

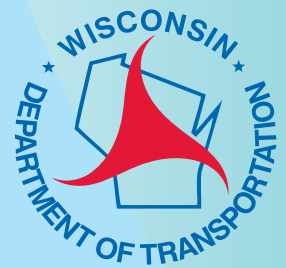


# 2014 Annual Report

**Scott Walker**  
GOVERNOR OF WISCONSIN

**Mark Gottlieb, P.E.**  
SECRETARY OF WISCONSIN DOT  
GOVERNOR'S REPRESENTATIVE FOR HIGHWAY SAFETY

**David Pabst**  
HIGHWAY SAFETY COORDINATOR





**STATE OF WISCONSIN HIGHWAY SAFETY PROGRAM  
2014 ANNUAL REPORT**

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## Wisconsin Department of Transportation

[www.dot.wisconsin.gov](http://www.dot.wisconsin.gov)

Scott Walker  
Governor

Mark Gottlieb, P.E.  
Secretary

Division of State Patrol  
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December 29, 2014

On behalf of the Wisconsin Department of Transportation, Bureau of Transportation Safety (BOTS), I am pleased to present the State of Wisconsin's Annual Evaluation Report of federal fiscal year 2014 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 many safety partners in support of our safety objectives.

In 2013, there were 543 fatalities here in Wisconsin. Wisconsin is responsible for roughly 1.83% of the country's traffic fatalities. Wisconsin has seen a decrease of 10.25% in fatalities since 2008 (from 605 in 2008 to 543 in 2013).

We have seen an 11.71% decrease from 2012 and believe that our program continues to be on the right track. In spite of demanding economic times and thanks to strong active commitment from our safety partners, BOTS awarded over \$14 million in grants in federal fiscal year 2014.

The Wisconsin Department of Transportation continually promotes traffic safety through enforcement, engineering, emergency medical services, and education. The delivery of the many programs described in this report collectively work toward our vision of achieving Zero Deaths on all Wisconsin roads.

Sincerely,

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

David Pabst, Director  
Bureau of Transportation Safety

# Forward

## WisDOT Leadership

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, Mark Gottlieb, is the Governor's Highway Safety Representative and David Pabst, Director of BOTS, is the State Highway Safety Coordinator.



David Pabst,  
Highway Safety  
Coordinator



Mark Gottlieb, P.E.,  
Secretary of Wisconsin  
DOT, Governor's  
Representative for  
Highway Safety



Superintendent  
Stephen  
Fitzgerald,  
Wisconsin  
State Patrol

## Mission

The mission of the Bureau is the coordination of statewide behavioral highway safety programs and making effective use of all highway safety funds and other resources. We strive to provide leadership, partnership, innovation, and program support for Wisconsin's traffic safety community, and to decrease crashes, deaths, and injuries on all of Wisconsin's roadways.

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



## Funds

Wisconsin programmed more than \$14 million of federal Highway Safety formula and incentive grants during federal fiscal year 2014. These included carryover funds from the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) and newer funds from the most recent transportation reauthorization law called Moving Ahead for Progress in the 21st Century Act (MAP-21):

- Section 402 State and Community Highway Safety Grant Funds
- Section 405 Occupant Protection Incentive Funds and corresponding 405b funds under MAP-21
- Section 406 Safety Belt Incentive Funds
- Section 408 Data Program Funds and corresponding 405c funds under MAP-21
- Section 410 Alcohol Incentive Funds and corresponding 405d funds under MAP-21
- Section 1906 Traffic Stop Data Collection Funds
- Section 2010 Motorcycle Safety and Education Funds and corresponding 405f funds under MAP-21
- Section 2011 Child Passenger Safety Funds

The Bureau of Transportation Safety also administers more than \$2 million in State of Wisconsin funds for transportation safety planning and policy analysis, pedestrian and bicycle safety, Safe Rides, Pretrial Intensive Supervision, and the State Motorcycle Rider Education programs. Wisconsin achieves its required administrative match for all funds through straight time traffic enforcement performed by the Wisconsin State Patrol.

## Goal

Goals for this Federal Fiscal Year 2014 Annual Report are set and committed to in the 2014 Highway Safety Plan. The results laid out in this document use 2013 calendar year data. The Governor’s Highway Safety Association (GHSA) and the National Transportation Safety Administration (NHTSA) agreed to a minimum set of performance measures to be used in the development of Highway Safety Plans (HSP). Wisconsin has set a perpetual goal of a 5% reduction for all of the “Core Outcome Measures” from the prior five-year rolling average. The agreed upon performance measures and the results are summarized below in the matrix. The results in green are in areas where the goal was met or exceeded.

The agreed upon performance measures and the results are summarized below in the matrix. The results in green are in areas where the goal was met or exceeded.

Measures	2008	2009	2010	2011	2012	2008-2012 Avg	2013 Goal	2013 Actual
C1. Traffic Fatalities (FARS)	605	561	572	582	615	587	557.65	543
C2. Serious Traffic Injuries (State Crash Data Files)	4,356	3,854	3,845	3,534	3,582	3,834.2	3,642.49	3,309
C3a. Fatalities/VMT (FARS)	1.05	0.96	0.96	0.99	1.04	1.00	0.95	0.89
C3b. Rural Fatalities/VMT (FARS)	1.53	1.38	1.15	1.27	1.27	1.32	1.25	1.26
C3c. Urban Fatalities/VMT (FARS)	0.63	0.59	0.74	0.71	0.79	0.69	0.66	0.54
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	222	231	178	189	201	204.2	193.99	191
C5. Alcohol Impaired Driving Fatalities (FARS)	205	209	203	197	200	202.8	192.66	172
C6. Speeding Related Fatalities (FARS)	198	203	202	195	209	201.4	191.33	151
C7. Motorcyclist Fatalities	89	84	105	88	117	96.6	91.77	83
C8. Un-helmeted Motorcyclist Fatalities (FARS)	68	55	82	78	87	74.0	70.30	61
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	114	92	91	83	81	92.2	87.59	58
C10. Pedestrian Fatalities (FARS)	53	38	52	57	45	49.0	46.55	36
C11. Bicyclist Fatalities (FARS)	9	7	9	12	11	9.6	9	10
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	74.2%	73.8%	79.2%	79.0%	79.9%	77.22%	81.08%	82.4%

## KEY STATISTICS

- Wisconsin’s safety belt use rate reached an all-time high of 84.7 percent in 2014, which is still lower than the national average of 86 percent.
- On average for the past five years (2009-2013), traffic crashes have killed 91 motorcyclists and injured 2,161 each year.
- On average during the last five years (2009-2013), there were 1,613 work zone crashes annually in Wisconsin that killed, on average, eight people and injured 686 each year.
- Approximately 35 percent of traffic deaths in Wisconsin are the result of alcohol-related crashes. These deaths are tragic and preventable.

STATE OF WISCONSIN HIGHWAY SAFETY PROGRAM  
2014 ANNUAL REPORT



# Highway Safety Program Annual Report by Program Area





# Planning and Administration

## PERFORMANCE GOALS AND MEASURES

The success of any strategic effort requires planning, administration, and commitment from many levels. The analysis, planning, coordination, and direction of the overall behavioral change effort are performed with in-house staff of the Bureau of Transportation Safety. NHTSA rules limit the amount of 402 funds available to support the planning and administration of the program, to 10% of total 402 funds expended. States must match federal funds to support the Planning and Administration Program.



Federal highway safety and related state funds were distributed into science-based, targeted activities that were most likely to decrease the burden of crashes, deaths, and injuries on Wisconsin roadways. The following activities were administered following state and federal rules and guidelines:

- Produced timely, accurate, and complete plans and reports.
- Made proper application for funds throughout the year.
- Administered planned activities by end of FFY2014.
- Incorporated budget liquidation plan into HSP planning process and spent down state and federal funds in a timely manner.
- Documented financial management and program management.

Expenses in this section included wage and fringe for the Grant Program Supervisor, the Policy & Program Supervisor, a program Assistant, two Limited Term Employees (LTEs), and one intern. Data processing costs, training, travel, printing, and postage were also included.

Wage and Fringe for the Director, the Section Chief, a half-time LTE, and two full-time analysts are paid for with state funds. Data processing costs, training, travel, printing, and postage are also included in this category.

### PLANNING AND ADMINISTRATION—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Obligated	Expended
2014-10-01-PA	402	Planning & Administration	\$297,000	\$320,000	\$300,424.35
2014-19-01	562	Planning & Administration	\$530,000	\$530,000	\$650,644.15
<b>Program Total</b>			<b>\$827,000</b>	<b>\$850,000</b>	<b>\$951,068.50</b>





# Occupant Protection Program

## PERFORMANCE GOALS AND MEASURES

In 2013, 52% of Wisconsin's passenger vehicle occupant fatalities were occupants that were unrestrained. The program met its belt usage goal of 81.1%, having reached 82.4% average belt use. The program also met its goals of decreasing unbelted fatalities and A injuries and decreasing the ejection rate as shown in the matrix below.

Average Belt Use and Child Safety Seat Use	
2008–2012 Baseline	77.2%
2013 Goal	81.1%
2013 Actual	82.4%
Unbelted Fatalities and 'A' injuries	
2008–2012 Baseline	1.58/100M VMT
2013 Goal	1.50/100M VMT
2013 Actual	1.13/100M VMT
Ejection Rate/Fatal and Injury Crashes	
2008–2012 Baseline	1.64%
2013 Goal	1.56%
2013 Actual	1.27%
Child Safety Seat Installation	
In 2014, in partnership with WINS and Safe Kids, BOTS educated and certified 200 technicians in the proper installation and use of child safety seats in accordance with Wisconsin Law and best practice.	



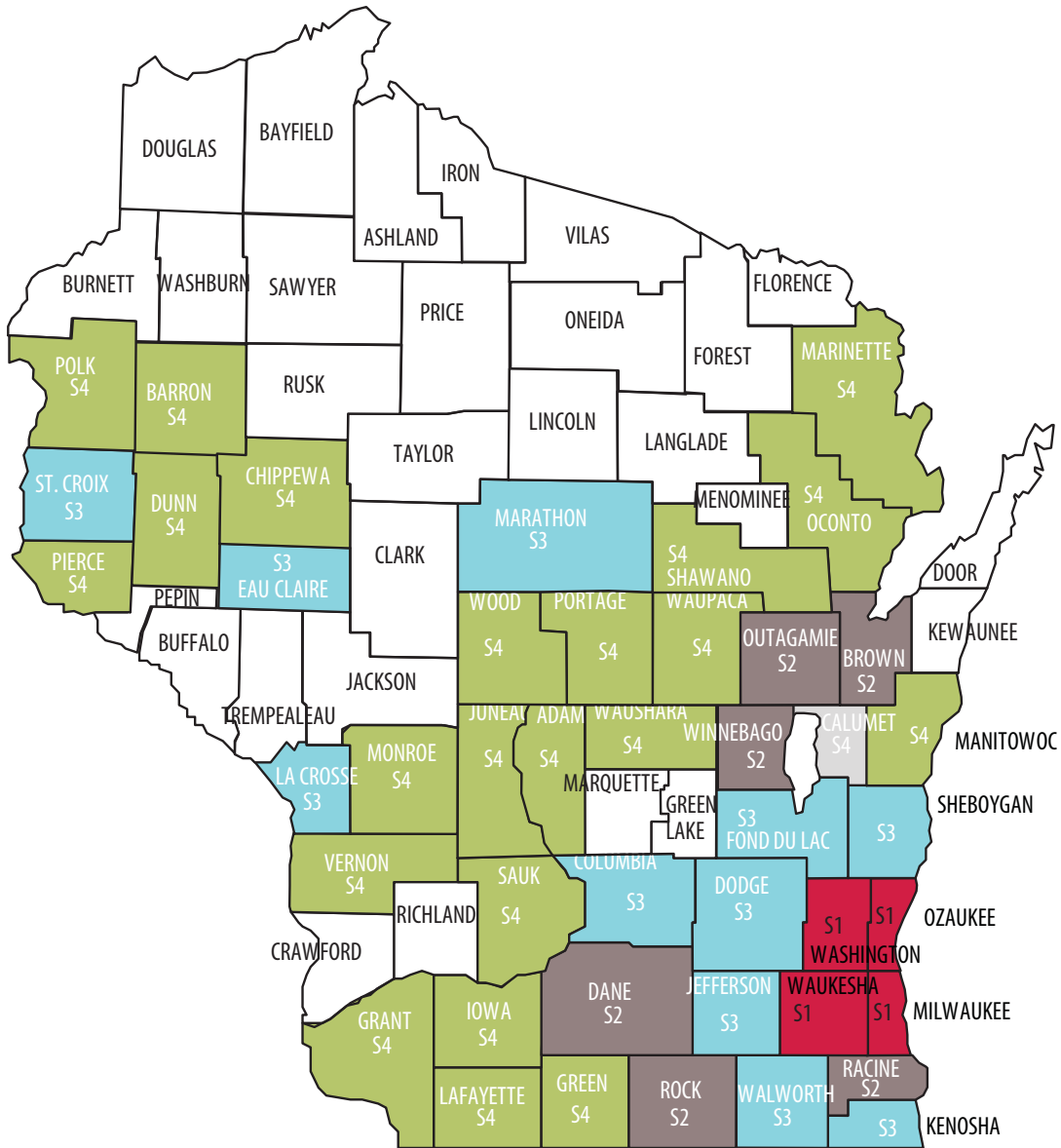
BOTS' Behavioral Specialist oversees all occupant protection grants and a portion of the enforcement grants. This staff person provides leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in occupant protection education and training. They also integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs. Most importantly, this position encourages communities and grantees to view occupant protection as a sustained effort rather than an occasional enforcement mobilization or campaign.

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

1. Regulation and Policy
2. Enforcement
3. Communication
4. Child Passenger Safety
5. Outreach
6. Program Evaluation

## BELT USE BY REGION, SUMMER 2013

Belt use varies by 7.1% across the state. The Stratum 2 area is highest at 86.1%, and the Stratum 1 area is lowest at 79.0%. Regions are defined by a combination of population and Vehicle Miles Traveled (VMT).



Strata	Belt Usage 2013 (%)
Stratum 1	79.0
Stratum 2	86.1
Stratum 3	82.9
Stratum 4	80.2

Source: WisDOA Demographic Services

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



## Enforcement

Enforcement was a great success again this FFY and exceeded expectations. Summary totals for all enforcement activities (both funded and unfunded) for Impaired Driving, Occupant Protection, and Speed are shown in the table at right.

## Communication

For our communication efforts, our staff reviewed and updated information regarding child passenger safety, safety belt materials, and other items. BOTS worked with Staples Marketing to create a state specific occupant protection message using CIOT and Zero in WI. A new section of our annual report details our communication efforts both for paid media and public information and education.

## Child Passenger Safety

Per NHTSA guidance relative to this program, the following information describes allowable funded activities and outcomes.

### 1) For programs to purchase and distribute child restraints for low-income families

- a) A description of the programs used to purchase and distribute child restraints for low-income families.

The purpose of the program is to make car seats available at no cost to low-income families who might otherwise choose to place their children in older, unsafe seats or transport them

Number of Officers Deployed	15455
Total OT Hours	59871
Total Straight Time Hours	11275
Safety Belts OT	9925
Safety Belts Straight	833
Safety Belts OT1	210
Safety Belts OT2	58
Speed OT	11836
Speed Straight	1474
OWI OT	2398
OWI Straight	517
OAR OT	5593
OAR Straight	712
Open Intox OT	364
Open Intox Straight	58
Vehicle Reg OT	3050
Vehicle Reg Straight	543
Vehicle Equip OT	1897
Vehicle Equip Straight	276
All Other OT	14107
All Other Straight	2041
Drug Arrests	834
Felony Arrests	247
Misdemeanor Arrests	757
Warrants Served	1203



unrestrained, putting them at risk. Seats are dispersed as needed to eligible recipients by receiving a voucher from a referring partnering agency, such as county health departments, social workers, WIC, county injury prevention coalitions, etc. This voucher needs to be on hand in order to receive a car seat. The voucher cards instruct the families where to call to set up an appointment to receive instruction, installation assistance and a new car seat appropriate for their child. The objectives of the program are measured by the number of clients redeeming vouchers. There is a strong educational component given by CPS trained and certified staff at the time of the appointment. To increase parents/caregivers ability to properly install and use car seats to protect their children after receiving education and assistance with installation, a survey is given to be filled out by participants for each seat distributed.

b) The number of child restraints distributed.

The Wisconsin Information Network (WINS) and our partners distributed 3,896 child restraints.

Aside from the regular program we have through WINS, the Bureau of Transportation Safety partnered with The Wisconsin Hospital Association, 26 Wisconsin community hospitals, 22 child passenger safety technicians from around the state, and the Wisconsin State Patrol command staff to increase the awareness of the

best way to protect children in vehicles – this is by putting them in the right seat, at the right time, and using it the right way.

## 2) For programs to train child passenger safety professionals

a) A description of the training classes conducted and the curricula used to train individuals and groups.

### Certification Course

There are four requirements to pass the course and become a nationally certified Child Passenger Safety Technician (CPST).

1. Attend the entire course, including the checkup event.
2. Pass all three hands-on skills assessments during the course. If a student fails any assessment, they will be notified during the course and may stay in class as an observer only at the discretion of the Lead Instructor
3. Participate in and demonstrate technical and communication skills learned during the course at the check-up event.
4. Earn a combined score of 84% or higher on the three open-book quizzes.

If any of the above does not occur, a student must repeat the entire course to be certified. No refund will be provided, as all processing and course materials have been delivered. A student must register for any subsequent course and pay any associated fees.





The national standardized child passenger safety technician certification course is three to four days long and combines classroom instruction, hands-on work with car seats and vehicles, and a community safety seat checkup event. At the checkup event, students demonstrate skills learned during class, following event procedures and instructions, proper use and installation of child restraints and safety belts and the ability to teach parents and caregivers how to properly protect their family on the road. Successful completion of this course certifies the individual as a CPS technician for two years. Renewal courses are available to technicians whose certifications have expired and are eligible to take the 8-hour Certification Renewal Course. This class is designed to renew the certification for expired technicians who wish to become nationally certified Child Passenger Safety Technicians (CPSTs) again. After successfully completing this class, students will be re-certified and be able to provide both individual and group CPS education. Teaching strategies include lecture, skills

testing, and a written test. A minimum score of 84% is required to pass the written test. This is not an update/refresher class. This course is meant for expired CPS Technicians who have maintained their child passenger safety knowledge and their hands-on skills. It is expected that students attempting to renew their certifications stayed involved in CPS programs and activities, have kept up with changes in the field by reading technical updates, attended other CPS classes, and worked with non-expired technicians to keep their installation skills current, but who—for one reason or another—allowed their certifications to expire.

b) The number and location of training classes conducted and the individuals or groups trained.

In 2014, there were 13 CPS certification training classes held in Wisconsin. These were located in the following cities around the state:

- Madison
- Wausau
- Grand Chute
- Eau Claire
- Evansville
- McFarland
- Menominee Falls
- Superior
- Viroqua
- Watertown
- Wausau/Weston
- Racine
- Green Bay

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

c) In 2014, there were 200 newly certified car seat technicians for a total of 698 certified car seat technicians in Wisconsin. Additionally there was one course for Safe Travel for All Children-Special Needs Training held in Wisconsin in which 12 technicians were trained and certified.





### 3) Programs to Educate the Public:

- a) A description of the programs used to educate the public concerning the proper use and installation of child restraints.

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

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

Also fitting stations are often promoted with flyers posted around the community and when possible media outlets.

- b) A list of child restraint inspection stations/check-up events/clinics, including their locations (see appendix for a list of child restraint inspection stations/check-up events/clinics, including their locations).
- c) An estimate of the number of child restraints checked at inspection stations/check-up events/clinics.

WINS and our partners checked 4,434 car seats for proper installation.

### Outreach

#### **Occupant Protection Outreach**

The Rollover Convincer went to 52 events throughout the state. 23,335 people viewed the presentation, many of whom were convinced that seatbelts save lives.

#### **Senior Driver Outreach**

At the 2014 Governor's Conference on Highway Safety law enforcement, civilians and other safety professionals engaged in a presentation regarding senior driving resources for testing ability and other pertinent information.

#### **Youth Driver Outreach**

The Bureau of Transportation Safety partnered with The Boy Scouts of America–Potawatomi Area Council, along with the Wisconsin State Patrol to create a day long, hands-on clinic to complete the necessary requirements to earn their Traffic Safety Merit Badge. During the planning of the clinic, more partners stepped forward such as the Wisconsin Trooper's Association, the Waukesha County Sheriff, and the Waukesha County Highway Division, each recognizing the opportunity to make a difference in the scout's experience of learning about traffic safety.

In partnership with the Children's Hospital of Wisconsin, BOTS supports the newly developed Cross Roads Teen Driving resource website. The website aims to connect teenagers, schools and parent with program and resources to support and cultivate a generation of safe drivers.

## Program Evaluation

According to our mail surveys completed pre and post mobilization, there is a high level of reported compliance with Wisconsin’s safety belt law. For the overall sample, there was no significant change in the level of compliance between surveys. Asked how often they wore a safety belt, 96% of the pre survey respondents and 95% of the post survey respondents said they wear one all or most of the time. Changes in safety belt use varied significantly between the pre and post survey by age and education. Those aged 35-44 showed a decrease in compliance between pre and post as 88% reported wearing a safety belt ‘All of the time’ in the pre and 69% in the post. Conversely, 0% of respondents reported ‘never’ wearing a safety belt in the pre as opposed to 6% in the post. With regard to education those who reported having ‘HS or Less’ as their education level showed a decrease in compliance between pre and post as 21% reported wearing a seatbelt ‘most of the time’ in the pre and 14% in the post. Conversely, 0% of respondents reported ‘never’ wearing a seatbelt in the pre and 5% in the post. Those with a college and beyond education also showed a decrease in compliance with 95% reporting they wear a safety belt ‘all of the time’ in the pre, but only 83% in the post.

A majority of respondents had read, seen or heard about police enforcement of safety belt laws in the past 30 days in the pre, but not in the post. For the pre

survey, 54% of respondents reported awareness of safety belt law enforcement, and for the post survey, 47% did so. There were significant changes, with levels of awareness about safety belt laws decreasing between the pre and post surveys for men (16% decrease), those in the 18 to 34 age group (19% decrease), and also those with education level of college and beyond (12% decrease).

A small majority of participants in both the pre and post surveys report that they think they would be ‘very or somewhat likely’ to get a ticket if they failed to wear a safety belt, with 54% reporting they were ‘very or somewhat likely’ to get a ticket for not wearing a safety belt in the pre and 53% in the post survey. There were significant differences found in men, those aged 18-34 and 35-44, and those who reported an education level of college and beyond. For men there was an 8% decrease from the pre to the post survey in answering ‘extremely likely,’ and a 13% increase from the pre to the post in answering ‘slightly likely’. For respondents aged 18-34 there was a 10% decrease from the pre to the post survey in answering ‘very or somewhat likely’ to get a ticket. For respondents aged 35-44 there was a 10% increase from the pre to the post survey in answering ‘very or somewhat likely’ to get a ticket. For respondents reporting having a college education and beyond there was a 7% decrease from the pre to the post survey in answering ‘very or somewhat likely’ to get a ticket, and a 17% increase from the pre to post in answering ‘slightly likely’.

OCCUPANT PROTECTION PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2014-20-01-OP	402	OP State Program Manager	\$90,000	\$90,000	\$65,641.74
2014-24-02-K3	2011	PI&E	\$100,000	\$75,000	\$2,368.11
2014-25-02-M2	405b	PI&E	\$140,000	\$295,000	\$195,132.22
2014-25-03-M2	405	Training–Technical	\$125,000	\$82,000	\$75,955.00
2014-24-03-K3	2011	Training–Technical	\$135,000	\$172,900	\$139,996.57
2014-25-05-M2	405	Enforcement	\$400,000	\$534,370	\$487,381.16
2014-24-06-K3	2011	Equipment	\$300,000	\$211,200	\$162,209.44
2014-20-06-OP	402	Equipment	\$192,000	\$180,000	\$174,947.48
2014-25-09-M2	405	Evaluation	\$110,000	\$170,200	\$158,632.09
<b>Program Total</b>				<b>\$1,462,263.81</b>	



# Impaired Driving and Youth Program

## PERFORMANCE GOALS AND MEASURES



Wisconsin exceeded its goal of a 5% decline from the prior five-year rolling (2008–2012) average of 228 alcohol impaired driving fatalities.

In addition, the program met all four of its five additional goals as illustrated in the table to the right.

The impaired driving safety program has six types of programming that aim to reduce impaired driving fatalities and serious injuries:

1. Program Management and Strategic Planning
2. Prevention through promotion of transportation alternatives
3. Criminal Justice System
  - a. Enforcement
  - b. Publicizing High Visibility Enforcement
  - c. Prosecution
  - d. Adjudication
4. Communication
5. Alcohol and Other Drug Misuse: Screening, Assessment, Treatment, and Rehabilitation
6. Program Evaluation

The Youth Program uses different strategies using a combination of NHTSA and state funding. These include:

1. Social Norms Marketing
2. Community Programs.
3. Pay costs for training related to Drug Impairment Training for Educational Professionals (DITEP).

### Alcohol and Drug Related Motor Vehicle Crashes

2008–2012 Baseline	10.76/100M VMT
2013 Goal	10.23/100M VMT
2013 Actual	9.12/100M VMT

### Resulting Deaths and A Injuries

2008–2012 Baseline	1.66/100M VMT
2013 Goal	1.58/100M VMT
2013 Actual	1.32/100M VMT

### Proportion of Alcohol and Drug Related Fatalities

2008–2012 Baseline	49.70%
2013 Goal	47.22%
2013 Actual	45.73%

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

2008–2012 Baseline	23.12%
2013 Goal	21.01%
2013 Actual	20.50%

### Crashes involving alcohol (15-24 year olds)

2008–2012 Baseline	230.86/100K pop.
2013 Goal	219.32/100K pop.
2013 Actual	188.46/100K pop.



## Program Management and Strategic Planning

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

## Prevention Through Transportation Alternatives

BOTS collaborated with the Tavern League of Wisconsin in administering the state-funded Safe Ride Program for another year, where approximately 82,300 rides were given throughout the state of Wisconsin. The Sauk Prairie Bar Buddies program offered alternative transportation options for citizens, sponsoring approximately 9,500 rides and the Bar Buddies in Baraboo provided approximately 5,500 in six months of operation. In addition, our various OWI Task Forces were encouraged to partner with local cab companies to notify citizens and provide alternative transportation options. Efforts included publicity, transportation costs, and advertising utilizing the “Zero in Wisconsin” campaign on all marketing and advertising materials. BOTS funded six festival grants including, five festivals with live music and beer tents in Dane County, Columbia County, Cities of Seymour, De Forest, and Darlington and the Town of Beloit, where alternative transportation was offered.

## Criminal Justice System

As mentioned above, BOTS has partnered with multiple counties and municipalities and provided overtime funding for high-visibility enforcement. We encouraged law enforcement agencies to make OWI a

priority by writing citations, sponsoring media events, and working overtime in geographical areas where impaired driving is highest. We provided overtime and equipment funding for sustained Alcohol Saturation Patrols consisting of at least monthly High Visibility Enforcement (HVE) overtime patrols, including nighttime enforcement, accompanied by media in targeted jurisdictions. Activity for enforcement is found in the Occupant Protection section.

In addition to single agency enforcement, we have thirteen multi-jurisdictional task forces throughout the state. Each OWI TF operates as a “true” multi-jurisdictional project in that all participating agencies work at the same time. Officers from the participating agencies use saturation patrols that feature high visibility enforcement, which includes OWI Task Force-specific branding such as vests and squad magnets, along with electronic message boards. Some of the OWI Task Forces use written agreements that vary from county-wide deputization to temporary deputization to MOUs that allow officers to work jurisdictions outside of their own jurisdiction. The various projects have received considerable attention from the media and also had a strong social media presence, which includes a Facebook page dedicated to the OWI Task Forces. The Task Forces have been successful both from an awareness standpoint and also from a statistical standpoint, seeing a drop in alcohol related fatalities from 225 fatalities in 2011 to 185 fatalities in 2013, resulting in approximately a 5% drop in the percentage of alcohol related fatalities to total fatalities.

OWI Task Forces exist in Brown, Dane, Eau Claire, Polk, Outagamie, Manitowoc, Marinette, Winnebago, Milwaukee/Waukesha, Sheboygan, Rock, Racine, and La Crosse Counties.

We also encouraged unfunded (agencies that we did not fund for overtime enforcement because they either did





not hit our targeting list or did not have adequate personnel to work overtime) agencies once again by offering voluntary participating agencies with the chance at equipment grants for their participation in our three mobilizations. BOTS awarded equipment to 46 agencies for Click-It-Or-Ticket, 48 agencies for Drive Sober, and 20 agencies for Booze and Belts.

Wisconsin's Traffic Safety Resource Prosecutor and the Dane County Special Prosecutor on Traffic Crimes provided training and technical assistance to hundreds of prosecutors and law enforcement officers, Wisconsin's Traffic Safety Resource Prosecutor handled three OWI homicide trials in various counties across the state. All three trials resulted in guilty verdicts and all of the offenders were sentenced to prison.

BOTS coordinate with a Drug Recognition Expert (DRE) program including instructor wages, printing, postage, lodging and meals for students and instructors. The grant provided DRE Program Oversight Committee support for a contractor position. BOTS

funded training for twenty-four officers to become certified DREs. The training program was held in Milwaukee.

The ten state-funded Intensive Supervision Programs continued to monitor, supervise and connect the repeat OWI offender with an assessment and treatment as soon as possible after the arrest and before conviction.

## Communication

BOTS continued to develop a statewide public information and education campaign to reduce OWI injuries and fatalities based on NHTSA's goals and objectives utilizing various methods such as the Web, print, and TV. Contractual services were utilized for product and placement, printing and postage. We collaborated with partners and revised and updated all information. A new section of our annual report details our communication efforts both for paid media and public information and education.

## Youth Specific Program

BOTS partnered with the Department of Health Services to coordinate with the Wisconsin Alcohol Policy Project, which provides training, tools and technical assistance to individuals and groups working to adopt and implement alcohol policy related to underage drinking.

### IMPAIRED DRIVING AND YOUTH PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Obligated	Expended
2014-30-01-AL	402	State Program Manager	\$90,000	\$90,000	\$66,963.40
2014-30-02-AL	402	PI&E	\$50,000	\$0	\$0.00
2014-31-02-K8/M5	410/405d	PI&E	\$350,000	\$350,000	\$225,995.87
2014-31-03-K8/M5	410/405d	Training–Technical	\$850,000	\$549,700	\$400,691.96
2014-31-04-K8/M5	410/405d	Training–Technical	\$80,000	\$89,650	\$74,002.21
2014-31-05-K8/M5	410/405d	Enforcement	\$2,100,000	\$3,125,915	\$2,577,789.15
2014-30-06-AL	402	Equipment	\$272,000	\$248,000	\$241,814.87
2014-31-06-K8/M5	410/405d	Equipment	\$0.00	\$50,000	\$17,800.00
2014-31-07-K8/M5	410/405d	Paid Media	\$400,000	\$550,000	\$399,225.73
2014-31-09-K8/M5	410/405d	Evaluation	\$75,000	\$0	\$0.00
<b>Program Total</b>					<b>\$4,004,283.19</b>



# Police Traffic Program

## PERFORMANCE GOALS AND MEASURES

Speed-related traffic fatalities have decreased from the 201 prior five year rolling average (2008–2012) to 151 (FARS). Wisconsin also exceeded one of its goals in reducing combined fatalities and serious injuries. However, it did not reach its goal of reducing speed-related crashes

The Police Traffic Program is managed collaboratively with multiple staff members. State Program Managers work 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, and participate in mobilizations.

The Police Traffic program employs five strategies aimed at preventing speed and aggressive driving related fatalities and serious injuries.

1. Public Information, Education, and Outreach
2. Training and Capacity
3. Law Enforcement
4. Paid Media
5. Evaluation

### Public Information, Education, and Outreach

BOTS worked with partners (law enforcement professional organizations, Wisconsin Highway Safety Coordinators Association and others) to develop handouts, posters, presentations, conferences, and other media campaigns. Information and materials



Speed Related Crashes	
2008–2012 Baseline	33.57/100M VMT
2013 Goal	31.89/100M VMT
2013 Actual	35.74/100M VMT
Combined Fatalities and Serious 'A' injuries	
2008–2012 Baseline	1.97/100M VMT
2013 Goal	1.88/100M VMT
2013 Actual	1.74/100M VMT

were updated to ensure they met the needs of our staff and partners. BOTS developed aggressive driving PI&E and outreach materials.

### Training and Capacity

BOTS planned statewide participation, encouraged voluntary participation, and provided overtime funding for the speed and aggressive driving enforcement campaign. BOTS also encouraged coordination between county and local law enforcement by the use of grant bundling and multi-jurisdictional task forces.

We provided non-overtime equipment grants and recognition for law enforcement.

### Law Enforcement

This program also provides the funding for our Law Enforcement Liaisons (LELs). Liaisons provided outreach to enforcement agencies and encouraged participation in



mobilizations and other safety activities. Primarily LELs have worked to get participation by law enforcement agencies that do not qualify as

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

targeted for overtime grant funding or were otherwise unable to staff such enforcement. Between 151 and 231 such agencies participated for Click or Ticket, Drive Sober and Booze and Belts traffic enforcement initiatives. Such participation also included press, media and community publicity activities by each agency. Reporting of activity during major mobilizations qualifies participants for a drawing in which they can win a \$4,000 equipment grant. Since 2005, 336 different Wisconsin law enforcement agencies have been awarded \$4000 traffic safety equipment grants. *Results of enforcement activities are summarized in the Occupant Protection section.* BOTS collaborated with

### Paid Media

Funds were utilized for paid media using speed messages to targeted audiences. Following NHTSA guidelines, we planned for statewide, intense broadcast media to increase perception of enforcement and likelihood of being cited for speeding, aggressive driving, and distracted driving.

### Evaluation

BOTS evaluated the number of crashes, fatalities, and injuries and compared it to prior data. We were not able to work on identifying counties that have low conviction rates for speeding tickets.

POLICE TRAFFIC PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2014-40-01-PT	402	State Program Manager	\$75,000	\$86,000	\$82,391.92
2014-40-02-PT	402	PI&E	\$275,000	\$272,160	\$262,018.83
2014-40-05-PT	402	Enforcement	\$1,000,000	\$413,835	\$346,251.96
2014-40-06-PT	402	Equipment	\$130,000	\$130,000	\$98,927.73
<b>Program Total</b>					<b>\$789,590.44</b>





# Traffic Records Improvement Program

The 2010-2014 Traffic Records Strategic Plan (TRSP) has been coordinated with Wisconsin's Strategic Highway Safety Plan (SHSP) and WisDOT's Highway Safety Plan to create a statewide integrated data collection network, analytical tools, and to make expertise available to highway safety stakeholders.

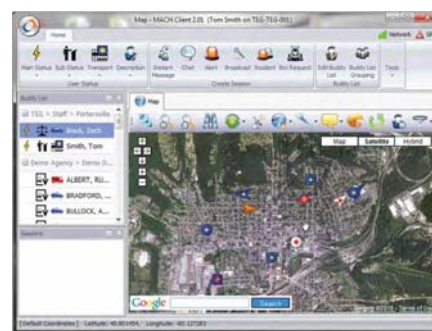
BOTS staff coordinated the traffic records program grant funding and chaired the Traffic Records Coordinating Committee (TRCC), which held four TRCC meetings during the year. Staff assisted with strategic plan development and implementation, developed the 2014 405c grant application, and updated the Traffic Records Strategic Plan. BOTS continues to increase the number of relationships with partners and stakeholders. This program also supported an evaluation analyst position which originally was to be funded through 402 funding and 408 funding, but as a result of our Management Review was changed to solely 408 funding.

BOTS sent six TRCC members to the 2013 ATSIP Conference in Minnesota in October 2013. One of the TRCC members gave three presentations at the conference. Each attendee came back with some great ideas and contacts relating to the projects Wisconsin is working on. Each member gave a brief update on what they learned and how it could help us in the future.

The following list is a summary of the projects funded during the federal fiscal year:

## 1. Wisconsin Statewide Pedestrian and Bicycle Crash Data

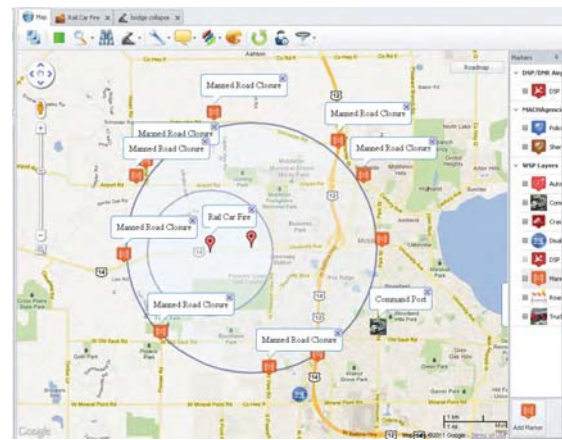
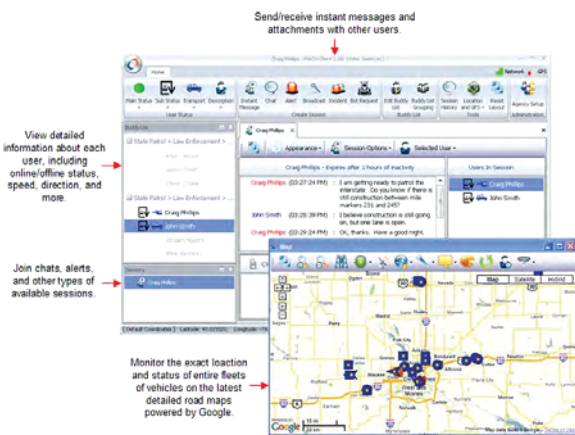
We worked with the UW-Milwaukee to capture information about ped/bike crash reports including location accuracy; citation accuracy; pedestrian, bicyclist, and driver behavior; and roadway characteristics at the crash location, including tables to summarize additional characteristics of 80 fatal pedestrian and 30 fatal bicycle crashes. The data will be used to help reduce ped/bike crashes in the future.



## 2. Automation/ BadgerTraCS (Traffic and Criminal Software) Implementation

We were able to follow





a strategic approach of rolling out TraCS grants throughout the state. We funded thirty law enforcement agencies that are now equipped to report crashes and citations electronically with TraCS.

**3. CODES Data Linkage** The Wisconsin Department of Health Services (DHS) created the basic CODES file linkage between Wisconsin traffic crash records and both Wisconsin Hospital Inpatient records and Wisconsin Hospital Emergency Department visits using deterministic linkage methods rather than probabilistic methods for 2012.

**4. Data Analysis and Reporting** We merged WisDOT Accident, Vehicle and Occupant crash data files, including linkage information (record IDs, linkage weight/probability), inpatient hospital and ED data with crash data and Emergency Department data into CODES for 2012.

**5. Safety Data Information System** The UW Traffic Operations and Safety Lab (TOPS) is currently working on schema for a new warnings form that will be included in the TraCS 10.

**6. Community Maps** The Community Maps project has been modified and is currently being run in-house with support from University of Wisconsin TOPS Lab. There have been modifications to the project making it easier to use. Community Maps had its first ever user's group meeting where current and prospective users could ask the developer questions and provide feedback.

**7. DHS provided training to EMS personnel to implement the updated NEMSIS v.3 data require-**

ments in order to confirm compliance with the new standard. Improved the understanding and compliance of services licensed in Wisconsin. From the training sessions a video is being produced and made available to all EMT's via the internet and production of a DVD that can be sent to the remaining services.

**8. Guide on Accurate Assessment of KABCO Crash Severity Levels for Law Enforcement** UW-TOPS identified the current injury severity evaluation standard applied by police officers at the scene, especially for A and B severity levels to identify gaps existing between the actual severity outcome and the injury conditions at the crash scene and will then develop guidance on effective and accurate assessment of KABCO severity, which can be used as training material for law enforcement officer trainings.

**9. Mobile Architecture for Communications Handling (MACH) Interface Enhancement** State Patrol purchased an additional MACH Bot feature which allows users to securely query the Wisconsin TIME system for information like driver's license records and license plate records. This query and import functionality provides for more complete and accurate data being captured while decreasing the amount of time required of the user to input the data. The new feature will be used to expand the capabilities of the MACH Bot to import data from states that have not yet made their returns available in the more modern .xml format.

**10. Traffic Reconstruction Unit Crash Data Warehouse** Wisconsin State Patrol Traffic Reconstruction Unit (TRU) purchased equipment allowing them to



collect and maintain all of the crash data in a system that allows data retrieval and reporting as well. This will build a system that will improve case management and data retrieval, storage, and reporting. The system will allow more detailed information from crashes.

<b>TRAFFIC RECORDS IMPROVEMENT PROGRAM—BUDGET SUMMARY</b>					
<b>Account</b>	<b>Fund</b>	<b>Program Activity</b>	<b>Planned</b>	<b>Obligated</b>	<b>Expended</b>
2014-58-01-K9	408	Analyst	\$10,000	\$131,000	\$106,367.15
2014-58-03-K9	408	Training–Community	\$640,100	\$576,970	\$438,612.60
2014-58-04-K9	408	Training–Technical	\$203,900	\$0	\$0.00
2014-56-06-K10	1906	Equipment	\$148,845	\$147,371	\$143,057.30
2014-58-06-K9	408	Equipment	\$8,000	\$270,495	\$248,196.59
2014-58-09-K9	408	Evaluation	\$110,000	\$119,500	\$78,280.63
<b>Program Total</b>					<b>\$1,014,514.27</b>



# EMS Improvement Program



## PERFORMANCE GOALS AND MEASURES

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

Nothing happened in Wisconsin's EMS program this year, due in large part to a misconception regarding allowable funding levels. The 25% allowable funding level that we had been told was the maximum, was not sufficient for our partners at the Department of Health Services; and so they declined the grant. After follow-up discussions with DHS, they are encouraged that we will be able to partner with them in FFY2015.

### Safety Belt Use Rate in personal injury and fatal crashes will increase.

2000 Statewide Baseline	65.40%
2013 Statewide Goal	81.08%
2013 Actual	82.39%

### Injury to Death Ratios

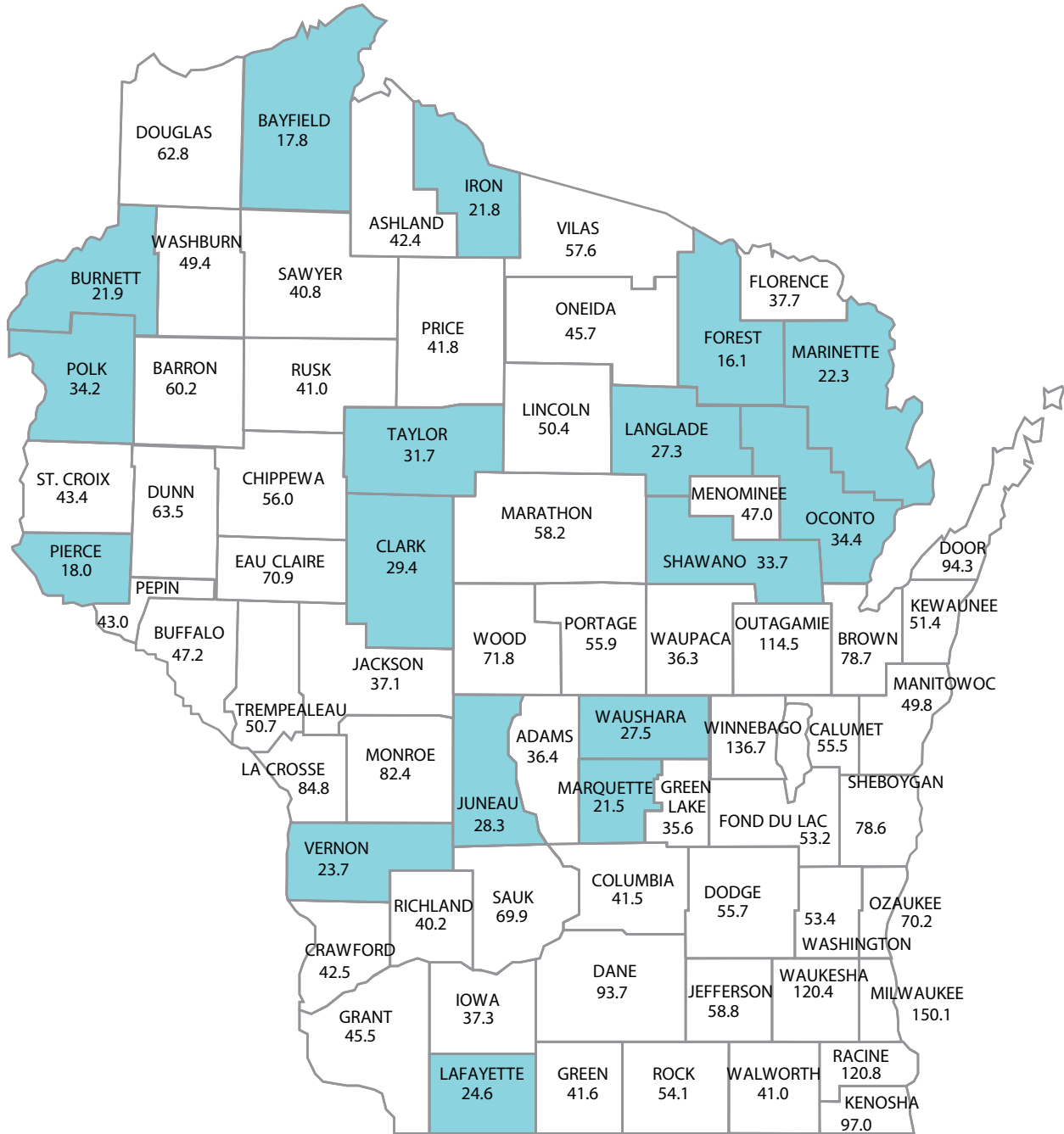
2010-2012 Statewide 3-year average Baseline	69.7 to 1
2013 Statewide Goal	73.2 to 1
2013 Actual	75.4 to 1

## EMS IMPROVEMENT PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Obligated	Expended
2014-60-02-EM	402	PI&E	\$25,000	\$0	\$0.00
2014-60-03-EM	402	Training – Community	\$150,000	\$700	\$0.00
2014-60-09-EM	402	Evaluation	\$58,000	\$0	\$0.00
<b>Program Total</b>					<b>\$0.00</b>



**MAP 07-02: 2010-2012 3-YEAR AVERAGE INJURY-TO-DEATH RATIOS**



**State Average Injury to Death Ratio**

2013	75.4
2010-2012	69.7

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

Source: WisDOT Crash Database



# Motorcycle Safety Program

## PERFORMANCE GOALS AND MEASURES

Motorcyclist fatalities fell in 2013, after the second highest spike since 1970, of 112 in 2012. According to NHTSA, they accounted for roughly 14% of total fatalities nationwide in 2012. They accounted for 15% of Wisconsin fatalities in 2013. The program reached its goal of a 5% decrease over the prior five-year rolling average of 95.4 (2008–2012) as well as meeting the other goals for the Wisconsin Motorcycle Safety Program (WMSP). The motorcycle safety program employs six activities intended to reduce motorcyclist crashes, injuries and fatalities:

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

### Motorist Awareness and Conspicuity

During the 2014 riding season, local, county, and state law enforcement agencies continued to participate in motorcycle specific activities and events, and as in the past, many of these events were attended in conjunction with THE REF (Transportable High-End Rider Education Facility) activities, promoting motorcycle awareness, motorcycle safety and training, and

Motorcycle/MoPed Crashes	
2008–2012 Baseline	2,794
2013 Goal	2,655
2013 Actual	2,405
Combined Fatalities and Incapacitating Injuries in Motorcycle/MoPed Crashes	
2008–2012 Baseline	784
2013 Goal	744
2013 Actual	644
Motorcycle/MoPed Killed and Injured	
2008–2012 Baseline	2,653
2013 Goal	2,521





providing motorcycle skills-riding demonstrations. These activities were conducted at numerous events such as the Wisconsin Harley Owners Group state rally, the Goldwing Road Riders Association national WING DING rally, and the Tomahawk Fall Color Ride to benefit the MDA, as well as County Fairs and National Night-Out events in collaboration with THE REF and local community organizations. The Wrightstown PD's converted Suzuki sport-bike to police bike continues to be popular, especially with sport-bike riders. The

presence of this motorcycle helps to bridge the gap between sport-bike riders and law enforcement.

During 2014, THE REF once again hit the road to participate



in over 45 events and activities state-wide over the course of the year. Since THE REF cannot be present at all of the activities and events that are of interest, we have begun addressing some of the overflow with a small trailer that we use to transport our SMARTrainers, a staff member or two, a monitor/DVD combo, table and literature. It is estimated that in 2014 approximately 20,000 motor-



Governor Walker, at the Governor's Conference on Highway Safety, using the SMART Trainer inside THE REF.



cyclists and members of the general motoring public visited THE REF or SMARTrainer trailer and engaged staff members, while approximately 1,800 experienced the SMARTrainers. In addition, it is estimated that the over 45 events that were attended, attracted over 200,000 motorcycling and general public attendees.





### Rider Education and Training

During the 2014 motorcycle training season, the WMSP in partnership with the (MSF) Motorcycle Safety Foundation, continued implementation of the first new basic motorcycle riders course curriculum since the introduction of the (BRC) Basic RiderCourse in 2001. Wisconsin was the first state to Field Test, Pilot Test, and go on to full implementation of the “BRC (update)” classroom and range activities curriculum statewide. During the 2014 curriculum implementation, WMSP training staff updated approximately 2/3 of our cadre of nearly 250 RiderCoaches while bringing on-board over 1/2 of the WMSP rider training sites to offer the new curriculum at some time during the 2014 training season.



Purchases for FFY 2014 continue to be, for the most part, curriculum related materials for new and existing rider education courses, motorcycle awareness materials and activities, as well as two new Bombardier Recreational Products CAN-AM Spyders (three-wheel motorcycles) that will compliment the two Harley-Davidson Tri-Glide (three-wheel motorcycles) employed in the (3WBRC) 3-Wheel Basic RiderCourse. Since the popularity of the 3WBRC is growing, as well as the requests for deployment of our SMARTrainers (Safe Motorcyclist Awareness and Reaction Trainers), the WMSP snatched from the jaws of the auction house, a somewhat well-used but not abused trailer tow vehicle in the form of a Dodge Ram Crew Cab 4x4 pick-up truck complete with bed cap and emergency lighting.



Since the 2010 training season, WMSP rider education sites have collectively experienced a decline in (BRC) Basic Rider

Course enrollments over previous year highs of 13,495 in 2006 and 12,805 in 2008. Though, this decline was not expected to continue into 2014, nearly all training sites continue to report a downturn in enrollments once mid-summer arrives. Lack of confidence in the US economy as well as increased cost for courses may continue to have an influence on course enrollments in 2015. Demand for the Scooter Basic Rider Course has leveled off, and the WMSP may permit the mixing of scooters with motorcycles in the basic rider course.

There does, however, seem to be an increase in demand for the (intermediate) BRC2 course, the (ARC) Advanced Rider Course, and the (UBBRC) Ultimate Bike-Bonding Rider Course-Plus in 2014, and there is a growing demand for the two-year old now 3-Wheel Basic Rider Course (3WBRC).

## Impaired Driving Countermeasures

The WMSP's 5=ZERO initiative dovetails appropriately with the overall Wisconsin initiative of ZERO In Wisconsin. The 5 = ZERO initiative describes five activities that motorcyclists should employ to minimize risk and ultimately reduce crashes and fatalities. These five activities are:

- **Riding Sober** Free of alcohol and/or drugs
- **Get Trained and Get Licensed** Obtain your Class M License and become a life-long learner
- **All The Gear, All The Time** Wear conspicuous and protective riding gear at all times
- **Practice Safe Riding** Ride within your limits, your motorcycle's limits, and environmental limits
- **Motorcycle Maintenance** Maintain tires, controls, lights, fluid levels, drive components, etc.

## Communication and Outreach

Early in the spring of 2014, the WisDOT and the ABATE of Wisconsin group (A Brotherhood Against



Totalitarian Enactments), a motorcycle advocacy organization, began a collaborative effort to encourage all active Wisconsin motorcyclists that are riding without a Class M License to attain that Class M License. In this collaborative effort, the ABATE of Wisconsin group designed an 11" x 17" poster that not only encourages these riders to

obtain their Class M License, but provides them with the information on how to go about obtaining their Class M License either by successful completion of an appropriate rider education course, or via the DMV (CIP) Cycle Instruction Permit and successfully passing the (MIT) Motorcycle In Traffic test. From the time that the printing of the poster was completed at the beginning of April, until the time of this report, ABATE of Wisconsin staff have distributed over 5,000 of these posters to motorcycle dealerships, locations where motorcyclists congregate, driver training and rider education facilities, as well as other prominent venues. Additional outreach methods of encouraging riders to obtain their Class M License are also being considered such as direct mailing and new (dealer showroom) motorcycle handlebar hang-tags that replicate the message from the poster.

In preparation for the 2014 riding season, and to support both the national and Wisconsin "May is Motorcycle Awareness Month" activities, the WisDOT again partnered with the Wisconsin Department of Tourism, to help make Wisconsin roadways safer for motorcyclists by promoting motorcycle awareness to the general motoring public in the form of Public Service Announcements, posters

### WISCONSIN MOTORCYCLE SAFETY PROGRAM

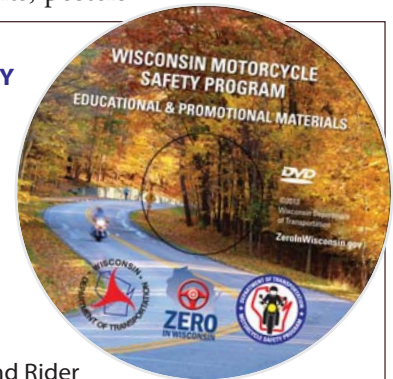
#### Educational & Promotional Materials

Wisconsin Motorcycle Safety Program Introduction

THE REF-Transportable High-End Rider Education Facility

Wisconsin Motorcycle Safety Program Rider Education Courses Overview

- "Riding in Wisconsin" 5 Stories–One Vision (M/C)
- "Riding in Wisconsin" 10 Stories–One Vision (M/C)
- "ZERO In Wisconsin" 10 Stories–One Vision
- PSA "AWARENESS–THINK" (Motorcycle)
- PSA "AWARENESS–INVISIBLE" (Motorcycle)
- PSA "SPEED" (Motorcycle)
- PSA "THE PASSENGER" (Motorcycle)
- PSA "CLICK IT OR TICKET"
- OPERATION MOPED SAFETY
- All About Wisconsin Roundabouts





at Wisconsin visitor information centers, and posting billboards along major thoroughfares.

The WMSP continues to distribute and make available the “Riding In Wisconsin” (ZERO In Wisconsin and 5=ZERO) DVDs to address impaired riding, and continues to promote alcohol-free motorcycling through the distribution and airing of “The Passenger” aka “The Grim Reaper” public service announcement (PSA) throughout Wisconsin. In 2013 the WMSP produced a DVD that incorporates the aforementioned videos as well as provides a general overview of the Wisconsin Motorcycle Safety Program, an overview of THE REF, an overview of the WMSP rider education course offerings, the SPEED PSA, the PASSENGER (Grim Reaper) PSA, two motorcycle awareness PSAs; THINK and INVISIBLE, Operation Moped Safety, ZERO In Wisconsin 10 Stories One Vision, the Click It Or Ticket PSA, and All About Wisconsin Roundabouts. Copies of this all encompassing DVD are being

distributed to all driver and rider training sites, law enforcement agencies, health care organizations, the news media, and other stakeholders in motorcycle safety, awareness, and rider education.

### Evaluation

In 2013, we continue our ongoing analysis of Wisconsin motorcycle fatalities. Information gleaned from this ongoing analysis provides the Wisconsin Motorcycle Safety Program (WMSP) and the WisDOT with valuable insight into the circumstances that cause fatal motorcycle crashes, and the means by which to develop appropriate countermeasures. As a result of this ongoing analysis, it remains apparent that motorcyclists need to focus on strategies that minimize and manage risk while riding. To that end, it is the goal of the Wisconsin Motorcycle Safety Program to positively affect rider attitude, behavior, choices and decision making.

MOTORCYCLE SAFETY PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2014-79-01	562	Program Management	\$180,000	\$190,500	\$99,394.20
2014-70-02-MC	402	PI&E	\$100,000	\$100,000	\$63,885.26
2014-72-03-K6	405f/2010	Training–Community	\$85,000	\$85,000	\$71,626.89
2014-70-04-MC	402	Training–Technical	\$220,000	\$220,000	\$143,592.69
2014-72-06-K6	405f/2010	Equipment	\$100,000	\$100,000	\$91,586.90
2014-72-09-K6	405f/2010	Evaluation	\$15,000	\$15,000	\$9,632.47
<b>Program Total</b>					<b>\$479,718.41</b>



# Pedestrian and Bicycle Safety Program

## PERFORMANCE GOALS AND MEASURES

Pedestrian fatalities are down from last year in Wisconsin and were much lower in 2013 than the prior five-year average.

Bicyclist fatalities are down only one from last year in Wisconsin (from 11 to 10) and were still above the prior five-year average of 9.6. However, the program met all the goals (see below) for this calendar year.

The pedestrian/bicyclist safety program has three types of programming aimed to reduce these fatalities and serious injuries:



1. Law Enforcement
2. Outreach
3. Public Education and Training

During FFY2014, the program manager planned and managed the State Pedestrian/Bicyclist Safety Program. He worked with a number of agencies and programs to increase the number

of people trained and educated on pedestrian and bicycle safety and the rules of the road. Teaching Safe Bicycling, Pedestrian Safety Training (planners/engineer/advocates training), and Pedestrian/Bicycle Ambassadors were all coordinated. He continues to work with a number of different agencies

Pedestrian-Motor Vehicle Crashes	
2008-12 Baseline	21.93/100K pop.
2013 Goal	20.83/100K pop.
2013 Actual	22.25/100K pop.
Combined Fatalities and Serious 'A' Injuries	
2008-12 Baseline	4.89/100K pop.
2013 Goal	4.64/100K pop.
2013 Actual	4.43/100K pop.
Pedestrian Injuries	
2008-12 Baseline	21.96/100K pop.
2013 Goal	20.86/100K pop.
2013 Actual	22.13/100K pop.

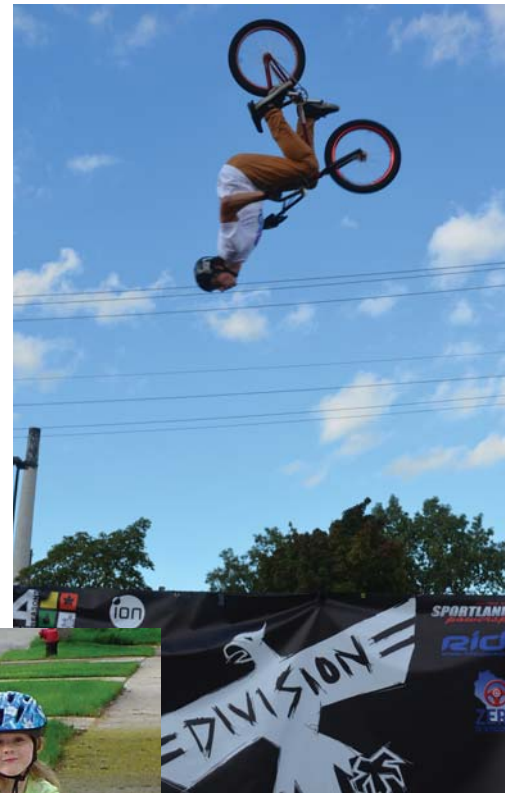
Bicyclist-Motor Vehicle Crashes	
2008-12 Baseline	18.89/100K pop.
2013 Goal	17.94/100K pop.
2013 Actual	16.76/100K pop.
Combined Fatalities and Serious 'A' Injuries	
2008-12 Baseline	2.08/100K pop.
2013 Goal	1.97/100K pop.
2013 Actual	1.66/100K pop.
Bicyclist Injuries	
2008-12 Baseline	17.80/100K pop.
2013 Goal	16.91/100K pop.
2013 Actual	15.36/100K pop.



and non-profit programs to educate and improve pedestrian/bicycle safety. He ran two Pedestrian High Visibility Enforcement Projects targeting intersections that data showed to be the most dangerous for pedestrian use, both were successful projects justifying an increase in the HVE projects for FFY2015.

In FFY2014, there were ten bicycle enforcement and eleven pedestrian enforcement grants for communities with a high number of bicycle or pedestrian injuries and fatalities over the past three years (2010-2013). Projects were set-up with the goals and objectives of reducing/eliminating crashes, injuries, and fatalities. Most of the grant amounts ranged from \$2,000 to \$6,000 per grant, with one HVE grant receiving \$10,000 and one receiving \$5,000. A few law enforcement agencies turned down grant funding due to lack of staff available to work overtime.

BOTS held two Designing for Pedestrian Safety courses in FFY14, one in Madison and one in Wausau. The two-day workshops were conducted through the Highway Safety Research Center, including sessions aimed at planners/engineers and pedestrian advocates. There were 63 participants trained in the following objectives: how

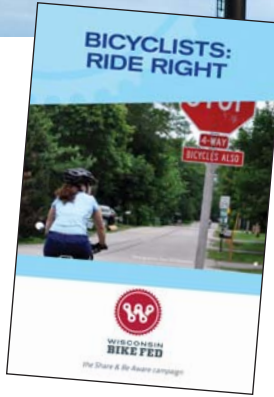


pedestrians belong in all geometric designs; operations, and safety operations; site design in making a safer pedestrian environment; interaction of people and motor vehicle; roundabouts and other traffic calming measures.

BOTS funded a project with Safe Kids of Southeast Wisconsin that develop a pedestrian training program on their website for elementary-school children. BOTS is currently working on connecting this training section to their website.

BOTS updated and copied brochures on educational/safety information. Regional Program Managers and Share and Be Aware staff talked with a number of Driver Education Instructors and provided pedestrian and bike DVDs that will be used during driver education classes. BOTS continues to work with the Bicycle Federation of Wisconsin on a





statewide Share and Be Aware program. The Share and Be Aware program has ambassadors in seven areas of the state that are providing training and education to pedestrians, bicyclists, and motorists.

BOTS succeeded in holding five Teaching Safe Bicycling courses in different communities around the state. Approximately 75 people attended the courses, including EMT/EMS, park rangers, Safe Kids, physical education teachers, youth organizations, after school programs, law enforcement personnel, public health nurses, and future bicycle rodeo instructors on teaching bicycle safety. BOTS is currently working with Share and Be Aware updating the Teaching Safe Bicycling Course that will be used this winter and next spring.

La Crosse Police Department and the Wisconsin Rapids Police department participated in a Pedestrian HVE project this year. Both communities have several miles of bicycling, walking, and hiking trails with La Crosse recognized by the League of American Bicyclists as a Silver Level Bicycle Friendly Community for its advances in bike lanes, shared lane markings, trails, and numerous events and programs to encourage active transportation. It is a goal for La Crosse to attain status as a gold level community for both biking and

walking and they have a city ordinance that aims to ensure that the streets of La Crosse are safe for all users. Partially funded through a grant from BOTS the PD's used a multi-pronged approach to attain this goal. A combination of education (schools, bike rodeos, and media), membership on the Bike/Pedestrian Safety Committee, involvement in Safe Routes to School program, data driven targeted enforcement, and the training of officers completing BOTS' Pedestrian & Bicycle Training.

BOTS has a representative on the Governor's Bicycle Coordinating Council, the Wisconsin Safety Patrol Inc., Wisconsin Safety Patrol Congress, the Traffic Records Coordinating Committee, and the Wisconsin Partnership for Activity and Nutrition.

PEDESTRIAN AND BICYCLE SAFETY PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2014-89-01	562	State Program Manager	\$90,000	\$90,000	\$86,033.57
2014-80-02-PS	402	PI&E	\$70,000	\$50,000	\$47,698.45
2014-80-03-PS	402	Training—Community	\$110,000	\$93,700	\$72,783.69
2014-80-04-PS	402	Training—Technical	\$25,000	\$1,000	\$1,000.00
2014-80-05-PS	402	Enforcement	\$80,000	\$67,640	\$63,004.11
2014-80-09-PS	402	Evaluation	\$5,000	\$0	\$0.00
<b>Program Total</b>					<b>\$270,519.82</b>



Shop with a Cop, Waupaca County  
Trooper Kendi Linjer

# Community Traffic Safety Program

STATE OF WISCONSIN 2014 ANNUAL REPORT • Community Traffic Safety Program



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

when state knowledge, expertise, and assistance is made available to them.

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

Fortunately for Wisconsin, our statutes mandate that each county create a Traffic Safety Commission (TSC) that meets at least quarterly to review fatal traffic crashes



and to promote traffic safety initiatives. The statute identifies a minimum of nine local and state officials who

are required to staff these TSCs, and one of these required members is a representative from the state highway safety office. BOTS staff provides legislative updates, traffic related statistics, DOT initiatives, available grants, and white papers. Most recently, the responsibility of rolling out Community Maps across the state has fallen to the RPMs. Use of the tool in TSC meetings has provided a much more in-depth discussion of fatalities and the behavioral element found in all crashes, especially as it relates to impaired driving, speed, and use of safety equipment. A snapshot of what happened in each RPM region follows:

## NORTHWEST REGION REPORT

### TSCs

The Northwest Region has 19 counties. Dennis Johnson was in attendance at 99% of TSCs. All TSCs meet regularly. Some counties are better than others for overall attendance. Dennis has encouraged full participation by other members, sending emails to the coordinator (or chair) and asking them to talk to those members who have not been attending to either do so, send an alternate, or ask to be replaced. Over the years, most counties have increased membership as a result of this action.

### Community Maps

The Northwest Region counties have been slow in adopting use of the Community Maps program. Washburn County has used it for over a year now, and recently Barron County started showing it during meetings. Many counties/cities however, use their own



sophisticated mapping programs: Chippewa, Polk, Price, and Sawyer (as provided by the LCO Tribe). Chippewa County displays their crash data on an overhead during the meetings utilizing Google Earth. Bayfield and Burnett counties provide crash maps on a regular basis. The city of Eau Claire has its own elaborate mapping program. Some counties (including communities over 5,000 in population), even with constant reminders of the TSC requirement, have failed to produce any spot map whatsoever.

various other community activities. He gave numerous highway safety presentations to driver's education classes at Barron High School, Cumberland High School, and Shell Lake High School, as well as talking to the driver education instructors' annual DPI training in Hayward and Menomonie.

## NORTH CENTRAL REGION REPORT

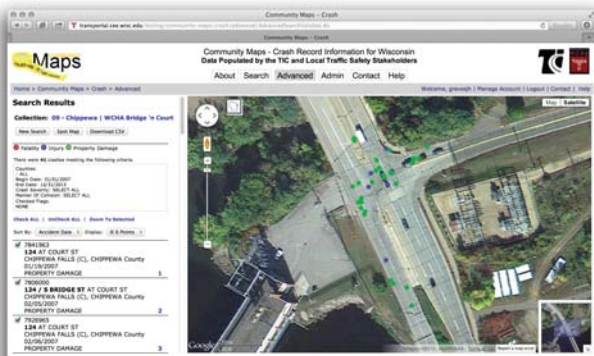
### TSCs

From Bob Bott's starting date of 11/4/13, he has attended TSC meetings in the old North Central region and the new South West region. Currently assigned to 19 counties within the Southwest Region since the spring of 2014, he has worked with the TSCs to strengthen their committee composition as well as their meeting flow.

In many cases, this improvement has been through explanation of corresponding state law regarding the composition and use of spot maps (Community Maps). As task forces have grown, participating law enforcement agencies have been encouraged to also attend the TSC meetings. This has ensured a greater emphasis on driver behavioral conditions and countermeasures.

### Community Maps

The Southwest Region has had the highest participation in the Community Maps program; however, the TSCs using Community Maps were only using it to produce a print out of crashes for the previous quarter. Over the past year, this has been dramatically improved to include spot map reproduction and finally, use of Community Maps through computerized interaction



### Task Forces

Excluding Eau Claire, the lack of large urban areas in the Northwest Region provides an interesting challenge for agencies to assemble a task force. Superior PD has participated in the past with the Douglas County SD, but there are no other police agencies in the vast county. In the past year, there were three task forces that worked in strong coalitions to enhance law enforcement operations in their respective areas: Burnett County, Eau Claire County and Polk County.

### Other Activities

Other than attending almost 90 Traffic Safety Commission meetings, Dennis was involved with



during the TSC meetings. Power users such as La Crosse County are using Community Maps to focus on areas of citizen complaints, high crash locations, previous quarter reporting, and anticipatory activity for the upcoming quarter as experienced over the past five years. The first User's Group was held with forty participants who were shown data entry and search techniques as well as who gave valuable input on functionality and future direction.

### Task Forces

Upon his hiring date there were no OWI Task Forces in his assigned region. With increased promotion and information, there are now Task Forces in the following counties: Marathon, La Crosse, Juneau, Sauk, Crawford, Wood, and Portage. In addition to producing task forces, the inclusion of greater ties with each jurisdiction was stressed as well as including other community organizations. As an example, the La Crosse County Traffic Safety Task Force includes the County Health Department, the La Crosse Area Tavern League (Safe Ride Program), Driver's Education representative, business leaders and community members.

## NORTHEAST REGION REPORT

### TSCs

Mike Panosh is assigned to 19 counties, all of which have very active TSCs. He is still getting himself familiar

with TSCs in Vilas, Oneida, and Lincoln counties as the boundaries for regions shifted last year. One item he has worked on this year was attempting to integrate more mapping technology, specifically Community Maps, for his TSCs. Two of his counties, Door and Kewaunee, use computer-based systems to map their fatalities. The remainder of his counties use

very rudimentary pin or spot maps; his hope for the near future is for all of the TSCs in his region to use Community Maps to better visually demonstrate crash problems in their respective counties.

### Task Forces

This year his region had task forces in Marinette, Brown, Door, Manitowoc, Outagamie, and Sheboygan. The Door task force was specific to seat belt enforcement and only ran during the summer months, which is when the majority of traffic occurs. The remainder of the task forces focused on OWI offenses. Mike completed numerous television, newspaper, and radio interviews on behalf of the task forces. In addition, he spoke at a community forum and gave presentations to local groups on the subject.

### Local Involvement

In addition to TSC and task force initiatives, Mike is an active member of several local community organizations that range from Safe Kids to local advocacy groups. This involvement allows him to spread our message of safety to community partners who are active in their local area. In addition, he regularly works with local media to promote transportation safety, speaking on topics ranging from national mobilizations to local safety initiatives. He is also the BOTS liaison for the Wisconsin Highway Safety Coordinators Association and the Wisconsin Association of Wo/men Highway Safety Leaders. He attends board meetings for both groups and speaks at their annual conferences.



## SOUTHEAST REGION REPORT

### TSCs

Corey Foster is the Regional Program Manager for the southeast region. There are fifteen counties in the southeast region which are some of the most populated in the state. Most TSCs are highly functioning and well attended, most notably Dane County. TSCs in this region are very aware of the grant activity in their counties and often members of task forces attend the TSC meetings.

### Community Maps

Community Maps is used at a couple of TSCs in this region, but challenges to using Community Maps include the fact that some of these counties already map their crashes and would not like to duplicate efforts. The UW Tops Lab will work with agencies in the coming year to upload their data to Community Maps.

### Task Forces

Task forces in this area have really taken off this past year. Some have been in existence for a long time, others are brand new. Task forces in this region are summarized here:

- The Capital Area OWI Task Force is comprised of eleven agencies.
- The SE Task Force originated in the Milwaukee area and includes twenty-eight agencies.

- Rock County's OWI Task Force includes all eight agencies.
- Jefferson County and Rock County have a HWY 26 Speed Task Force that includes Jefferson County, Village of Johnson Creek, Rock County, and Town of Milton.
- Mt. Pleasant PD and Racine PD have an OWI Task Force that includes seven area agencies.

### Other Outreach, PI&E, and Social Media

#### *Donald Driver WisDOT social media analytics and trends*

Reporting period: May 12 to December 16, 2014

#### Twitter

- 1.42 million people follow Donald Driver's personal Twitter page: @Donald\_Driver80.
- Approximately 26% of people following @WisconsinDOT also follow Driver on Twitter making him the sixth most-followed account by WisDOT followers. The top five, respectively, are: Aaron Rodgers (43%); CNN Breaking News (34%); Clay Matthews (33%); Milwaukee Brewers (28%); and *The Onion* (27%).
- Roughly 65% of WisDOT followers are men; 35 percent are women. (As indicated by followers who provide their gender.)

- Milwaukee (29%); Madison (19%) and Green Bay/Appleton (12%) represent the top three geographic locations of WisDOT followers.
- 6,130 people follow @WisconsinDOT
- Tweets with the @Donald\_Driver80 reference total more than 87,600 impressions (number of times a tweet is seen) on WisDOT’s page.
  - 1) August 10: Driver shared the Drive Sober Roller Derby video; 32,011 impressions.
  - 2) November 12: WisDOT acknowledged Driver for being a spokesperson for Wisconsin Children’s Hospital; 27,162 impressions.
  - 3) August 29: Driver shared travel advisory and reminded people to buckle up; 25,237 impressions.

- Driver has three out of the top six WisDOT impressions, including the number two spot, falling short of the leader by approximately 400 impressions.
- WisDOT followers’ engagements (number of times users have interacted with a tweet: clicked on it, retweeted, favorited, etc.) totals 707 for tweets with @Donald\_Driver80
- On May 14, 2014—the day prior to Donald Driver’s Click it or Ticket event in Madison, @WisconsinDOT had 1,950 followers. By May 20 we had gained 620 followers, bringing the total to 2,570. (That’s an increase of around 24 percent.)

**Facebook**

- Donald Driver’s Facebook page has 685,200 followers.
- The May 12, 2014, Click it or Ticket post (safety quiz) resulted in 1,316 likes on Driver’s FB page, 114 comments, and 206 shares.
- WisDOT’s Facebook page included three Donald Driver-related Click it or Ticket posts May 13–16, 2014.
- We gained 55 followers related to those three posts, reaching more than 1,000 people in total.
- WisDOT’s Facebook page has nearly 4,400 followers. (Up about 1,000 from mid-May.)



**Drive Sober Mobile Application**

The WisDOT Bureau of Transportation Safety continues to market its awarding winning mobile application that provides tools reminding users to Drive Sober. Additional marking included adding the Drive Sober Mobile app information to existing PSAs and printing and distributing coasters to taverns’ in Wisconsin. The Drive Sober application has been downloaded over 50,000 times and includes a blood alcohol estimator, a designated driver selector and a link to anti-drunk driving videos. The most useful part of the application is the Find a Ride feature which uses the phone’s GPS to provide the user with a list of taxi services and public transit options. The Find a Ride feature has been updated in include more ride share programs and the Tavern League of Wisconsin’s Safe Ride program. It was noted toward the end of the calendar year that NHTSA and several other states have developed their own drive sober applications.

## Choose Your Ride

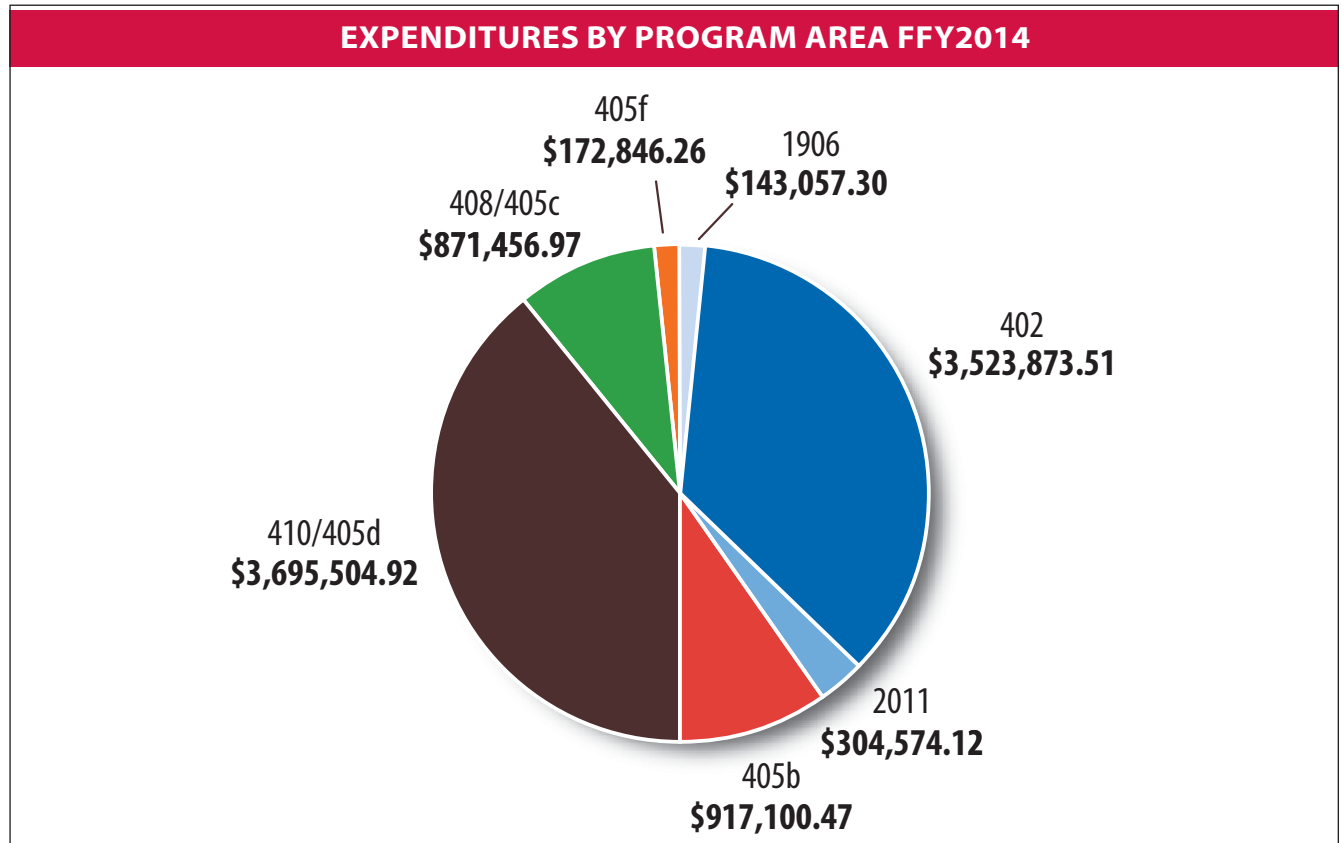
The State Patrol provided the Bureau of Transportation Safety with a decommissioned cruiser to use as a driving billboard to remind people to make the right choice when they drink. The cruiser is wrapped as a half cab, half police car. The car asks viewers to “Choose Your Ride” when they drink; reminding them that they can take a cab or end up in a cruiser. The “Choose Your Ride” car was out in Wisconsin Communities for more than 140 days attending community events, fairs, and festivals. The success of the Choose Your Ride car in raising awareness and in earning media has led to BOTS planning to wrap another car in FFY15.



COMMUNITY TRAFFIC SAFETY PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2014-90-01-CP	402	Regional Program Managers	\$284,000	\$318,295	\$318,294.82
2014-90-02-CP	402	PI&E	\$585,000	\$586,300	\$527,878.43
2014-90-04-CP	402	Training & Support-Community	\$237,850	\$138,000	\$100,150.99
2014-90-07-PM	402	Paid Media	\$900,000	\$900,000	\$546,202.79
<b>Program Total</b>				<b>\$1,492,527.03</b>	

# Fiscal Summary

EXPENDITURES BY PROGRAM AREA AND FUND FFY2014								
Programs	402	405b	408/405c	410/405d	2010/405f	1906	2011	Total NHTSA Funding
Planning and Administration	\$300,424.35							\$300,424.35
Occupant Protection	\$240,589.22	\$917,100.47					\$304,574.12	\$1,462,263.81
Impaired Driving	\$308,778.27			\$3,695,504.92				\$4,004,283.19
Police Traffic Services	\$789,590.44							\$789,590.44
Traffic Records			\$871,456.97			\$143,057.30		\$1,014,514.27
EMS								\$0.00
Motorcycle Safety	\$207,477.95				\$172,846.26			\$380,324.21
Pedestrian and Bicyclist	\$184,486.25							\$184,486.25
Community Programs	\$946,324.24							\$946,324.24
Paid Media	\$546,202.79							\$546,202.79
<b>Total</b>	<b>\$3,523,873.51</b>	<b>\$917,100.47</b>	<b>\$871,456.97</b>	<b>\$3,695,504.92</b>	<b>\$172,846.26</b>	<b>\$143,057.30</b>	<b>\$304,574.12</b>	<b>\$9,628,413.55</b>







STATE OF WISCONSIN  
Highway Safety Program  
**2014 Annual Report**

