

Year	Total Probation	Total Regular	Total Instruction	Total Licenses
2014	1,997	527,310	12,397	541,704
2015	1,885	534,635	12,634	549,154
2016	1,847	537,563	12,540	551,950
2017	1,863	538,912	11,470	552,245
2018	1,659	550,673	11,276	563,608
2019	1,481	545,526	10,610	557,617
2020	1,380	545,587	9,555	556,522
2021	1,725	530,732	9,835	542,292

The program was delivered as planned in FY2022. We have identified a need to recruit, train and certify new rider coaches for the future. We will also be being to adjust “Rider Education” media to markets based on the crash data and number of new probationary licenses issued.

COMMUNICATION AND OUTREACH

Throughout Wisconsin, local, county, and state law enforcement agencies continued to participate in motorcycle-specific activities and events. One of the largest events in the state



regularly attracts 30,000-40,000 motorcyclists to northern Wisconsin each fall over a four to five-day period. In partnership with Lincoln County Sheriff's Department that brought increased patrols to the area and media saturation bring awareness to the event, the Tomahawk Ride for the Muscular Dystrophy Association.

FY2022 REPORT

The motorcycle media program and promise project was delivered as planned. Overall impression rate and gross rating points were above forecasts. While it cannot be directly attributed to media specifically. Motorcycle crashes based on preliminary data for FY2022 are lower than the prior two years and running lower than the 5-year average.

In FY2022 in partnership with ABATE of Wisconsin. In addition to motorcycle awareness promotional materials are being posted in highly traveled areas, information centers, rest areas and businesses that cater to motorcyclists. The "Ride your own Ride" media campaign was developed for high crash corridors. These were specifically focused in north central and northeastern Wisconsin.

Through an updated analysis of motorcycle crashes, it is evident that motorcycle awareness on the part of the general motoring public is a key component to reducing crashes and fatalities. A key issue that continues to be a contributing factor to multiple vehicle crashes is the fact that motorists claim to have not seen the motorcyclist. As a result, and via an ongoing campaign through WisDOT media efforts, motorists are encouraged to "look twice" for motorcyclists as they enter the driver's field of vision, change lanes, or approach intersections. In addition, motorists are also continually encouraged to "share the road" with motorcyclists. The outcome of this analysis was to increase media through the summer riding season with an additional media buy.

During the 2022 Governor's Conference on Highway Safety, MoSAC members and attendees discussed new approaches to engagement along with potential updates to current campaigns directly with the Affirm advertising agency allowing for increased community buy in and careful crafting of targeted messaging.

The Mobile Outreach team achieved the milestones below:

- 11 Outreach/display event days attended
- 19 Outreach/display days scheduled

PROGRAM EVALUATION

This project evaluated the effectiveness and consistency of program delivery for the WMSP. The program evaluated training venues to ensure that they followed curriculum provider standards. The evaluation team worked with individual coaches and sites in a mentoring capacity to bring sites and trainers into compliance with curriculum standards.

FY2022 REPORT

WMSP Quality Assurance Specialists completed visits as scheduled. These site visits supported seasoned as well as new coaches along with providing support to site administrators. Quality



Assurance team members received mentoring as well to ensure policies and procedures were consistently adhered to during these site visits.

- 34 rider education site evaluations
- 24 Quality Assurance evaluations

During the visits this fiscal year it was discovered that some of the sites were missing updated curriculum cards and two were placed on performance plans for improvement. During the QA visits this year the QA team adopted a mentorship process to improve the instructors understanding of the class and field exercises. Schedule for FY2023 QA site selection will take place in February 2023.

MOTORCYCLE AWARENESS AND MOTORIST EDUCATION

Throughout Wisconsin, local, county, and state law enforcement agencies continued to participate in motorcycle-specific activities and events. One of the largest events in the state regularly attracts 30,000-40,000 motorcyclists to northern Wisconsin each fall over a four to five-day period. In partnership with Lincoln County Sheriff’s Department that brought increased patrols to the area and media saturation bring awareness to the event, the Tomahawk Ride for the Muscular Dystrophy Association.

FY2022 REPORT

The Motorcycle outreach program traveled across the state to events that were held in targeted and untargeted areas to promote the safety message. The program had increased participation in FY2022 with end of the COVID pandemic and many communities returning to outdoor celebrations. We find this personal investment to be one of the most rewarding programs and creates opportunities to recruit new riders for the courses and coaches for the program.

The Mobile Outreach team achieved the milestones below:

- 32 Outreach/display days scheduled
- 39 Outreach/display event days attended

Motorcycle Program– Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2022-79-01-WI	State 562	Program Manager	\$ 85,000.00	\$ -
2022-79-01-WI	State 562	Training and Support - Community	\$ 463,000.00	\$ -
2022-79-09-WI	State 535	Paid Media	\$ 180,000.00	\$ -
2022-70-04-MC	402	Training and Support - Community	\$ 200,000.00	\$ -
2022-72-04-M9	405F	Training and Support - Quality Assurance Program	\$ 30,000.00	\$ -



2022-72-04-M9	405F	MC Safety Media Promise Project	\$	54,790.00	\$	-
2022-70-09-MC	402	Program Evaluation	\$	30,000.00	\$	-
		Total	\$	957,790	\$	-



PEDESTRIAN AND BICYCLIST SAFETY PROGRAM

Pedestrian-Motor Vehicle Crashes

2016-2020 Baseline	23.29/100K pop.
2021 Goal	22.12/100K pop.
2021 Actual	21.05/100K pop.

Pedestrian - Fatalities and Serious 'A' Injuries

2016-2020 Baseline	5.27/100K pop.
2021 Goal	5.01/100K pop.
2021 Actual	5.87/100K pop.

Pedestrian Injuries

2016-2020 Baseline	22.75/100K pop.
2021 Goal	21.61/100K pop.
2021 Actual	21.82/100K pop.

Bicyclist-Motor Vehicle Crashes

2016-2020 Baseline	13.71/100K pop.
2021 Goal	13.02/100K pop.
2021 Actual	11.42/100K pop.

Bicyclist - Fatalities and Serious 'A' Injuries

2016-2020 Baseline	1.56/100K pop.
2021 Goal	1.48/100K pop.
2021 Actual	1.59/100K pop.

Bicyclist Injuries

2016-2020 Baseline	12.51/100K pop.
2021 Goal	11.88/100K pop.
2021 Actual	10.07/100K pop.

The pedestrian safety program met most of its goals for calendar year 2020 for the number of pedestrian-motor vehicle crashes and pedestrian injuries. The number of combined fatalities and suspected serious (A) injuries per 100K of population exceed the goal. There were 50 pedestrian fatalities in 2020, which is lower than the previous year's total of 56 and equal to the 2019-2020 average.



The bicyclist safety program surpassed some of its goals for calendar year 2020. It met its goals for lowering the number of bicycle-motor vehicle crashes and bicyclist injuries but did not meet the goal for combined fatalities and A-injuries.

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

PROGRAM MANAGEMENT

This activity will fund wage, fringe, data processing, materials and supplies, training and travel, printing, and postage for the work of this position. This position will work with regional program managers, law enforcement liaisons, and law enforcement agencies of all sizes to coordinate efforts, encourage safe and effective high-visibility enforcement and participation in mobilizations.

FY2022 REPORT

This previously vacant position was filled, and the new staff person started on April 25, 2022. The new Pedestrian Bicyclist Safety Program Manager has been working to get up to speed and priorities have included; interacting with BOTS staff, becoming familiar with the Wise Grant system to help manage law enforcement grants, testing of the new IGX system for future use, attending the annual Association of Pedestrian and Bicycle Professionals (APBP) conference, participating in the internal Transportation Alternatives Program (TAP) funding selection committee, participating in the monthly DOT Regional Ped Bike Coordinators team meetings, participating in the Governors Bicycle Coordinating Council, and working with Wisconsin Bike Federation on various grant projects.

TEACHING SAFE BICYCLING

Provide teaching safe bicycling (train-the-trainer) style workshops for participants interested in providing youth cycling instructions. Attendees frequently include teachers, non-profit organizations, law enforcement, and youth groups. The goal is for attendees to host youth cycling instruction and bicycle rodeos following participation in this workshop. Workshop instruction and course administration is led by the Wisconsin Bicycle Federation. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

FY2022 REPORT

This project was successfully completed by the Wisconsin Bike Federation (Bike Fed) and included:

1. Five Teaching Safe Bicycling (TSB) classes taught across state. LaCrosse @ Smith's Bike Shop (9 adults), Beloit @ Boys and Girls Club (15 adults), Milwaukee @ Bike Fed office (14 adults, half were police officers), Wausau @ North Central Tech College (7 adults), Green Bay "mini" TSB at Catholic Charities for those training refugees (7 adults).
2. Signs and posts promoting the QR code for the TSB video series were printed and given to Beloit and Appleton. Wausau and Aspirus Health really liked the project and bought nine more sets of signs to install in communities in their area of Northwest Wisconsin. Date and location info will be coming in spring as these are being installed this fall by



those communities. There were 207 total scans on TSB QR codes installed so far as of 10/31/22.

3. Printing of materials
 - a. Bike Safety: A Wheely good idea: 1,500
 - b. What every parent should know, bike safety: 2,000
 - c. Bike Law cards: 4,500
 - d. From A to Z Bike activity guide: 2,000
 - e. Let's Walk! Activity book: 1,500
 - f. Let's Bike! Activity book: 1,500

MILWALKEE WALKS

MilWALKEE Walks is a safety coalition that aims to increase yielding to pedestrians at marked and unmarked crosswalks in Milwaukee. Milwaukee leads the state in terms of the number of pedestrian crashes and the number of fatal pedestrian crashes. This grant will allow for outreach to minority communities and organizing around intersections where there are the highest pedestrian crash numbers. Materials developed for this project will be posted electronically and made publicly available. MilWALKEE Walks is managed and developed by the Wisconsin Bike Federation.

FY2022 REPORT

This project was successfully completed by the Wisconsin Bike Federation (Bike Fed) and included:

1. Social media promotions, including over 1.4 million paid ad impressions on Facebook.
2. Promotions on the Bike Fed website.
3. Digital marketing efforts that included 2.5 million in-market delivered impressions.
4. Construction of a mobile street parklet that can be moved to various Business Improvement Districts (BIDs) for the purpose of promoting pedestrian safety. Several parklet and slip lane closures were successful pilots. Bike Fed is working with local alderman to have one of the slip lanes closed for good. The parklet itself will return to Villard Avenue BID location to continue to be programmed and support pedestrian safety programs and business activity on Villard Avenue.
5. Four TV media stories on pedestrian safety and the parklet projects.
6. Eight different locations used for bulletin boards promoting pedestrian safety.
7. 16 separate Bike Fed led events at crosswalks in Milwaukee promoting pedestrian safety.
8. Bike Fed led neighborhood safety meetings.
9. Printing of Streetwise toolkits (5,000) and 450 yard signs.

DESIGNING FOR PEDESTRIAN SAFETY

Provide four Designing for Pedestrian Safety or Designing for Pedestrian Safety Accessibility workshops in Wisconsin. The workshops provide engineers, planners, designers, advocates from WisDOT, and employees from local government with the knowledge to improve safety of the pedestrian environment.

FY2022 REPORT



This project was partially completed. One virtual NHI course (Designing for Pedestrian Safety) with 20 internal DOT participants was hosted by BOTS. Since the program manager position was vacant until the end of April, there was little time to coordinate more than one course this fiscal year. The program manager will be working to schedule additional courses in fiscal years 2023 and 2024.

PEDESTRIAN/BICYCLE LAW ENFORCEMENT TRAINING

Host four two-day trainings and four one-day trainings. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

FY2022 REPORT

This project was not completed. The instructor for this course has retired and a replacement has not been found. DOT has removed this project from the FY 2023 HSP and is re-evaluating for the FY 2024 HSP.

LAW ENFORCEMENT

Collaborated with law enforcement agencies to increase the number and improve the quality of enforcement initiatives that impact pedestrians and bicyclists. Enforcement should focus on behaviors that lead to crashes:

- failure to yield,
- red light violations,
- speeding in advance of marked and unmarked crosswalks,
- sudden pedestrian movement, and
- bicyclist violation of stop signs and stop lights.

These grants should only be used to supplement existing enforcement related to pedestrian and bicyclist safety. Additionally, agencies targeted for this enforcement should complete specific training related to pedestrian/bicyclist law enforcement. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

FY2022 REPORT

For FY 2022 BOTS awarded approximately \$176,000 in grant funding to 19 different law enforcement agencies. Nearly half of the agencies declined funding due to manpower issues and other law enforcement priorities. BOTS reimbursed approximately \$105,000 for HVE for traffic laws impacting pedestrians and bicyclists.

Pedestrian and Bicycle Program – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2022-89-01-WI	State	Pedestrian and Bicycle Safety Program Manager	\$ 87,000	\$ -
2022-80-03-PS	402	Teaching Safe Bicycling	\$ 10,000	\$ -



2022-80-03-PS	402	Wisconsin Pedestrian and Bicycle Safety Law Enforcement Training	\$	30,000		
2022-80-03-PS	402	Designing for Pedestrian Safety	\$	30,000	\$	-
2022-80-04-PS	402	Mil-Walk-ee Walks	\$	40,000	\$	-
2022-80-05-PS	402	Sustained and HVE Enforcement	\$	260,000	\$	-
2022-80-09-PS	402	UW Pedestrian and Bicycle Exposure Data	\$	20,000	\$	-
Total			\$	477,000	\$	-

COMMUNITY TRAFFIC SAFETY PROGRAM

PROGRAM MANAGEMENT

In 2022, the Law Enforcement Liaison (LEL) Program started to return to an increased state of normalcy. By the end of the year, most of Wisconsin's County Traffic Safety Commissions (TSC) resumed both their quarterly meetings through a mixture of in-person and hybrid virtual meetings. The LEL program continued to support these traffic safety forums, either in-person or virtually.

The LELs continued to participate in ancillary traffic safety meetings and gatherings wherever possible, whether in actual physical attendance or aided by technology. This included association and committee meetings, conferences, webinars, and other related training events. In addition, the popular *Wisconsin TSC Guidelines*, first developed in 2016, were updated and expanded with additional information included to assist in the conduct of local meetings.

The LELs also spearheaded efforts at the local level to pilot a series of targeted traffic safety efforts based on Predictive Analytics, a new enhancement of Community Maps. In twelve counties chosen for their interest in serious crash reduction, this proof-of-concept pilot project expanded on previous work conducted by the State Patrol which targeted high crash locations through enhanced enforcement. This project is designed to focus not only enforcement, but to engage all stakeholders in a systems approach through the Traffic Safety Commission. The BOTSTS Analyst group provided further data analysis, as well as supporting documentation that could be used at the local level.

FY2022 REPORT

The Law Enforcement Liaison program continues to be a critical function of the office to ensure information from the bureau is shared and clarity of programs. The program ensures direct feedback to the programming and policy unit staff to conduct further analysis of crashes or other information sharing necessary for productive relationships. The LEL's participated in all 72 counties quarterly (288 total) Traffic Safety Commission meetings. They were vital in establishing Predictive Analytics Enforcement Grants. They frequently attended other meetings as enforcement representation for the Impaired Driving Taskforce, Community Maps, and other



traffic safety meetings. During the grant year the amount of this program was increased due to overhead expenses such as fuel and lodging.

The Regional Program Managers successfully established all targeted grant areas and expanded targeting to other agencies if a forfeiture was identified. They completed all risk assessments and continue to monitor programs for effective use of funds. They handled 251 grantees in FY 2022.

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How safe are the drivers in your community?
 Find out here: <https://transportal.ce.wisc.edu/partners/community-maps/>

GRANTS MANAGEMENT SYSTEM MAINTENANCE AND HOSTING

This project funds the electronic grants management system, Wise Grants, which manages the grants distributed by BOTS. This system previously received a commendation from NHTSA after a management review. Wise Grants has continuously improved processing and reporting. Those changes are expected to increase costs, but, when coupled with the state’s new business and accounting system, will better track expenditures.

In FY2022, BOTS will upgrade the Agate IntelliGrants software package from the current version to IGX cloud client. This package will increase accessibility and mobility for all users with cross platform support and reduce operating costs. The increase in funding from the previous year addresses this associated cost.

FY2022 REPORT



The grants management system was upgraded from the IntelliGrants 16 system to the IGX system provided under license from AGATE Technologies. The upgrade was conducted from October of 2021 through August of 2022. User Acceptance was completed, and the system is fluid and functioning. Report building and database management remains to be done in FY2023. This was delayed due to a staffing issue preventing travel during Hurricane Ida. The system has met the target performance measure.

GOVERNOR'S CONFERENCE ON HIGHWAY SAFETY AND LAW ENFORCEMENT RECOGNITION LUNCHEON

THIS PLANNED ACTIVITY FUNDS THE CONFERENCE AS WELL AS THE RECOGNITION LUNCHEON FOR LAW ENFORCEMENT. THE CONFERENCE IS A MEETING OF CURRENT AND FUTURE PARTNERS. THE CONFERENCE HAS IMPROVED AND WILL CONTINUE TO IMPROVE INTER-AGENCY COOPERATION AND COLLABORATION. IT WILL HELP THE DEVELOPMENT OF MULTI-JURISDICTIONAL HVE TASK FORCES ACROSS THE STATE. NO EQUIPMENT PURCHASED WITH THIS ACTIVITY WILL BE MAJOR SINCE ALL EQUIPMENT WILL HAVE AN ACQUISITION COST OF LESS THAN \$5,000. WISCONSIN MEETS ITS MATCH WITH TRAFFIC ENFORCEMENT CONDUCTED ON STRAIGHT TIME BY THE WISCONSIN STATE PATROL. FY2022 REPORT

The bureau hosted the Governor's Conference on Highway Safety as expected at the Chula Vista Resort in the Wisconsin Dells. There were 338 attendees and 4 general sessions and 35 breakout sessions. In conjunction with the conference the Children's Hospital hosted annual recertification and training for the CPS community.



MEDIA AND OUTREACH PROGRAM

PUBLIC INFORMATION AND EDUCATION - OCCUPANT PROTECTION

For our communication efforts, our staff reviewed and updated information regarding child passenger safety (CPS) as well as safety belt materials which targeted unbuckled occupants. The Bureau of Transportation Safety (BOTS) worked with Children's Wisconsin, which provided English and Spanish CPS materials. The CPS trailer and aids were taken out for eight events. BOTS worked with a public relations agency on a Click It or Ticket (CIOT) paid media campaign.

In partnership with Children's Wisconsin, BOTS supported the Crossroads Teen Driving resource website. The website aims to connect teenagers, schools, and parents with programs and resources to support and cultivate a generation of safe drivers.

OCCUPANT PROTECTION OUTREACH PROGRAM – ROLLOVER CONVINCER

The Rollover Convincer had limited deployments due to many of the events being cancelled. In total there were 14 community events equaling 20 days of activity. The Wisconsin State Patrol did use the Rollover Convincer at three Native American POW-WOWs and the Hmong Festival as both an educational outreach and community policing activity.

FY2022 REPORT

The bureau executed the plan as presented. The bureau created new media with the CIOT campaign. In support of this program the bureau worked with the WisDOT Office of Public Affairs to develop a behavioral norming media campaign under "Buckle Up, Phone Down" to address two of the leading factors in crashes associated to occupant protection. The outreach team attended 24 events with the convincers and had individual contact with 1,582 guests out of 8,172 attends.

COMMUNICATION PROGRAM—IMPAIRED DRIVING

BOTS Continue to develop a statewide public information and education campaign to reduce impaired driving 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. Collaborate with community prevention organizations to assist them in developing successful evidence-based prevention programs.

FY2022 REPORT

The bureau executed the program as expected. The office participated in the national enforcement campaign Drive Sober or Get Pulled Over for the Labor Day and Winter Holiday periods. Working with several sports marking venues to continue the process of increasing awareness to the dangers of impaired driving. The venues we worked with on this are the Green Bay Packers, Milwaukee Brewers, Madison Forward Soccer; with a focus on Hispanic outreach, and Twins Motorcycle Stunt team; for direct outreach to the younger and sport bike riders.



The bureau will be expanding the impaired media program in FY2023 and seeking local engagement through non-traditional grantees in high-risk communities based on the targeting analysis report.

MOTORIST AWARENESS AND MOTORCYCLIST CONSPICUITY

The Wisconsin Department of Transportation (WisDOT) and the Wisconsin Motorcycle Safety Advisory Council (MOSAC) continued their collaborative efforts to encourage active Wisconsin motorcyclists that are riding without a proper license to obtain a license to operate a class M vehicle and complete the appropriate rider education course. The Wisconsin Motorcycle Safety Program (WMSP) training trailer traveled to 11 events equaling 19 days of activity.

BOTS provided posters to the Motorcycle Safety Advisory Committee, who delivered them to motorcycle dealerships, locations where motorcyclists congregate, driver training and rider education facilities, as well as other prominent venues. BOTS also put out television, radio, and billboard advertisements through several associations. Most of these expenses were covered using state funds.

Additional radio media ran in July surrounding the holiday to extend the awareness message as a promise project in FY2022. This and the July media are targeting high crash weeks in the calendar year and will continue until the data or trendline improves.

FY2022 REPORT

The bureau continues support the national campaigns and executed the project as planned. In conjunction with this area, the bureau worked closely with the Motorcycle Safety Advisory Council to develop a new behavioral norming message campaign to run outside of the national awareness messaging called “Ride your own ride”.

MOTORCYCLE MEDIA SUMMER SAFE RIDE

Promise Project for 405F funds

October Amendment FY2022

Summer motorcycle safe ride is a media only project to raise awareness and promote sober riding during the historic peak crash period of the calendar year. Sustained impaired driving enforcement will also be conducted during this media buy.

Due to the increase crash rate of motorcycle driver in Wisconsin over a three-year period, especially during the 2020 and 2021 HSP cycles. Male and Female MC drivers have increased in fatal and serious crashes during this period, predominately males between the ages of 25-55. Local and State Trunk Lines (STL) are the leading classification for crashes; crashes in Wisconsin tend to be in rural or suburban areas. 68% of crashes are single vehicle, and approximately 24% are impaired.

FY2022 REPORT



This promise project was delivered, and media ran as expected in the target areas. Due to the positive feedback from MOSAC, Rider Coach community and local communities BOTS will continue this media in FY2023.

MOTORCYCLE SAFETY AWARENESS; RIDE YOUR OWN RIDE

May 2022 Amendment

In partnership with the Wisconsin Motorcycle Safety Advisory Council the BOTS has identified outdoor advertising along four corridors in eight communities to promote motorcycle safety. The bureau is seeking to establish a new project.

Due to the increased number of serious injury and fatal motorcycle crashes between 2019 through 2021, these locations were identified to improve awareness and draw attention to driver behavior and rider safety (share the road). This is a behavioral norming message that will be running from mid-June through mid-September. Estimated impressions for the placement based on vehicle counts is 1.07m for the placement.

FY2022 REPORT

Project was completed and delivered to the targeted corridors by Affirm Media. The impression rate exceed expectations.

PUBLIC INFORMATION AND EDUCATION – PEDESTRIAN AND BICYCLIST

Work with partners to keep information up-to-date and add information to WisDOT website. Continue to work with the variety of Drivers Education Programs to ensure beginning drivers receive the correct pedestrian/bicycle training. Additional information will be produced in 2021 as well as updates to training programs. The impact of this project will help to ensure that young drivers receive the necessary information to share the road with pedestrians and bicyclists. Continue to develop and educate all people involved in pedestrian/bicyclist safety. Work in cooperation with Share and Be Aware to develop new training/educational materials. This project will help to ensure that bicyclists get up to date information regarding rules of the road.

FY2022 REPORT

The program was delivered as planned. We continued to support the DMV and Drivers Education program with updated materials and outreach. The bureau also worked with the Wisconsin Bike Federation and amended this program through the year to increase the output of this media to a statewide campaign.

PUBLIC INFORMATION AND EDUCATION-COMMUNITY OUTREACH

During FFY 2022, 205 law enforcement agencies participated in the Drive Sober or Get Pulled Over-Winter Holidays mobilization, 212 agencies participated in the Click It or Ticket mobilization, and 153 agencies participated in the Drive Sober or Get Pulled Over-Labor Day mobilization. Participation required media and community publicity activities by each agency. Results of enforcement activities are summarized in the police traffic section.



STATEWIDE PAID MEDIA AND EDUCATION

Contract for paid media for all major behavioral areas, with an emphasis on impaired driving. These projects will help to support all communication and outreach countermeasures that work described in each section of the HSP. The impact of the project is to help raise awareness among drivers of the importance of highway safety rules and regulations.

FY2022 REPORT

The paid media plan was delivered as expected with our media partners for statewide and local emphasis messaging. The bureau continues to seek new media outlets and formats to increase the awareness and ability to target high risk populations. The bureau worked with partners such as Madison Capitals in the USNHL minor league, Wisconsin Broadcasters Association, HUES periodical, Milwaukee Times Journal, Spanish News Journal, Division BMX stunt riders, Parents Against Distracted Driving, and the Wisconsin Fair Board. The bureau will continue with all of these projects in the future and seek new partners to increase public awareness and safety for all roadway users. This program delivered as planned.

PUBLIC INFORMATION AND EDUCATION-CAMPAIGN DEVELOPMENT

BOTS continued to develop statewide public information and education materials on distracted driving, speed, impaired driving, and additional campaigns to reduce injuries and fatalities. BOTS worked with WMSN Fox 47 (MSG2Teens), Wisconsin Inter-Scholastic Athletic Association, Badger Sports, and additional safety partners to educate the public. BOTS has worked in conjunction with the Spanish News Journal, the only Hispanic press in Wisconsin, to deliver Spanish media directly to over 30k subscribers. BOTS is still seeking Hmong media outlets and community support to deliver message to their at-risk populations.

FY2022 REPORT

The bureau along with the associated contractor for media for WisDOT updated materials for Impaired Driving, Occupant Protection, Impaired Motorcyclist and developed the “Buckle Up, Phone Down” messages. OPA created new visual media for several campaigns at no cost to the bureau in support of Wisconsin Intermural Athletic Association, VNN Sport Broadcasting focusing on occupant protection for teen drivers and their parents as influencers. The project was delivered as expected.

PREVENTING IMPAIRED DRIVING IN WISCONSIN—PROGRAM SUPPORT, EVALUATION AND ANALYSIS OF ADMINISTRATIVE DATA

October 2022 Amendment

Continuation and building upon prior work conducted for the Department of Health Services (Moberg & Kuo, 2017, 2019), UWPHI will (1) work with BTS data analysts to update an evaluative analysis of administrative data regarding OWI recidivism; (2) assist in developing, planning, and tracking data and suggest interventions for an evidence-based county model “Tackling Impaired Driving;” and (3) use administrative data to evaluate the effectiveness of Wisconsin’s ignition interlock requirement. UWPHI’s external evaluation work is intended to complement and enhance the substantial internal data analysis and evaluation work conducted by BOTS. To address the issues administratively of the effectiveness of impaired driving prevention, at the direction of the



Wisconsin Impaired Driving Taskforce. This will build upon prior work conducted for the Department of Health Services. Address impaired driving county programs and recidivism, disparities in minority communities, and effectiveness of IID in recidivism.

FY2022 REPORT

This project was requested by the Impaired Driving Taskforce to inform the group of potential new target groups and close gaps in information on recidivism of OWI and IID's in Wisconsin. The project was delayed in the spring of 2023 due to the untimely passing of the PI, Dr. Paul Moeburg. DHS had the second PI; Dr. Daphne Kuo to carry on the work. At the time of fiscal year close out she was still working on the data and final draft. This will be carried over in FY2023 as no cost extension.

Community Traffic Safety Outreach and Media – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2022-90-01-CP	402	Law Enforcement Liaisons and Regional Program Managers	\$ 450,000	\$ -
2022-90-04-CP	402	Wise Grants Management System	\$ 132,730	\$ -
2022-90-06-CP	402	General Paid Media	\$ 375,000	\$ -
2022-25-02-M2	405B	Governor's Highway Safety Conference	\$ 200,000	\$ -
2022-31-02-M5	405D	Impaired Driving Safety Media multi-lingual	\$ 65,000	\$ -
2022-70-07-MC	402	Motorcycle Safety Awareness Media	\$ 50,000	\$ -
2022-80-02-PS	402	Pedestrian and Bicycle Safety Media	\$ 20,000	\$ -
2022-90-02-CP	402	Behavioral Norming Media	\$ 330,000	\$ -
2022-31-07-M5	405D	Impaired Driving Safety Media	\$ 450,000	\$ -
2022-90-07-PM	402	Impaired Driving Safety Media	\$ 775,000	\$ -
2022-90-06-ID	402	Preventing Impaired Driving in Wisconsin; Final report of Support Evaluation and Analysis	50,000	
2022-72-07-M9	405F	Ride your Own Ride Outdoor Advertising	\$54,790	\$0
Total			\$ 2,847,730	\$ -



