



# Annual Report

**Scott Walker**

GOVERNOR OF WISCONSIN

**Dave Ross**

SECRETARY,  
WISCONSIN DEPARTMENT  
OF TRANSPORTATION

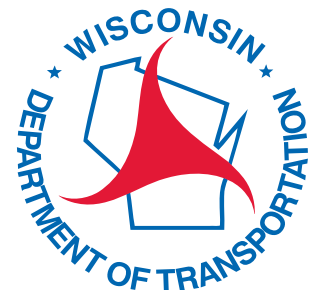
GOVERNOR'S  
REPRESENTATIVE FOR  
HIGHWAY SAFETY

**David Pabst**

HIGHWAY SAFETY  
COORDINATOR



STATE OF  
WISCONSIN  
FFY 2018





State of Wisconsin  
Annual Report 2018

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December 1, 2018

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 2018 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.

Wisconsin is responsible for roughly 1.65% of the country's traffic fatalities and has seen an increase of 12.71% in fatalities since 2013 (from 527 in 2013 to 594 in 2017). Wisconsin has 1.76% of the U.S. population. With a strong and active commitment from our safety partners in federal fiscal year 2018, 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 black 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, Dave Ross, 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 federal-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 more than \$8.7 million of federal highway safety formula and incentive grants during federal fiscal year 2018. 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



Scott Walker,  
Governor of  
Wisconsin

### WisDOT Leadership



Secretary  
Dave Ross,  
Governor's  
Representative  
for Highway  
Safety



Colonel  
Charles Teasdale,  
Wisconsin  
State Patrol



David Pabst,  
Highway  
Safety  
Coordinator





The Bureau of Transportation Safety also administered more than \$1.2 million in state of Wisconsin funds for transportation safety program management and policy analysis, 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.

## Goals

Goals for this federal fiscal year 2018 Annual Report were set and committed to in the 2018 Highway Safety Plan (HSP). The results laid out in this document use 2017 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 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. When goals were written in the 2018 Highway Safety Plan (HSP), finalized 2016 crash data was not yet available. This annual report



updates the goals for 2017 based on the now finalized data from 2016 for the performance measures in this foreword and throughout the report. All projects in the 2018 HSP and described in this Annual Report were designed to contribute to meeting these targets.

The agreed-upon performance measures and the results are summarized in the matrix on the next page. The results in green indicate measures where the goal was either met or exceeded, and the results in red indicate measures where the goal was not met.

## KEY STATISTICS (STATE CRASH DATA FILES, FINAL 2017 DATA)

- Total fatalities increased from 587 to 594 between 2008 and 2017, an increase of 1.2%. Suspected serious injuries decreased from 4,356 to 3,492 between 2008 and 2017, a decrease of 19.8%
- Alcohol-related fatalities decreased from 234 to 169 between 2008 and 2017, a decrease of 27.8%. Alcohol-related suspected serious injuries decreased from 818 to 751 between 2008 and 2017, a decrease of 8.2%.
- Nearly 34% of traffic deaths in Wisconsin were the result of operator impairment in 2017, with 169 fatalities in alcohol-related crashes, 72 fatalities in drug-related crashes, and 41 fatalities in crashes that had both alcohol and drugs involved.
- We hit our 2017 goal for safety belt use by having a use rate of 89.4% that year. Wisconsin’s safety belt use rate was 89.3% in 2018. Our seat belt use rate is, however, still lower than the 2017 national seat belt use rate of 89.7%.
- During the last five years (2013-2017), traffic crashes killed, on average, 78 motorcyclists and injured 1,935 motorcyclists each year.
- During the last five years (2013-2017), on average there were 2,377 work zone crashes annually in Wisconsin that killed ten people and injured 860 each year.
- At least 14% of traffic deaths in Wisconsin were due to inattentive driving in 2017, and more than 28% of traffic deaths were in speed-related crashes.

Measure	2012	2013	2014	2015	2016	2012-2016 Avg	2017 Goal	2017 Actual	
C1. Traffic Fatalities (FARS)	615	543	506	566	607	567.4	539	613	
C2. Serious Traffic Injuries (State Crash Data Files)	3,582	3,309	2,986	2,999	3,039	3,183.0	3,024	3,492	
C3a. Fatalities/VMT (FARS)	1.04	0.91	0.84	0.91	0.95	0.930	0.88	0.94	
C3b. Rural Fatalities/VMT (FARS)	1.27	1.17	1.09	1.12	1.26	1.182	1.12	1.20	
C3c. Urban Fatalities/VMT (FARS)	0.79	0.63	0.57	0.68	0.61	0.656	0.62	0.67	
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	201	186	161	167	184	179.8	171	180	
C5. Alcohol Impaired Driving Fatalities (FARS)	202	177	165	188	197	186.8	177	190	
C6. Speeding Related Fatalities (FARS)	209	178	168	167	212	186.8	177	180	
C7. Motorcyclist Fatalities (FARS)	117	85	73	81	85	88.2	84	77	
C8. Un-helmeted Motorcyclist Fatalities (FARS)	87	62	51	65	65	66.0	63	43	
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	81	58	67	77	78	72.2	69	90	
C10. Pedestrian Fatalities (FARS)	45	37	45	57	51	47.0	45	56	
C11. Bicyclist Fatalities (FARS)	11	10	4	15	11	10.2	10	7	
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	79.9%	82.4%	84.7%	85.8%	88.4%	84.2%	88.5%	89.4%	
A1. Seat Belt Citations Issued During Grant Funded Enforcement Activities								15,004	
A2. Impaired Driving Arrests Made During Grant Funded Enforcement Activities								1,904	
A3. Speeding Citations Issued During Grant Funded Activities								18,068	

In 2017, Wisconsin did not meet its targets for the following performance measures:

- C1, Traffic Fatalities
- C2, Serious Traffic Injuries
- C3a, Fatalities/VMT
- C3b, Rural Fatalities/VMT
- C3c, Urban Fatalities/VMT
- C4, Unrestrained Passenger Vehicle Occupant Fatalities
- C5, Alcohol-Impaired Driving Fatalities
- C6, Speeding-Related Fatalities
- C9, Drivers Age 20 or Younger Involved in Fatal Crashes
- C10, Pedestrian Fatalities

As required by 23 C.F.R. §1300.35(a), Wisconsin will adjust its next Highway Safety Plan (HSP) to address how it did not meet these performance targets. Wisconsin is implementing its Strategic Highway Safety Plan (SHSP) through each county's Traffic Safety Commission (TSC). These performance measures correspond to the priority issue areas within the SHSP. Wisconsin will adjust its upcoming HSP by providing the Law Enforcement Liaisons (LELs) with a renewed emphasis. The LELs will facilitate discussion on these performance measures at the county TSCs and establish local work groups within the county TSCs in those counties that have the capacity to address each of these issues at the local level based on crash data. Wisconsin will continue to provide targeted, evidence-based law enforcement grants, and will support statewide work groups for the priority issue areas of the SHSP.



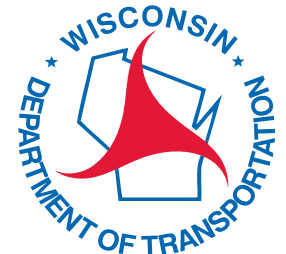


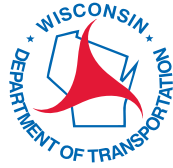
2018

# Annual Report



STATE OF  
WISCONSIN  
FFY 2018





# Planning and Administration

## PERFORMANCE GOALS AND MEASURES

The success of any strategic effort requires planning, administration, and commitment from many levels. The analysis, planning, coordination, and direction of the efforts to influence behavioral change on Wisconsin roadways are performed with in-house staff of the Bureau of Transportation Safety. NHTSA rules limit the amount of 402 funds available to support the planning and administration of the program to 15% of total 402 funds expended. States must match federal funds to support the planning and administration program.

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

- The proper application of funds throughout the year.
- The administration of planned activities by the end of federal fiscal year (FFY) 2018.
- Financial management and program management documentation.
- The production of timely, accurate, and complete plans and reports, including this Annual Report and the Highway Safety Plan, both of which were submitted on time during this fiscal year.

Expenses in this section using section 402 funds included wage and fringe benefits for the grants management supervisor, the policy and program supervisor, and three program associates. Data processing, training, travel, printing, and postage costs were also included.

Wage and fringe benefits for the director, the section chief, and two analysts were paid with state funds.

### PLANNING AND ADMINISTRATION—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Obligated	Expended
2018-10-01-PA	402	Planning & Administration	\$320,000	\$320,000.00	\$266,199.58
2018-19-01	State 562	Planning & Administration	\$530,000	\$441,649.08	\$441,649.08
<b>Program Total</b>			<b>\$850,000</b>	<b>\$761,649.08</b>	<b>\$707,848.66</b>



# Occupant Protection Program

## PERFORMANCE GOALS AND MEASURES



In 2017, 47% of Wisconsin's passenger vehicle occupant fatalities were unrestrained. The program

met its safety belt usage goal of 88.5%, having reached 89.4% average safety belt use. The program also met its goal to decrease the ejection rate, but the program did not meet its goal to decrease unbelted fatalities and suspected serious 'A' injuries as shown in the tables below.

Average Belt Use	
2012-2016 Baseline	84.2%
2017 Goal	88.5%
2017 Actual	89.4%
Unbelted Fatalities and 'A' injuries	
2012-2016 Baseline	1.14/100M VMT
2017 Goal	1.08/100M VMT
2017 Actual	1.13/100M VMT
Ejection Rate/Fatal and Injury Crashes of Passenger Vehicles and Large Trucks	
2012-2016 Baseline	0.68%
2017 Goal	0.65%
2017 Actual	0.47%

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

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

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

## Program Management



BOTS' 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.



## Evidence-Based Law Enforcement

BOTS planned for statewide participation in evidence-based overtime-funded enforcement using the targeting methodology outlined in the Highway Safety Plan. Counties with a high number of pickup truck registrations were also targeted for an occupant protection grant. A total of 58 grants went to law enforcement agencies statewide for sustained year-round enforcement. At least 50% of this enforcement was conducted during hours designated for nighttime enforcement. Wisconsin had 27 multi-agency high-visibility enforcement task forces dedicated to enforcing the state's occupant protection laws in 2018 in the following counties: Brown, Dane, Dodge, Fond du Lac, Green Lake, Kenosha, La Crosse, Marathon, Marinette, Milwaukee, Outagamie, Racine, Rock, Sauk, Shawano, Sheboygan, Walworth, Washington, Waukesha, Waushara, and Winnebago.

A total of 238 law enforcement agencies from across Wisconsin participated in the 2018 Click It or Ticket national enforcement mobilization. Fiscal year 2018 equipment grants were provided to some agencies that participated in the 2017 Click It Or Ticket national enforcement mobilization that signed a project agreement and also fulfilled BOTS' guidelines for conducting ongoing high-visibility enforcement, committing themselves to community education, and engaging the local media. The equipment is used for ongoing high-visibility enforcement activities within their jurisdictions to improve traffic safety.



## Child Passenger Safety (CPS)

### CPS Program Administration

In a rigorous request for proposal process, the State of Wisconsin awarded a contract to Children's Hospital and Health System (CHHS) for support and administrative costs for the 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 a sufficient number of 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. This activity was funded with 402 instead of 405(b) as planned.

### 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.

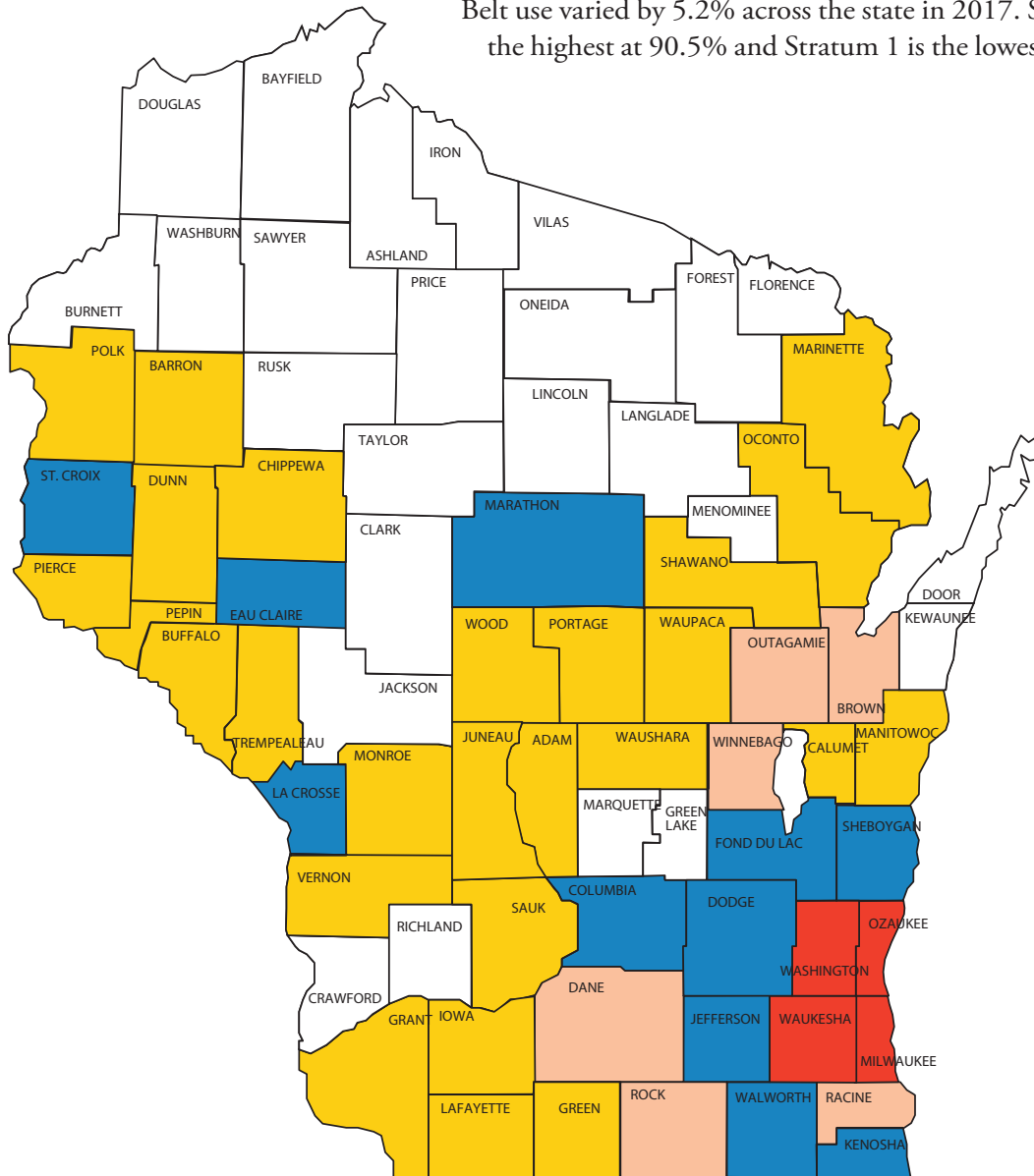
In 2018, there were 12 CPS certification training classes conducted in the following Wisconsin municipalities.

- |               |                        |
|---------------|------------------------|
| • Caledonia   | • Madison              |
| • Fitchburg   | • Marinette            |
| • Grand Chute | • Milwaukee            |
| • Janesville  | • Shawano              |
| • La Crosse   | • Wausau (two classes) |
| • Lancaster   |                        |

# WISCONSIN SAFETY BELT SURVEY STRATA

## 2017 Belt Use by Stratum

The observed seat belt use rate in 2017 in Wisconsin was 89.4%. Belt use varied by 5.2% across the state in 2017. Stratum 3 is the highest at 90.5% and Stratum 1 is the lowest at 85.3%.



Strata	Belt Usage 2017
Stratum 1	85.3%
Stratum 2	88.3%
Stratum 3	90.5%
Stratum 4	89.6%

- 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, Buffalo, Calumet, Chippewa, Dunn, Grant, Green, Iowa, Juneau, Lafayette, Manitowoc, Marinette, Monroe, Oconto, Pierce, Polk, Portage, Sauk, Shawano, Trempealeau, Vernon, Waupaca, Waushara, and Wood counties

Source: WisDOA Demographic Services





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 2018, there were 131 newly certified car seat technicians for a total of 718 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 5,082 car seats checked for proper installation averaging approximately 12 per month per granted agency. This does not include work accomplished with partners who do not receive grant funding.

**Programs to Educate the Public**

Children’s Hospital has the following items available for loan that agencies can use to help educate the public:

- Vince & Larry Costumes
- Buckle Bear Costumes

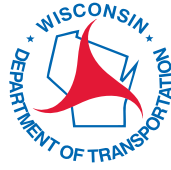
- Buckle Bear Lap Puppet
- Fatal Vision Goggles
- Clicket the Cricket
- Toy Convincer
- Egg Helmet
- Spot the Tot
- Sammy the Squirrel

**Data and Program Evaluation**

In April, BOTS hosted a week-long Occupant Protection Program Assessment highlighting strengths and challenges of Wisconsin’s occupant protection program. The assessment provided recommendations for the following areas: program management; legislation, regulation, and policy; law enforcement; communication; occupant protection for children; outreach; and data and evaluation.

BOTS contracted with UW-Whitewater to conduct the seat belt observational survey. In 2018, Wisconsin had 89.3% compliance with its mandatory safety belt use laws.

OCCUPANT PROTECTION PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2018-20-01-OP	402	Program Management	\$80,000	\$80,000.00	\$63,971.83
2018-20-03-OP	402	Training and Support – Technical	0	\$199,955.42	\$132,084.06
2018-20-05-OP	402	Enforcement	\$630,000	\$1,593,064.72	\$1,383,651.06
2018-20-06-OP	402	Equipment	\$470,000	\$72,768.00	\$58,108.72
2018-20-09-OP	402	Evaluation	\$25,000	\$25,000.00	\$18,901.78
2018-25-03-M2	405b	Training and Support – Technical	\$208,000	\$42,000.00	\$19,075.89
2018-25-05-M2	405b	Enforcement	\$355,000	\$512,700.94	\$486,644.34
2018-25-06-M2	405b	Equipment	\$54,000	\$105,723.55	\$79,242.70
2018-25-09-M2	405b	Evaluation	\$90,000	\$13,100.00	\$13,100.00
<b>Program Totals</b>			<b>\$1,912,000</b>	<b>\$2,644,312.63</b>	<b>\$2,254,780.38</b>



# Impaired Driving Program

## PERFORMANCE GOALS AND MEASURES

Wisconsin did not meet its 2012-2016 goal of a 5% decline from the prior five-year rolling average of 185.8 to 177 impaired driving fatalities related to alcohol. There were 190 alcohol-related impaired driving fatalities in 2017 using Fatality Analysis Reporting System (FARS) data.

The impaired driving safety program included six types of programming, all of which were designed to reduce impaired driving fatalities and serious injuries. T

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



Alcohol or Drug Related Motor Vehicle Crashes	
2012-2016 Baseline	9.08/100M VMT
2017 Goal	8.62/100M VMT
2017 Actual	10.85/100M VMT
Resulting Deaths and Suspected Serious (A) Injuries	
2012-2016 Baseline	1.31/100M VMT
2017 Goal	1.24/100M VMT
2017 Actual	1.68/100M VMT
Proportion of Alcohol or Drug-Related Fatalities	
2012-2016 Baseline	45.21%
2017 Goal	42.95%
2017 Actual	33.67%
Proportion of Alcohol or Drug-Related Fatalities and 'A' Injuries	
2012-2016 Baseline	21.29%
2017 Goal	20.22%
2017 Actual	26.19%
Crashes involving alcohol (15-24 year olds)	
2012-2016 Baseline	178.81/100K pop.
2017 Goal	169.87/100K pop.
2017 Actual	188.77/100K pop.

## Program Management and Strategic Planning

BOTS staff coordinated, planned, and managed the state impaired driving programs. Goals included enhancing volunteer agency participation, increasing community involvement, working with community organizations and non-profit programs to expand impaired driving activities, and encouraging state and local input into the Highway Safety Plan development process. In 2018, the State Program Manager traveled to the Impaired Driving Program Management training offered by NHTSA and the Transportation Safety Institute.

## 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.

BOTS funded alternative transportation grants covering community festivals. Alternative transportation was offered in the municipalities of Watertown, Beloit, Arlington, DeForest, 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

provide short-term alternative transportation (vans, buses, or vehicles) to transport community members from the local summer community event to their home.

BOTS previously developed a Drive Sober mobile application (app) for smart phones, and as of November 2018, nearly 74,000 people have accessed the app. 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.

## 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.

Wisconsin had 25 multi-jurisdictional impaired driving task forces throughout the state in 2018. 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 2018 Drive Sober or Get Pulled Over-Labor Day national enforcement mobilization had 231 participating law enforcement agencies, and the fiscal year 2018 Drive Sober or Get Pulled Over – Winter Holidays mobilization had 194 participating agencies. Fiscal year 2018 equipment grants were provided to some agencies that participated in the Drive Sober or Get Pulled Over national enforcement mobilizations that signed project agreements and also fulfilled BOTS guidelines for conducting high-visibility enforcement, committed themselves to community education, and engaged the local media. The equipment is used for ongoing high-visibility enforcement activities within their jurisdictions to improve traffic safety. None of this equipment was major equipment.

Projects in the 2018 HSP using 405(d) IID or 24/7 funds were not completed since Wisconsin did not qualify for those funds.



### Drug Evaluation and Classification Program

BOTS funded Drug Recognition Expert (DRE) training including instructor wages, printing,



supplies, and lodging for students and instructors. An additional DRE school was held in the spring, which was funded by the Wisconsin Department of Health Services. Both training programs were held in Milwaukee. The grant provided 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). An effort was made to expand the number of ARIDE-trained officers to accommodate demand and to align the program with state and national focuses.

### Criminal Justice System

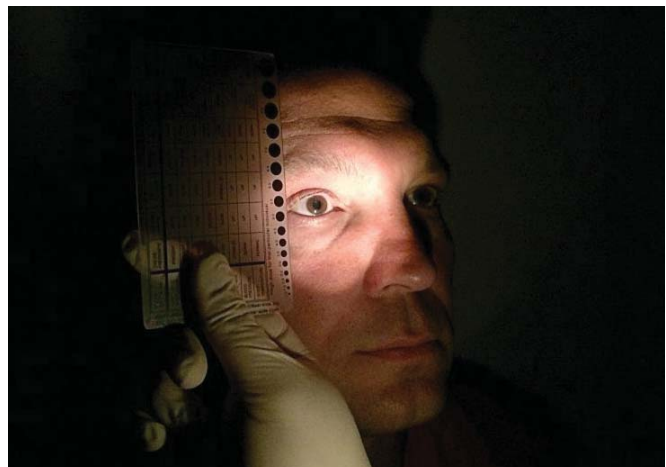
Wisconsin's Traffic Safety Resource Prosecutor (TSRP) grant covered two state experts who specialized in the legal issues of OWI. These TSRPs provided training and technical assistance to hundreds of prosecutors, judges, and law enforcement officers.

### Adjudication

BOTS worked with the Wisconsin Department of Health Services to fund travel costs for OWI courts and drug courts to travel to training sponsored by the National Center for DWI Courts (NCDC). One county participated in 2018.

### 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 2018 since these programs are still being developed.

### Drugged Driving Pilot Data

The original project concluded in the previous fiscal year. Funding was not needed in 2018 to complete the pilot program.

### Data and Program Evaluation

A report on the survey analyzing the effectiveness of the mobilizations is located in the traffic records improvement section.

IMPAIRED DRIVING PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2018-30-06-AL	402	Equipment	\$350,000	\$218,905.69	\$214,219.20
2018-31-01-M5	405d	Program Management	\$70,000	\$79,000.00	\$78,656.50
2018-31-03-M5	405d	Training and Support– Technical	\$560,000	\$589,840.00	\$577,176.18
2018-31-04-M5	405d	Training and Support– Community	\$170,000	\$76,560.00	\$70,060.18
2018-31-05-M5	405d	Enforcement	\$1,825,000	\$2,015,052.24	\$1,700,403.95
2018-31-09-M5	405d	Evaluation	\$85,000	\$0.00	\$0.00
2018-37-05-XX	405d (24/7)	Enforcement	\$165,000	\$0.00	\$0.00
2018-37-05-XX	405d (IID)	Enforcement	\$430,000	\$0.00	\$0.00
2018-39-04	State 531	Transportation Alternatives	\$700,000	\$534,451.64	\$625,899.00
<b>Program Totals</b>			<b>\$4,355,000</b>	<b>\$3,513,809.57</b>	<b>\$3,266,415.01</b>





# Police Traffic Program

### PERFORMANCE GOALS AND MEASURES

Speed-related traffic fatalities increased from the prior five-year rolling average (2012-2016) of 186.8 to 180 using Fatality Analysis Reporting System (FARS) data. Wisconsin met one of its goals—the number of speed-related crashes. It did not meet its goal to reduce combined fatalities and suspected serious injuries in speed-related crashes.

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 in the Highway Safety Plan. BOTS encouraged coordination between county and local law enforcement by employing multi-jurisdictional task forces. There were 18 such task forces in 2018 that operated in the following counties: Chippewa,

Speed-Related Crashes	
2012-2016 Baseline	31.67/100M VMT
2017 Goal	30.09/100M VMT
2017 Actual	30.59/100M VMT
Speed-Related Combined Fatalities and Suspected Serious 'A' Injuries	
2012-2016 Baseline	1.65/100M VMT
2017 Goal	1.57/100M VMT
2017 Actual	1.58/100M VMT

Data as of Nov. 13, 2018



Columbia, Dane, Florence, Milwaukee, Richland, Rock, Sauk, and Waukesha.

BOTS funded 44 traffic enforcement missions of the Wisconsin State Patrol's Air Support Unit during federal fiscal year 2017.



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

Projects in the 2018 HSP planned with 405(e) or 405(g) funds were not completed since Wisconsin did not qualify for those funds.

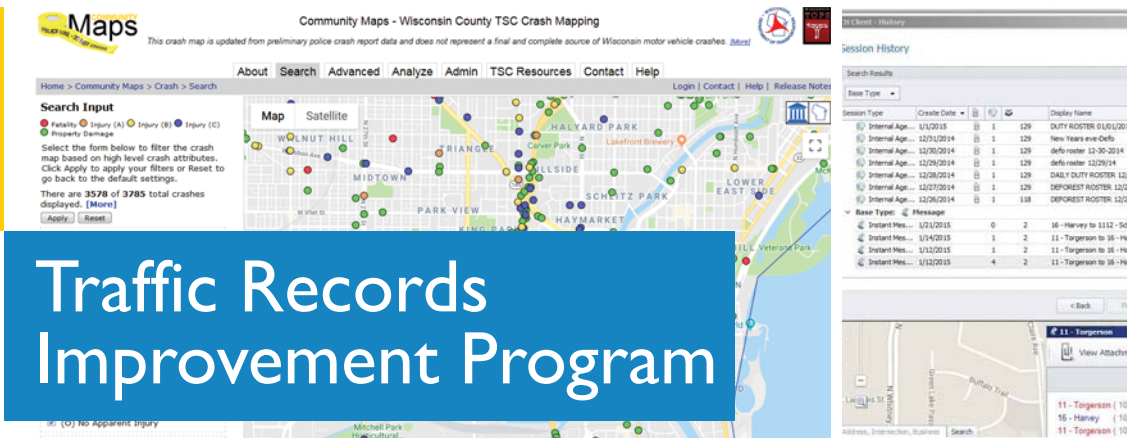
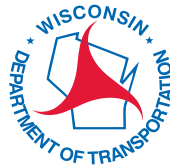
### FFY 2018 Enforcement Summary Totals

# Officers Deployed	14,690
Total OT Hours	57,580
Total Straight Time Hours	10,885
Safety Belt Citations OT	13,991
Safety Belts Citations Straight	670
Child Restraint Citations OT	315
Child Restraint Citations Straight	28
Speed Citations OT	16,079
Speed Citations Straight	1,989
OWI Citations OT	1,303
OWI Citations Straight	601
OAR Citations OT	6,779
OAR Citations Straight	1,027
Open Intox Citations OT	250
Open Intox Citations Straight	46
Vehicle Reg Citations OT	4,172
Vehicle Reg Citations Straight	663
Vehicle Equip Citations OT	1,684
Vehicle Equip Citations Straight	274
All Other Citations OT	13,461
All Other Citations Straight	2,045
Drug Arrests	1,071
Felony Arrests	312
Misdemeanor Arrests	690
Warrants Served	1,081

Data as of Nov. 13, 2018

### POLICE TRAFFIC PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Obligated	Expended
2018-40-05-PT	402	Enforcement	\$675,000	\$748,930.54	\$655,287.15
2018-44-05-XX	405e	Enforcement	\$500,000	\$0.00	\$0.00
2018-46-03-XX	405g	Training and Support – Technical	\$150,000	\$0.00	\$0.00
2018-46-05-XX	405g	Enforcement	\$150,000	\$0.00	\$0.00
<b>Program Totals</b>			<b>\$1,475,000</b>	<b>\$748,930.54</b>	<b>\$655,287.15</b>



# Traffic Records Improvement Program

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

The following is a summary of the projects funded and completed during the 2018 federal fiscal year.

## Traffic Records Program and Policy Analysis

This program supported a program evaluation analyst position. This position provided support to the Traffic Records Coordinating Committee. This position assisted with strategic plan development and implementation. BOTS staff coordinated the traffic records program grant funding and chaired 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.

## Crash Database Reporting System 2018

This project developed a process to extract Division of Motor Vehicles (DMV) data (vehicle, driver, registration/title, roadway, citation/adjudication/warnings, motorcycle training information) from mainframe DMV tables to place them onto a new server for creating linkages with crash data. This system is used for crash data reporting throughout the department.

## Data and Program Evaluation - Mobilizations

The attitude of Wisconsin drivers on seat belt use, speeding, and driving under the influence of alcohol or drugs was studied in this project. The University of

Wisconsin Survey Center completed three surveys and received approximately 500 completed mail surveys each for pre-safety belt mobilization survey and the post-mobilization survey.

## Travel Stipend for Bi-Annual DMV TraCS Training

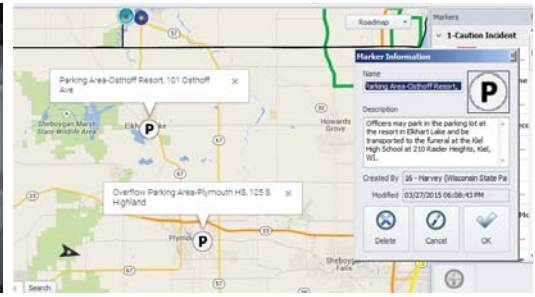
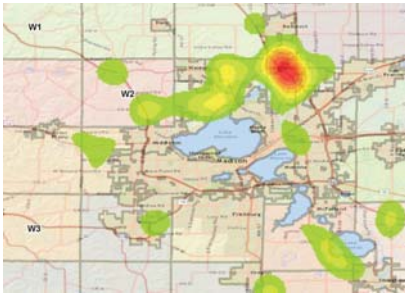
With the support of the TRCC, BOTS reimbursed travel expenses to send the Wisconsin TraCS program manager and a Traffic and Criminal Software (TraCS) developer to the 2018 National Model Steering Committee Meeting in Phoenix, Arizona. At the meeting, discussions included a review of sustainable budgets, new features and enhancements in TraCS, bug fixes, and technology. It was important to have Wisconsin representatives attend this meeting in person to speak with the developers and program manager to better inform them of how Wisconsin is using and incorporating all the new features of TraCS. It also allowed networking with other states to get ideas on how other states are using or implementing TraCS.

## DMV Citation Upgrades

This project did not move forward with the determination that it was not an effective use of the state traffic records systems improvement grant.







## Final TraCS Implementation for Select Agencies

Most law enforcement agencies utilize TraCS, but there were some small agencies throughout the state that were not yet using the software. In 2018, funds were provided as strategic start-up funds to agencies in Wisconsin to implement TraCS in their departments. Equipment reimbursed ranged from laptops, printers, and in-vehicle mounting equipment. A total of 97 agencies received this grant funding.

## Community Maps Improvements

The objective of this project was to improve traffic safety data analysis capabilities at the local level by providing Wisconsin county Traffic Safety Commissions (TSCs) with an online mapping tool to review fatal and severe injury crashes within their jurisdictions. This project provided system support and prioritized enhancements to the Community Maps system to build upon the successful 2017 project. Specific achievements were integrating WisTransPortal data from the DT4000 crash form as the primary source data in Community Maps. Additionally, tools for predictive resource allocation and improvements to the TSC Resources area were created.

## WisTransPortal Data Warehouse Modeling

Recent improvements to crash data collection and management in Wisconsin have afforded the opportunity to develop linkages from the Wisconsin crash database to external data sources to enhance overall safety analysis capabilities. Realizing the full potential of this opportunity was to develop a multi-year undertaking that will require upfront planning and iterative development to incorporate project objectives from the Wisconsin Department of Transportation (WisDOT) crash data pipeline planning process. This project focused on data modeling and system architecture planning to improve the safety data warehouse capabilities of the WisTransPortal, a large-scale data management and web

application environment operated by the Traffic Operations and Safety (TOPS) Laboratory at the University of Wisconsin-Madison. This project developed a conceptual data warehouse model to support future TRCC and crash data pipeline projects related to data-driven safety research, analysis, and decision support on the WisTransPortal.

## WisTransPortal Predictive Crash Research and Development

The grant focuses on building upon 2017 developments including algorithm improvements and reporting improvements. Specific tasks included ongoing issue tracking and technical support for the new predictive analysis and heat map capabilities in Community Maps for crash hot spot detection. This grant provided coordination and technical support to the Division of State Patrol for the pilot rollout of the Predictive Analytics enforcement in three State Patrol regions.

## CODES Cross-Border Database Linkages and Improvements

The Wisconsin Crash Outcome Data Evaluation System (CODES) Project links Wisconsin, Minnesota, and Iowa hospital patient records with Wisconsin traffic crash reports. This project matched 2017 crash reports to hospital inpatient and emergency department (ED) records from Wisconsin, Minnesota, and Iowa, updating Wisconsin's CODES data resource. The project also matched Wisconsin Ambulance Run Data System (WARDS) records to Wisconsin hospital patients and to crash reports. In addition, this project was able to identify matches among Wisconsin ambulance runs using WARDS records and inpatient and ED records from Wisconsin hospitals. Those linkages identified matches to persons in crash reports. Lastly in conjunction with BOTS, this project made linked crash/patient/ambulance run records available to DOT staff for analysis and dissemination.

## CODES Database Report Production and Improvements

This project continues to develop and improve data linkages between the statewide crash report and medical reports. Project activities included converting CODES programming to the coding scheme from the DT4000 crash form, developing new injury severity measures using map files for 2016 emergency department and inpatient data, and providing organizations with injury severity data.

## Hospital Patient Data System Improvements

Wisconsin’s hospital patient data archive contains information on all Wisconsin hospitals’ inpatient discharges and emergency department visits. This project enhances the timeliness, accessibility, uniformity, completeness, and integration of Wisconsin’s hospital patient data through improvements in the quarterly processing of new records, increased timeliness of acquisition of records from other states, the addition of enhancements for injury surveillance, and the conversion of the archive from SAS datasets to a unified Structured Query Language (SQL) Server system. This project matched and linked inpatient records to mortality records over the 2012-2017 calendar years. In addition, this project completed documenting the procedures for efficiently acquiring, processing, and integrating quarterly hospital data into the archive, the integration of new International Classification of Diseases, Tenth Revision (ICD-10) codes for diagnoses and procedures into the archive, and improvements in the accessibility, integration, and flexibility of the hospital patient database as the result of the conversion to the SQL Server format.

## WARDS and Trauma Update

This project will improve ambulance run report data collected in the state of Wisconsin. Improving data enables us to determine if the care provided in traffic crashes reduces mortality, allowing patients to be discharged to a

productive life. To improve reported data, DHS conducted training that focused on the new National Emergency Medical Services Information System (NEMSIS) v3 database and the updated software system which collects more data points and links them to national datasets for better integration with hospital databases. A total of 31 training sessions were conducted in 16 different locations around Wisconsin with 140 attendees.

## TRCC Project Management and National Conference

With the support of the TRCC, BOTS reimbursed travel expenses to send one TRCC member to the 2018 Annual Association for Transportation Safety Information Professionals (ATSIP) Conference in Milwaukee. The opportunity to send a member of the Wisconsin TRCC to the annual conference is extraordinarily valuable to our program’s ability to network and gain knowledge of nationwide traffic records systems.

## Behavioral Risk Factor Survey Traffic Safety Analyses Project

This project explored a new traffic safety data source to DOT/BOTS—the Wisconsin Behavioral Risk Factor Survey (BRFS). The BRFS is part of the Centers for Disease Control and Prevention’s (CDC’s) Behavioral Risk Factor Surveillance System (BRFSS). BRFSS is a system of telephone surveys carried out locally in 54 states and territories using a common protocol. This project compared seatbelt measurement over time with estimates from DOT’s observational studies, in conjunction with comparing traffic safety-related measures to results from other states’ BRFS. BRFSS research scientists completed a draft report of BRFSS methodology, including detail about procedures and the annual sequence of events, interactions with CDC, and the roles of the state BRFSS coordinators and data collection contractors.

TRAFFIC RECORDS IMPROVEMENT PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2018-58-01-M3	405c	Program Management	\$96,000	\$96,000.00	\$38,639.15
2018-58-03-M3	405c	Training and Support – Community	\$465,000	\$477,674.75	\$418,645.42
2018-58-06-M3	405c	Equipment	\$30,000	\$65,893.85	\$61,632.85
<b>Program Totals</b>			<b>\$591,000</b>	<b>\$639,568.60</b>	<b>\$518,917.42</b>





# EMS Improvement Program



## PERFORMANCE GOALS AND MEASURES

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

### Publicity and Outreach

BOTS offered grants to the Wisconsin Department of Health Services (DHS) for recruitment and retention

Safety Belt Use Rate	
2012-2016 Statewide 5-year Average Baseline	84.2%
2017 Statewide Goal	88.5%
2017 Actual	89.4%
Injury-to-Death Ratios	
2014-2016 Statewide 3-year Average Baseline	76.2 to 1
2017 Statewide Goal	80.0 to 1
2017 Actual	70.6 to 1

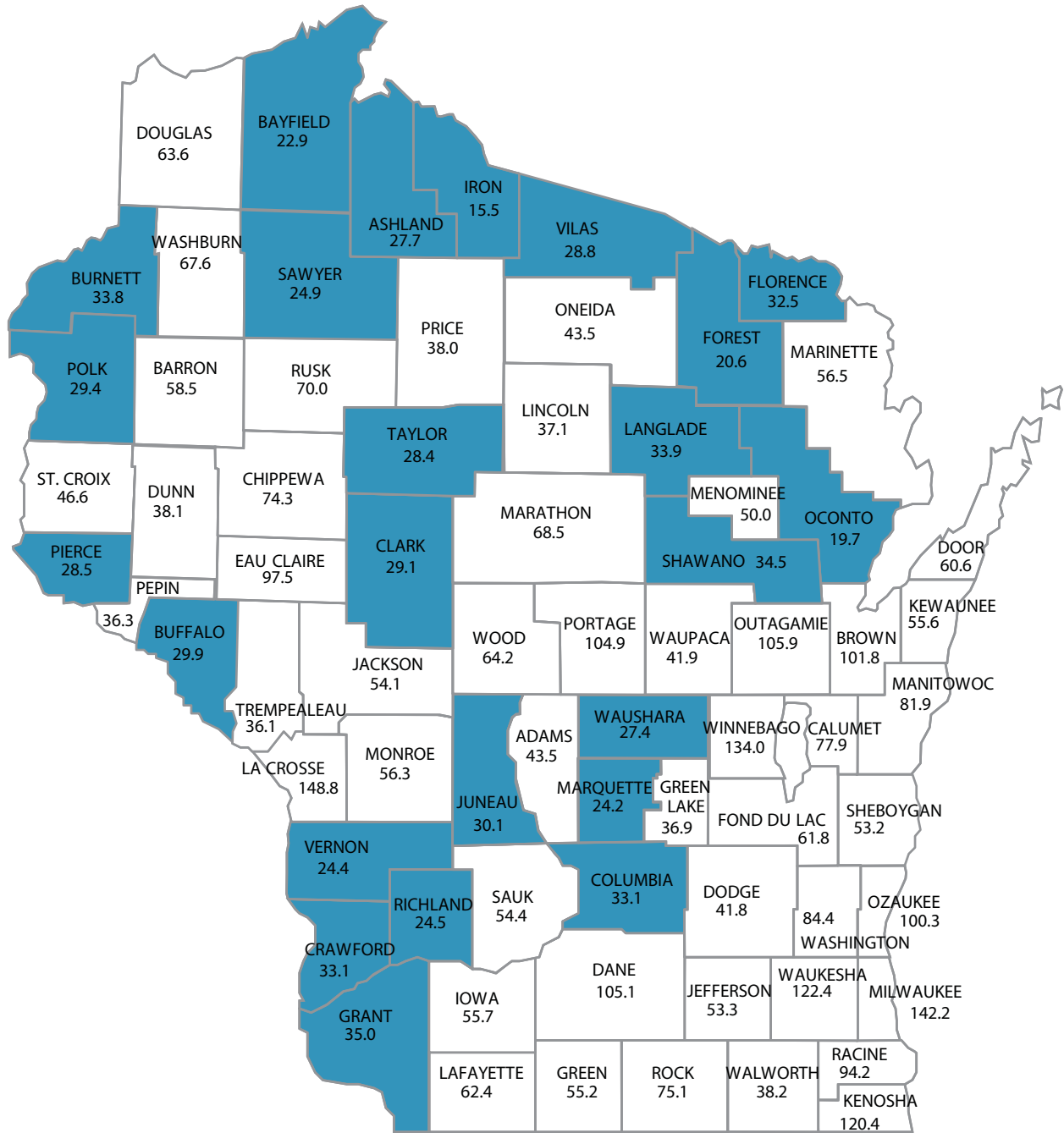
of emergency medical services (EMS). While our goal to expand EMS publicity and outreach through these grants did not transpire during 2018 due to a limited number of grantee staff, BOTS will continue to work with DHS to develop EMS recruitment and training.

### Emergency Response Training

BOTS offered grants to DHS for training on how to triage patients of a mass casualty incident. While our goal to expand EMS publicity and outreach through these grants did not transpire during 2018 due to DHS staff limitations, BOTS will continue to work with DHS to develop EMS recruitment and training.

EMERGENCY MEDICAL SERVICES IMPROVEMENT PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2018-60-02-EM	402	PI&E	\$50,000	\$50,000.00	\$0.00
2018-60-03-EM	402	Training and Support – Technical	\$50,000	\$11,000.00	\$0.00
<b>Program Totals</b>			<b>\$100,000</b>	<b>\$61,000.00</b>	<b>\$0.00</b>

## MAP 07-02: 2014-2016 3-YEAR AVERAGE INJURY-TO-DEATH RATIOS

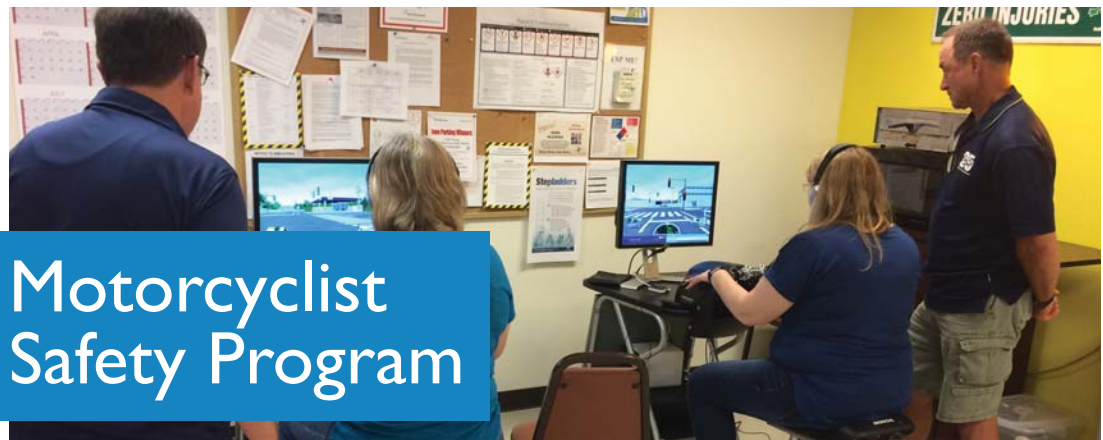


### State Average Injury-to-Death Ratio

2017	70.6
2014-2016	76.2

Source: WisDOT Crash Database

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



# Motorcyclist Safety Program

## PERFORMANCE GOALS AND MEASURES

Motorcyclist fatalities fell in 2017 to 79, which is six fewer than 2016. The program reached its goal of a 5% decrease over the prior five-year rolling average of 88.2 (2012-2016). It did not, however, meet its other goals for the Wisconsin Motorcyclist Safety Program (WMSP), as shown in the table to the right.

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

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

### Program Management

The program manager coordinated, planned, and managed the 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, and National Association of State Motorcycle Safety Administrators (SMSA) membership dues.

### Motorcycle Rider Education and Training

During the 2018 motorcycle training season, the WMSP in partnership with the Motorcycle Safety Foundation (MSF)

Motorcycle/MoPed Crashes	
2012-2016 Baseline	2,516
2017 Goal	2,390
2017 Actual	2,399
Combined Fatalities and Incapacitating Injuries in Motorcycle/MoPed Crashes	
2012-2016 Baseline	659
2017 Goal	626
2017 Actual	747
Motorcycle/MoPed Killed and Injured	
2012-2016 Baseline	2,330
2017 Goal	2,214
2017 Actual	2,668

continued implementation of the first new basic motorcycle riders course curriculum since the introduction of the Basic RiderCourse (BRC) in 2001. Wisconsin was the first state to field test, pilot test, and fully implement the Basic RiderCourse updated (BRCu) classroom and range activities curriculum statewide. WMSP has completed this transition process for all RiderCoaches in the state as well as ensuring consistent, high-quality delivery of the BRCu and the other curricula throughout the state.

Two RiderCoach Trainers earned certification in MSF's updated Three Wheel Basic RiderCourse (3WBRCu) in spring to ensure that current Three Wheel Basic Rider



Course (3WBRC) RiderCoaches could also become certified in this latest curriculum piece. There are now 30 coaches available in Wisconsin to teach the 3WBRCu. Also, two new RiderCoach Trainers were certified in 2018 to provide additional technical support to coaches and programs across the state.

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 sites that meet MSF and WMSP requirements for basic motorcycle/scooter, new, seasoned, and advanced motorcycle riders. Preliminary reports indicated that 7,100 students were trained in 2018.

WMSP had planned to purchase training and three wheeled motorcycles to support the training fleet at grant funded sites but questions regarding the ability to pursue waivers of the Buy America Act postponed the purchase.

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

This activity was planned with federal project ID 2018-70-05-MC, but instead this project used the federal ID of 2018-31-05-M5 and is reported in the impaired driving budget summary. This grant funded impaired driving enforcement campaigns during motorcycle events. An annual rally in Tomahawk as well as the 115th anniversary celebration of the Harley-Davidson Motor Company in Milwaukee generated local, regional, and national attention. Officers with the Wisconsin State Patrol Motorcycle Unit assisted with traffic law enforcement during the Harley Davidson 115th Anniversary Celebration from August 29 to September 3 in southeast Wisconsin. During the unit's five-day deployment, two State Patrol supervisors and five troopers stopped 354 vehicles, issued 405 citations and 570 warnings, and made one criminal arrest. The unit worked with the Milwaukee Police Department and the Milwaukee County Sheriff's Office.



### **Communication and Outreach**

Throughout 2018, local, county, and state law enforcement agencies continued to participate in motorcycle-specific activities and events. As in the past, many of these events included the Transportable High-End Rider Education Facility (THE REF), promoting motorcycle awareness, motorcyclist safety and training, and providing motorcycle skills/riding demonstrations. During 2018, THE REF was retired, and replaced by a more nimble outreach deployment process. Instead of primarily relying on a single trailer and team to deliver messaging, two smaller trailers are now used in a set up style like a vendor booth. This allows for the outreach team to set up the materials closer to the main activities at each event.

### **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. WMSP Quality Assurance Specialists completed visits to 36 rider education sites and formally evaluated 58 coaches during FFY 2018.

### **Motorcycle Awareness and Motorist Education**

Using revenue generated from the sale of specialized Harley-Davidson license plates for automobiles and

trucks, the WMSP developed a specific media campaign to promote motorist awareness of motorcyclists. This campaign coincided with major motorcycling activities

taking place during the most active segment of the riding season, including the Tomahawk rally and the Harley-Davidson 115th Anniversary celebration.

<b>MOTORCYCLIST SAFETY PROGRAM—BUDGET SUMMARY</b>					
<b>Account</b>	<b>Fund</b>	<b>Program Activity</b>	<b>Planned</b>	<b>Obligated</b>	<b>Expended</b>
2018-79-01	State 562	Program Management	\$150,000	\$78,438.09	\$78,438.09
2018-79-04	State 562	Training and Support – Community	\$463,000	\$73,773.53	\$73,773.53
2018-79-07	State 535	Paid Media	\$100,000	\$29,980.04	\$29,980.04
2018-70-04-MC	402	Training and Support – Community	\$220,000	\$220,000.00	\$112,584.83
2018-70-05-MC	402	Enforcement	\$50,000	\$0.00	\$0.00
2018-72-03-M9	405f	Training and Support– Technical	\$30,000	\$30,000.00	\$18,175.11
2018-72-06-M9	405f	Equipment	\$60,000	\$0.00	\$0.00
2018-72-09-M9	405f	Evaluation	\$20,000	\$20,000.00	\$19,859.33
<b>Program Totals</b>			<b>\$1,093,000</b>	<b>\$452,191.66</b>	<b>\$332,810.93</b>





# Pedestrian and Bicyclist Safety Program

## PERFORMANCE GOALS AND MEASURES

The pedestrian safety program fell below its goals for calendar year 2017 for the number of pedestrian-motor vehicle crashes, pedestrian injuries, and the number of combined fatalities and suspected serious (A) injuries as a proportion of the state population. In addition, there were 56 pedestrian fatalities in 2017, which was higher than the previous year's total of 51 and higher than the 2012-2016 average of 47.

The bicyclist safety program surpassed all of its goals for calendar year 2017. It met its goals for lowering the number of bicycle-motor vehicle crashes, the number of bicyclist injuries, and the number of combined fatalities and suspected serious (A) injuries as a proportion of the state's population. There were

four fewer bicyclist fatalities in 2017 than in 2016 (from 11 to seven), which places the number of bicyclist fatalities in 2017 lower than the 2012-2016 average of 10.2.

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

## Program Management

During the 2018 federal fiscal year (FFY), the program manager planned and managed the state pedestrian and bicyclist safety program and worked with several agencies and programs to increase the number of people trained and educated on pedestrian

Pedestrian-Motor Vehicle Crashes	
2012-16 Baseline	21.87/100K pop.
2017 Goal	20.78/100K pop.
2017 Actual	26.51/100K pop.
Combined Pedestrian Fatalities and Suspected Serious 'A' Injuries	
2012-16 Baseline	4.46/100K pop.
2017 Goal	4.24/100K pop.
2017 Actual	5.93/100K pop.
Pedestrian Injuries	
2012-16 Baseline	21.68/100K pop.
2017 Goal	20.60/100K pop.
2017 Actual	25.82/100K pop.

Bicyclist-Motor Vehicle Crashes	
2012-16 Baseline	17.21/100K pop.
2017 Goal	16.35/100K pop.
2017 Actual	15.67/100K pop.
Combined Bicyclist Fatalities and Suspected Serious 'A' Injuries	
2012-16 Baseline	1.79/100K pop.
2017 Goal	1.70/100K pop.
2017 Actual	1.44/100K pop.
Bicyclist Injuries	
2012-16 Baseline	15.87/100K pop.
2017 Goal	15.08/100K pop.
2017 Actual	14.47/100K pop.



and bicyclist safety and rules of the road. The program manager also coordinated pedestrian safety training for planners, engineers, and safety advocates as well as the Pedestrian/Bicycle Ambassadors and Teaching Safe Bicycling programs. This position will continue to work with several agencies and non-profit programs to educate and improve pedestrian/bicyclist safety.

The program manager is a representative on the Governor's Bicycle Coordinating Council and the Traffic Records Coordinating Committee.



## Training and Outreach Program

### *Teaching Safe Bicycling*

BOTS conducted four Teaching Safe Bicycling courses in Ashland, Milwaukee, Green Bay, and Menasha. Approximately 15 people attended each course including college students, teachers, park rangers, law enforcement personnel, public health personnel, and future bicycle rodeo instructors.

### *Bicycle Rodeo Supplies*

In 2018, BOTS supported three bicycle rodeos in Ashland, Bayfield, and Boyceville. Each grant had up to \$500 to purchase bike rodeo safety equipment, including safety cones, vests, bike stands, and chalk. No major equipment was purchased, and all



equipment followed NHTSA guidelines for the purchase of bicycle rodeo supplies.

### *Share and Be Aware/Safe Routes to School Program*

BOTS did not develop a Safe Routes to School tool kit with the Share and Be Aware program this year. More staff time may be available to be dedicated to this project next year.

### *Pilot Pedestrian Safety Zone*

BOTS did not develop a pilot pedestrian safety zone this year as it was identified that the timeline and objectives were not attainable. Further pre-grant planning is necessary to accurately and successfully complete a pilot pedestrian safety zone.

### *MilWALKee Walks*

BOTS partnered with the Wisconsin Bike Federation to establish the MilWALKee Walks campaign that promotes walking and pedestrian safety. The campaign organized "Remember Pedestrians," a 12 day event series to raise the profile of walking and yielding in Milwaukee. In addition, the campaign hosted 12 community crosswalk demonstrations to attract media attention and educate the public about the need to yield to pedestrians. Outreach to organizations and partnership development to the top three highest pedestrian crash zones in Milwaukee worked in concert with Milwaukee's bicycle and pedestrian high-visibility enforcement efforts.

### *Designing for Pedestrian Safety*

BOTS conducted two Designing for Pedestrian Safety courses in FFY 2018 with one in Madison and one in Milwaukee. The two-day workshops were coordinated through the Federal Highway Administration and included sessions aimed at planners/engineers and



pedestrian advocates. There were approximately 70 participants trained in the following objectives: how pedestrians belong in all geometric designs, operations, safe pedestrian site design, interactions between people and motor vehicles, roundabouts, and other traffic calming measures. The high level of participation is encouraging, and there are plans to increase the number of workshops offered in upcoming years.

Green Bay, Madison, Milwaukee, and West Allis. The enforcement efforts focused 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.

### Law Enforcement

#### Bicyclist and Pedestrian Traffic Law Enforcement

In FFY 2018, there were four bicyclist and pedestrian high-visibility enforcement (HVE) projects in

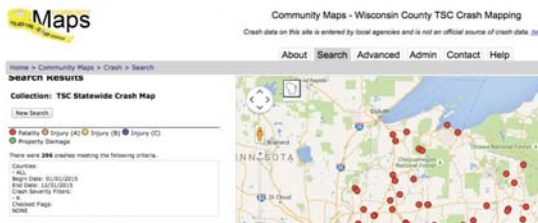
#### Wisconsin Pedestrian/Bicyclist Law Enforcement Training

BOTS conducted a two-day pedestrian/bicycle law enforcement course for 60 law enforcement officers in Green Bay, Madison, and Milwaukee. This allowed the trained officers to obtain detailed and in-depth knowledge relating to pedestrian and bicycle safety. Law enforcement personnel had the opportunity to get hands-on training on proper pedestrian and bicycle enforcement operations. In addition, officers learned key tools to help them navigate and prevent pedestrian and bicycle crashes.



PEDESTRIAN AND BICYCLIST SAFETY PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2018-89-01	State 562	Program Management	\$87,000	\$74,851.17	\$74,851.17
2018-80-03-PS	402	Training and Support – Technical	\$80,000	\$51,386.00	\$21,032.99
2018-80-04-PS	402	Training and Support – Community	\$23,000	\$11,222.08	\$11,118.08
2018-80-05-PS	402	Enforcement	\$120,000	\$76,865.16	\$70,866.08
<b>Total</b>			<b>\$310,000</b>	<b>\$214,324.41</b>	<b>\$177,868.32</b>





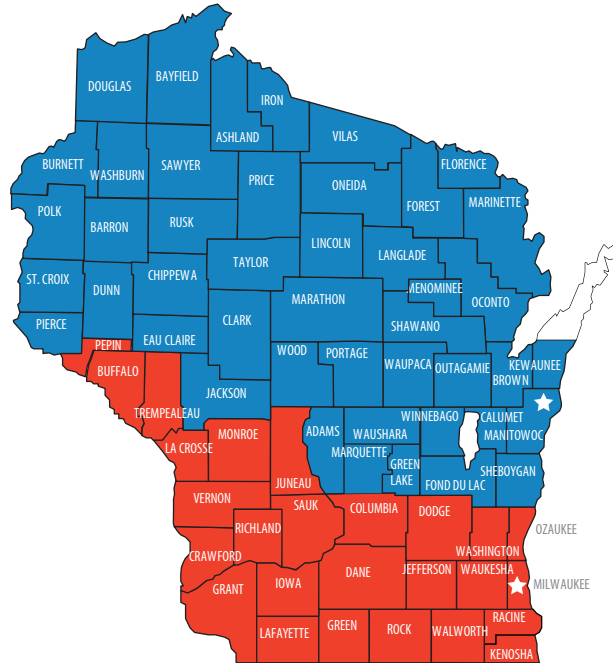
# Community Traffic Safety Program

Forty percent of Wisconsin’s annual Section 402 State and Community Highway Safety Funds must be disbursed to local units of government. Funding is allocated in this way because local agency and safety advocate time is more effectively used when combined with state knowledge, expertise, and assistance.

## Program Management

The Bureau of Transportation Safety employed two regional program managers (RPMs), who worked with and assisted local governmental agencies to develop and implement highway safety improvement programs within their jurisdictions. Some of these local efforts benefited from federal highway safety grant funds and some of these programs were locally supported.

Fortunately for Wisconsin, state law requires that each county create a Traffic Safety Commission (TSC) that meets at least quarterly to review fatal traffic crashes and promote traffic safety initiatives. The statute identifies a minimum of nine local and state officials who are required to staff these TSCs, and one of these required members is a representative from the state highway safety office. BOTS staff provide the TSCs with legislative updates, traffic-related statistics such as fatality reports, information about available grants and



Bureau of Transportation Safety (BOTS) Regions

DOT initiatives, and upcoming mobilizations. The RPMs have been integral in expanding the use of a tool called Community Maps. Community Maps now maps 95% of crashes on a public-facing website, and the crash data is available to the public one day after







electronic crash report submission. This tool provides an in-depth discussion of fatalities and the behavioral elements of crashes. The RPMs have also been integral in the development of many of the state's multi-jurisdictional high-visibility task forces. These task forces focused on various behavioral highway safety

issues including OWI, safety belts, speed, and pedestrian safety.

Three law enforcement liaisons (LELs) continued to provide ongoing support to the 71 Traffic Safety Commissions (TSCs) across the state.

With the vacancy of two Regional Program Manager (RPM) positions, the LELs coordinated with the two current RPMs to make sure that the Bureau of Transportation Safety was represented at as many TSC meetings as possible. Of a potential 284 TSC meetings, the LELs attended 268, or 94% of the meetings. Through the work of the LELs, use of Community Maps at the county TSC meetings has become the standard instead of the exception as it was just two years ago. They also continued outreach to various stakeholders to promote collaboration with the TSC, including hosting five regional TSC Coordinator meetings, with the focus of implementing the Strategic Highway Safety Plan at the local TSC level.

LELs also attended several law enforcement traffic safety conferences where they promoted traffic safety messaging, national mobilizations, and Community Maps. As a means of continuing education and national collaboration, members of the LEL team attended the National Lifesavers Conference, the National Law Enforcement Liaison Conference, as well as the Law Enforcement Liaison Professional Development Course.

### Grants Management System Maintenance and Hosting

This project funded Wise-Grants, the electronic grants management system used by BOTS and its grantees.



## Outreach Program

BOTS assembled professionals who have expertise in various areas of traffic safety to provide education for Wisconsin highway safety advocates.

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

## Governor's Conference on Highway Safety and Law Enforcement Recognition Luncheon

BOTS brings its many partners together annually with the Governor's Conference on Highway Safety. Attendees may choose conference tracks related to behavioral highway safety, child passenger safety,

and traffic incident management. Expenditures for the conference included costs for office supplies, printing, employee travel, speaker hotel stay and travel, and the venue.

After the annual Governor's Conference on Highway Safety, BOTS holds a luncheon to recognize the law enforcement agencies that participated in our grants or in a national enforcement mobilization that year. Some agencies that sign a project agreement and demonstrate a commitment to high-visibility enforcement and community education receive an equipment grant during the luncheon for conducting ongoing high-visibility enforcement within their jurisdictions to improve traffic safety. The equipment grants awarded during FFY 2018 were for grants awarded during the 2017 law enforcement recognition luncheon, and they were not for major equipment.

### COMMUNITY TRAFFIC SAFETY PROGRAM—BUDGET SUMMARY

Account	Fund	Program Activity	Planned	Obligated	Expended
2018-90-01-CP	402	Program Management	\$410,000	\$447,000.00	\$378,274.42
2018-90-04-CP	402	Grants Management System / Community Outreach	\$120,000	\$92,604.00	\$82,862.46
2018-90-06-CP	402	Equipment	\$375,000	\$139,885.80	\$85,319.16
<b>Program Totals</b>			<b>\$905,000</b>	<b>\$679,489.80</b>	<b>\$546,456.04</b>



**Move Over For Trooper Kathy LaValley**

- 15 year State Patrol veteran
- Started her career as a dispatcher
- Has two young children
- Enjoys outdoor activities



# Media and Outreach Program

## Program Management

This program encourages participation in mobilizations and coordinating Public Information and Education (PI&E) efforts with other BOTS staff and law enforcement liaisons. No funds were spent on program management because of a vacancy.

## Public Information and Education - Occupant Protection

For communication efforts, BOTS staff reviewed and updated information regarding child passenger safety (CPS) as well as safety belt materials targeted at unbuckled occupants. BOTS worked with the Children’s Hospital of Wisconsin, which provided English and Spanish CPS materials. BOTS worked with a public relations agency on a Click It or Ticket paid media campaign. Because of an ongoing development on a revised vision statement, BOTS did not reprint materials created in previous years, and it did not work through the Wisconsin Compensation Rating Bureau as indicated in the HSP. BOTS is engaged in preliminary discussions with employers and their associations to encourage safety belt use for their employees.

In partnership with Children’s Hospital of Wisconsin, BOTS supports 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. This activity used 402 funds instead of 405b funds as planned.

## Occupant Protection Outreach Program — Rollover Convincer

The Rollover Convincer went to 58 events during spring and summer 2018. Events included trips to

high school pre-prom events, mock crashes, driver education classes, rural safety fairs, community safety events, high-profile parades, boy scout camps, the UW-Madison campus, and fire department open houses. Attendance at these events is estimated to be 30,000. A former trooper is responsible for the program.



## Communication Program— Impaired Driving

BOTS continued to develop a statewide public information and education campaign to reduce impaired driving injuries and fatalities based on NHTSA’s goals and objectives using various methods such as social media, radio, print, and TV. BOTS worked with a public relations agency to develop a media campaign to coincide with the Drive Sober or Get Pulled Over mobilizations. BOTS is currently in the process of creating information in Spanish and using the website to pass this information on to others. The projects have helped raise awareness and are helping to reduce the incidence of impaired driving.

## Motorist Awareness and Motorcyclist Conspicuity

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 an appropriate rider education course. BOTS was involved in 55 SMARTrainer events totaling 80 event days around Wisconsin providing

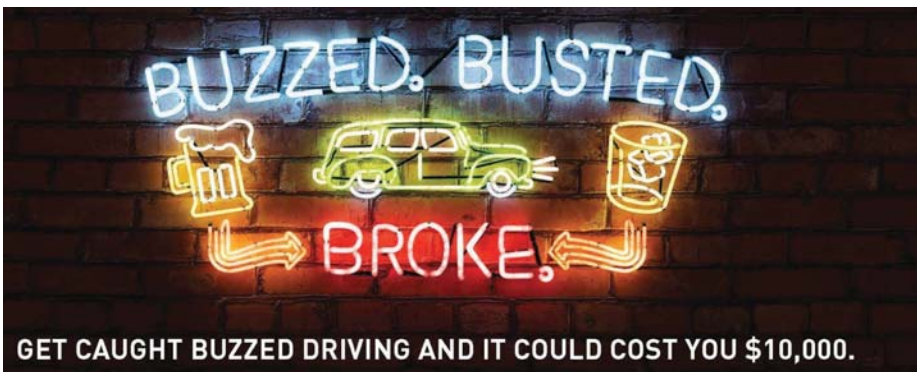




motorcycle training and education. BOTS provided posters to the Motorcycle Safety Advisory Committee, who delivered them to motorcycle dealerships, locations where motorcyclists congregate, driver training and rider education facilities, as well as other prominent venues. BOTS also put out television, radio, and billboard advertisements through several associations. This project is reported as 2018-70-02-PM instead of 2018-70-07-PM as planned.

### Public Information and Education-Community Outreach

There were no expenses using state or federal funds during this year to develop new PI&E material for pedestrian and bicyclist safety as Wisconsin is in the process of revising its vision statement for traffic safety. BOTS continues to work with safety partners including the Bicycle Federation of Wisconsin and the Share and Be Aware program on statewide pedestrian and bicycle training and education. Regional Program Managers and Share and Be Aware staff talked with several driver education instructors and provided pedestrian and bike DVDs that will be used during driver education classes. The Share and Be Aware program had eleven ambassadors



throughout the state that provided training and education materials to pedestrians, bicyclists, and motorists.

### Public Information and Education and Community Outreach

BOTS worked with DaneNet to publish the Traffic Safety Reporter quarterly. The Traffic Safety Reporter is intended for the broader

Wisconsin highway safety community. During FFY 2018, 195 law enforcement agencies participated in the Drive Sober or Get Pulled Over-Winter Holidays mobilization, 238 agencies participated in the Click It or Ticket mobilization, and 231 agencies participated in the Drive Sober or Get Pulled Over-Labor Day mobilization. WisDOT supported a well-received distracted driving advertisement for television featuring students from the Indian Community School of Milwaukee. Participation required media and community publicity activities by each agency. Results of enforcement activities are summarized in the police traffic section.



### Prevention

This project is in the preliminary stages and has not yet come to fruition. BOTS is working on discussions with targeted businesses focusing on high-risk behaviors of employees. BOTS will continue to have discussions with targeted businesses or non-profit organizations in subsequent fiscal years.



## Public Information and Education-Campaign Development

BOTS continued to develop statewide public information and education 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 is planning to create targeted information and to develop Spanish-language information. The impact of the project is to help raise awareness among drivers of the importance of highway safety rules and regulations.

### Paid Media

Funds were used for paid media using a variety of messages to targeted audiences. Following NHTSA



guidelines, BOTS planned for statewide, intense broadcast media to increase the perception of enforcement and the likelihood of being cited for speeding, aggressive driving, distracted driving, impaired driving, and not wearing a seat belt.

MEDIA AND OUTREACH PROGRAM—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2018-89-02	State 562	Pedestrian/ Bicyclist Safety PI&E	\$30,000	\$0.00	\$0.00
2018-20-02-OP	402	Occupant Protection PI&E	0	\$85,000.00	\$75,436.02
2018-40-01-PT	402	Program Management	\$67,000	\$0.00	\$0.00
2018-70-02-PM	402	Motorcyclist Safety PI&E	0	\$50,000.00	\$18,638.03
2018-70-07-PM	402	Motorcyclist Safety Paid Media	\$50,000	\$0.00	\$0.00
2018-80-02-PS	402	Pedestrian/ Bicyclist Safety PI&E	\$25,000	\$0.00	\$0.00
2018-90-02-CP	402	Community Traffic Safety PI&E	\$575,000	\$339,915.00	\$319,174.92
2018-90-07-PM	402	Community Traffic Safety Paid Media	\$500,000	\$673,707.75	\$671,067.16
2018-25-02-M2	405b	Occupant Protection PI&E	\$200,000	\$80,000.00	\$70,389.60
2018-31-02-M5	405d	Impaired Driving PI&E	\$200,000	\$173,000.00	\$172,609.52
2018-31-07-M5	405d	Impaired Driving Paid Media	\$250,000	\$330,000.00	\$319,903.10
<b>Program Totals</b>			<b>\$1,897,000</b>	<b>\$1,731,622.75</b>	<b>\$1,647,218.35</b>

# MOBILIZATION PARTICIPATION

## Enforcement Activity

	Drive Sober or Get Pulled Over - Winter Holidays	Click It or Ticket	Drive Sober or Get Pulled Over - Labor Day
Enforcement Hours	21,894.7	24,050.61	27,833.73
Officers Involved	1,821	2,519	2,796
Contacts	13,618	19,804	20,238
Citations	8,654	14,240	14,068
Written Warnings	7,451	9,492	10,366
OWI Violations	459	480	640
Safety Belt or Child Restraint Violations	464	2,836	1,241

## Participating and Reporting Agencies

### Drive Sober or Get Pulled Over-Winter Holidays

Adams County Sheriff's Office  
 Altoona Police Dept.  
 Antigo Police Dept.  
 Ashwaubenon Dept. of Public Safety  
 Athens Police Dept.  
 Augusta Police Dept.  
 Baldwin Police Dept.  
 Barneveld Police Dept.  
 Bayfield County Sheriff's Office  
 Bayfield Police Dept.  
 Bayside Police Dept.  
 Belleville Police Dept.  
 Beloit Police Dept.  
 Brandon Fairwater Police Dept.  
 Brillion Police Dept.  
 Brodhead Police Dept.  
 Brooklyn Police Dept.  
 Brown County Sheriff's Dept.  
 Brown Deer Police Dept.  
 Brownsville Police Dept.  
 Buffalo County Sheriff's Office  
 Burnett County Sheriff's Dept.  
 Butler Police Dept.  
 Cadott Police Dept.  
 Campbellsport Police Dept.

Cascade Police Dept.  
 Cedarburg Police Dept.  
 Centuria Police Dept.  
 Chilton Police Dept.  
 Chippewa County Sheriff's Office  
 Chippewa Falls Police Dept.  
 Cleveland Police Dept.  
 Columbia County Sheriff's Office  
 Cornell Police Dept.  
 Cottage Grove Police Dept.  
 Crawford County Sheriff's Dept.  
 Cudahy Police Dept.  
 Dane County Sheriff's Office  
 Dane Police Dept.  
 DeForest Police Dept.  
 Dunn County Sheriff's Office  
 Durand Police Dept.  
 Eagle Police Dept.  
 East Troy Police Dept.  
 Edgar Police Dept.  
 Edgerton Police Dept.  
 Elkhart Lake Police Dept.  
 Elkhorn Police Dept.  
 Elm Grove Police Dept.  
 Evansville Police Dept.

Everest Metropolitan Police Dept.  
 Fennimore Police Dept.  
 Florence County Sheriff's Office  
 Fond du Lac County Sheriff's Office  
 Fontana Police Dept.  
 Fort Atkinson Police Dept.  
 Chilton Police Dept.  
 Chippewa County Sheriff's Office  
 Chippewa Falls Police Dept.  
 Cleveland Police Dept.  
 Columbia County Sheriff's Office  
 Cornell Police Dept.  
 Cottage Grove Police Dept.  
 Crawford County Sheriff's Dept.  
 Cudahy Police Dept.  
 Dane County Sheriff's Office  
 Dane Police Dept.  
 DeForest Police Dept.  
 Dunn County Sheriff's Office  
 Durand Police Dept.  
 Eagle Police Dept.  
 East Troy Police Dept.  
 Edgar Police Dept.  
 Edgerton Police Dept.  
 Elkhart Lake Police Dept.

Elkhorn Police Dept.  
Elm Grove Police Dept.  
Evansville Police Dept.  
Everest Metropolitan Police Dept.  
Fennimore Police Dept.  
Florence County Sheriff's Office  
Fond du Lac County Sheriff's Office  
Fontana Police Dept.  
Fort Atkinson Police Dept.  
Fox Point Police Dept.  
Franklin Police Dept.  
Fredonia Marshal's Office  
Fulton (Town of) Police Dept.  
Genoa City Police Dept.  
Grand Rapids Police Dept.  
Grant County Sheriff's Office  
Greenfield Police Dept.  
Hammond Police Dept.  
Hartland Police Dept.  
Highland Police Dept.  
Hillsboro Police Dept.  
Hobart/Lawrence Police Dept.  
Horicon Police Dept.  
Hortonville Police Dept.  
Hudson Police Dept.  
Iowa County Sheriff's Office  
Iron River (Town of) Police Dept.  
Jackson Police Dept.  
Jefferson County Sheriff's Office  
Jefferson Police Dept.  
Juneau County Sheriff's Office  
Juneau Police Dept.  
Kewaskum Police Dept.  
Kiel Police Dept.  
Kronenwetter Police Dept.  
La Pointe Police Dept.  
Lafayette County Sheriff's Office  
Lake Delton Police Dept.  
Lake Mills Police Dept.  
Lancaster Police Dept.  
Lannon Police Dept.  
Linden Police Dept.  
Lodi Police Dept.  
Madison (Town of) Police Dept.  
Manitowoc Police Dept.  
Marathon County Sheriff's Office  
Marinette County Sheriff's Office  
Marinette Police Dept.  
Markesan Police Dept.

Marquette County Sheriff's Dept.  
Marquette University Police Dept.  
Marshall Police Dept.  
Mellen Police Dept.  
Menasha Police Dept.  
Mequon Police Dept.  
Merrillan Police Dept.  
Middleton Police Dept.  
Milton Police Dept.  
Milton (Town of) Police Dept.  
Milwaukee Police Dept.  
Minocqua Police Dept.  
Mishicot Police Dept.  
Mondovi Police Dept.  
Monroe County Sheriff's Office  
Monticello Police Dept.  
Mukwonago Police Dept.  
Mukwonago (Town of) Police Dept.  
Muscodah Police Dept.  
Necedah Police Dept.  
Nekoosa Police Dept.  
New Glarus Police Dept.  
New Holstein Police Dept.  
New Richmond Police Dept.  
Newburg Police Dept.  
North Hudson Police Dept.  
Norwalk Police Dept.  
Oconomowoc Police Dept.  
Onalaska Police Dept.  
Osseo Police Dept.  
Ozaukee County Sheriff's Office  
Palmyra Police Dept.  
Pepin County Sheriff's Dept.  
Pepin Police Dept.  
Pittsville Police Dept.  
Plain Police Dept.  
Platteville Police Dept.  
Port Edward Police Dept.  
Port Washington Police Dept.  
Portage County Sheriff's Office  
Portage Police Dept.  
Poynette Police Dept.  
Prescott Police Dept.  
Racine County Sheriff's Office  
Readstown Police Dept.  
Redgranite Police Dept.  
Reedsburg Police Dept.  
Reedsville Police Dept.  
Rice Lake Police Dept.

Ridgeway Police Dept.  
Ripon (Town of) Police Dept.  
River Falls Police Dept.  
River Hills Police Dept.  
Rome (Town of) Police Dept.  
Rosendale Police Dept.  
Rothschild Police Dept.  
Sauk County Sheriff's Office  
Sauk Prairie Police Dept.  
Sharon Police Dept.  
Shawano County Sheriff's Dept.  
Sheboygan County Sheriff's Office  
Shell Lake Police Dept.  
Shiocton Police Dept.  
Shorewood Police Dept.  
Shorewood Hills Police Dept.  
Siren Police Dept.  
Slinger Police Dept.  
Sparta Police Dept.  
Spring Green Police Dept.  
Spring Valley Police Dept.  
St. Nazianz Police Dept.  
Stanley Police Dept.  
Sturgeon Bay Police Dept.  
Sturtevant Police Dept.  
Summit Police Dept.  
Thorp Police Dept.  
Tomahawk Police Dept.  
Twin Lakes Police Dept.  
UW - Eau Claire Police Dept.  
UW - Oshkosh Police Dept.  
UW - Parkside Police Dept.  
UW - Platteville Police Dept.  
UW - Stout Police Dept.  
UW - Whitewater Police Services  
Verona Police Dept.  
Walworth County Sheriff's Dept.  
Walworth Police Dept.  
Washburn Police Dept.  
Washington Island Police Dept.  
Watertown Police Dept.  
Waukesha County Sheriff's Office  
Waunakee Police Dept.  
Waupaca County Sheriff's Office  
Wausau Police Dept.  
Wauwasha County Sheriff's Dept.  
Wisconsin Rapids Police Dept.  
Wood County Sheriff's Office

## Click It or Ticket

Adams County Sheriff's Office  
Adams Police Dept.  
Albany Police Dept.  
Altoona Police Dept.  
Antigo Police Dept.  
Appleton Police Dept.  
Arcadia Police Dept.  
Ashwaubenon Dept. of Public Safety  
Athens Police Dept.  
Augusta Police Dept.  
Baldwin Police Dept.  
Baraboo Police Dept.  
Barneveld Police Dept.  
Bayfield County Sheriff's Office  
Bayfield Police Dept.  
Bayside Police Dept.  
Belleville Police Dept.  
Beloit Police Dept.  
Birchwood Police Dept.  
Black Creek Police Dept.  
Black River Falls Police Dept.  
Brandon Fairwater Police Dept.  
Brillion Police Dept.  
Brodhead Police Dept.  
Brooklyn Police Dept.  
Brown County Sheriff's Dept.  
Brown Deer Police Dept.  
Brownsville Police Dept.  
Burnett County Sheriff's Dept.  
Butler Police Dept.  
Cadott Police Dept.  
Campbellsport Police Dept.  
Cascade Police Dept.  
Cedarburg Police Dept.  
Chilton Police Dept.  
Chippewa County Sheriff's Office  
Clear Lake Police Dept.  
Cleveland Police Dept.  
Clintonville Police Dept.  
Cornell Police Dept.  
Cottage Grove Police Dept.  
Crawford County Sheriff's Dept.  
Cudahy Police Dept.  
Cumberland Police Dept.  
Dane County Sheriff's Office

DeForest Police Dept.  
Dickeyville Police Dept.  
Door County Sheriff's Dept.  
Dunn County Sheriff's Office  
Eagle Police Dept.  
East Troy Police Dept.  
Edgar Police Dept.  
Edgerton Police Dept.  
Elkhart Lake Police Dept.  
Elkhorn Police Dept.  
Ellsworth Police Dept.  
Elm Grove Police Dept.  
Evansville Police Dept.  
Everest Metropolitan Police Dept.  
Fall Creek Police Dept.  
Fennimore Police Dept.  
Fitchburg Police Dept.  
Florence County Sheriff's Office  
Fond du Lac County Sheriff's Office  
Fox Crossing Police Dept.  
Fox Point Police Dept.  
Franklin Police Dept.  
Fredonia Marshal's Office  
Fulton (Town of) Police Dept.  
Grand Rapids Police Dept.  
Grant County Sheriff's Office  
Grantsburg Police Dept.  
Green Bay Police Dept.  
Green Lake County Sheriff's Office  
Greenfield Police Dept.  
Hales Corners Police Dept.  
Hammond Police Dept.  
Highland Police Dept.  
Hillsboro Police Dept.  
Hobart/Lawrence Police Dept.  
Horicon Police Dept.  
Hortonville Police Dept.  
Hudson Police Dept.  
Iowa County Sheriff's Office  
Iron River (Town of) Police Dept.  
Jackson County Sheriff's Office  
Janesville Police Dept.  
Jefferson Police Dept.  
Johnson Creek Police Dept.  
Juneau Police Dept.

Kewaskum Police Dept.  
Kiel Police Dept.  
Kronenwetter Police Dept.  
La Pointe Police Dept.  
Lafayette County Sheriff's Office  
Lake Delton Police Dept.  
Lake Hallie Police Dept.  
Lake Mills Police Dept.  
Lancaster Police Dept.  
Lannon Police Dept.  
Linden Police Dept.  
Linn (Town of) Police Dept.  
Lodi Police Dept.  
Lomira Police Dept.  
Lone Rock Police Dept.  
Lyndon Station Police Dept.  
Madison Police Dept.  
Madison (Town of) Police Dept.  
Manitowoc Police Dept.  
Maple Bluff Police Dept.  
Marathon City Police Dept.  
Marathon County Sheriff's Office  
Marinette County Sheriff's Office  
Marinette Police Dept.  
Marion Police Dept.  
Markesan Police Dept.  
Marquette County Sheriff's Dept.  
Mayville Police Dept.  
McFarland Police Dept.  
Mellen Police Dept.  
Melrose Police Dept.  
Menasha Police Dept.  
Mequon Police Dept.  
Merrill Police Dept.  
Middleton Police Dept.  
Milton Police Dept.  
Milton (Town of) Police Dept.  
Milwaukee Police Dept.  
Mineral Point Police Dept.  
Minocqua Police Dept.  
Mishicot Police Dept.  
Mondovi Police Dept.  
Monona Police Dept.  
Monroe County Sheriff's Office  
Montello Police Dept.



Monticello Police Dept.  
Mount Pleasant Police Dept.  
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Muscodah Police Dept.  
Necedah Police Dept.  
Neillsville Police Dept.  
Nekoosa Police Dept.  
New Glarus Police Dept.  
New Holstein Police Dept.  
New Richmond Police Dept.  
North Fond du Lac Police Dept.  
North Hudson Police Dept.  
Oak Creek Police Dept.  
Oakland (Town of) Police Dept.  
Oconomowoc Police Dept.  
Onalaska Police Dept.  
Orfordville Police Dept.  
Osseo Police Dept.  
Ozaukee County Sheriff's Office  
Palmyra Police Dept.  
Pepin County Sheriff's Dept.  
Pepin Police Dept.  
Pierce County Sheriff's Dept.  
Pittsville Police Dept.  
Plain Police Dept.  
Platteville Police Dept.  
Plymouth Police Dept.  
Port Edward Police Dept.  
Port Washington Police Dept.  
Portage County Sheriff's Office  
Portage Police Dept.  
Poynette Police Dept.  
Pulaski Police Dept.  
Racine County Sheriff's Office  
Randolph Police Dept.

Redgranite Police Dept.  
Reedsburg Police Dept.  
Reedsville Police Dept.  
Richland Center Police Dept.  
Ripon Police Dept.  
Ripon (Town of) Police Dept.  
River Hills Police Dept.  
Roberts Police Dept.  
Rome (Town of) Police Dept.  
Rosendale Police Dept.  
Rothschild Police Dept.  
Sauk County Sheriff's Office  
Sauk Prairie Police Dept.  
Shawano County Sheriff's Dept.  
Shawano Police Dept.  
Sheboygan County Sheriff's Office  
Sheboygan Falls Police Dept.  
Shell Lake Police Dept.  
Shiocton Police Dept.  
Shorewood Police Dept.  
Siren Police Dept.  
Slinger Police Dept.  
Somerset Police Dept.  
Sparta Police Dept.  
Spooner Police Dept.  
Spring Green Police Dept.  
Spring Valley Police Dept.  
St. Francis Police Dept.  
St. Nazianz Police Dept.  
Stanley Police Dept.  
Sturgeon Bay Police Dept.  
Sturtevant Police Dept.  
Summit Police Dept.  
Sun Prairie Police Dept.  
Superior Police Dept.

Theresa Police Dept.  
Thiensville Police Dept.  
Thorp Police Dept.  
Tomahawk Police Dept.  
Turtle Lake Police Dept.  
Twin Lakes Police Dept.  
UW - Eau Claire Police Dept.  
UW - Green Bay Police Dept.  
UW - Milwaukee Police Dept.  
UW - Oshkosh Police Dept.  
UW - Parkside Police Dept.  
UW - Platteville Police Dept.  
UW - Stout Police Dept.  
UW - Whitewater Police Services  
Vernon County Sheriff's Office  
Verona Police Dept.  
Walworth Police Dept.  
Washburn Police Dept.  
Washington Island Police Dept.  
Waterloo Police Dept.  
Watertown Police Dept.  
Waukesha County Sheriff's Office  
Waunakee Police Dept.  
Waupaca County Sheriff's Office  
Waupun Police Dept.  
Wausau Police Dept.  
Waushara County Sheriff's Dept.  
Wild Rose Police Dept.  
Winneconne Police Dept.  
Wisconsin Rapids Police Dept.  
Wonewoc Police Dept.  
Wood County Sheriff's Office  
Wrightstown Police Dept.

## Drive Sober or Get Pulled Over-Labor Day

Adams County Sheriff's Office  
Adams Police Dept.  
Albany Police Dept.  
Altoona Police Dept.  
Antigo Police Dept.  
Ashwaubenon Dept. of Public Safety  
Athens Police Dept.  
Augusta Police Dept.  
Baldwin Police Dept.  
Baraboo Police Dept.  
Barneveld Police Dept.  
Bayfield County Sheriff's Office  
Bayfield Police Dept.  
Bayside Police Dept.  
Belleville Police Dept.  
Beloit Police Dept.  
Black River Falls Police Dept.  
Brandon Fairwater Police Dept.  
Brillion Police Dept.  
Brodhead Police Dept.  
Brooklyn Police Dept.  
Brown County Sheriff's Dept.  
Brown Deer Police Dept.  
Brownsville Police Dept.  
Buffalo County Sheriff's Office  
Burnett County Sheriff's Dept.  
Butler Police Dept.  
Cadott Police Dept.  
Campbellsport Police Dept.  
Cascade Police Dept.  
Cedarburg Police Dept.  
Chilton Police Dept.  
Chippewa County Sheriff's Office  
Cleveland Police Dept.  
Columbia County Sheriff's Office  
Columbus Police Dept.  
Cornell Police Dept.  
Cottage Grove Police Dept.  
Crawford County Sheriff's Dept.  
Cudahy Police Dept.  
Dane County Sheriff's Office  
DeForest Police Dept.  
Delavan Police Dept.  
Dickeyville Police Dept.  
Door County Sheriff's Dept.

Dunn County Sheriff's Office  
Durand Police Dept.  
Eagle Police Dept.  
East Troy Police Dept.  
Edgar Police Dept.  
Edgerton Police Dept.  
Elkhart Lake Police Dept.  
Elkhorn Police Dept.  
Elm Grove Police Dept.  
Evansville Police Dept.  
Everest Metropolitan Police Dept.  
Fall River Police Dept.  
Fennimore Police Dept.  
Fitchburg Police Dept.  
Florence County Sheriff's Office  
Fond du Lac County Sheriff's Office  
Fontana Police Dept.  
Fort Atkinson Police Dept.  
Fox Crossing Police Dept.  
Fox Lake Police Dept.  
Fox Point Police Dept.  
Franklin Police Dept.  
Fredonia Marshal's Office  
Fulton (Town of) Police Dept.  
Genoa City Police Dept.  
Grand Rapids Police Dept.  
Grant County Sheriff's Office  
Grantsburg Police Dept.  
Green Bay Police Dept.  
Green Lake County Sheriff's Office  
Greenfield Police Dept.  
Hales Corners Police Dept.  
Hammond Police Dept.  
Hartland Police Dept.  
Hayward (Town of) Police Dept.  
Highland Police Dept.  
Hillsboro Police Dept.  
Hobart/Lawrence Police Dept.  
Horicon Police Dept.  
Hortonville Police Dept.  
Iowa County Sheriff's Office  
Iron River (Town Of) Police Dept.  
Jackson County Sheriff's Office  
Jefferson County Sheriff's Office  
Jefferson Police Dept.

Juneau Police Dept.  
Kewaskum Police Dept.  
Kiel Police Dept.  
Kronenwetter Police Dept.  
La Crosse County Sheriff's Office  
La Pointe Police Dept.  
Lafayette County Sheriff's Office  
Lake Delton Police Dept.  
Lake Mills Police Dept.  
Lancaster Police Dept.  
Lannon Police Dept.  
Linden Police Dept.  
Linn (Town of) Police Dept.  
Lodi Police Dept.  
Lomira Police Dept.  
Madison Police Dept.  
Madison (Town of) Police Dept.  
Manitowoc County Sheriff's Office  
Manitowoc Police Dept.  
Marathon City Police Dept.  
Marathon County Sheriff's Office  
Marinette County Sheriff's Office  
Marinette Police Dept.  
Marion Police Dept.  
Markesan Police Dept.  
Marquette County Sheriff's Dept.  
Marshall Police Dept.  
McFarland Police Dept.  
Mellen Police Dept.  
Menasha Police Dept.  
Mequon Police Dept.  
Merrill Police Dept.  
Middleton Police Dept.  
Milton Police Dept.  
Milton (Town of) Police Dept.  
Milwaukee Police Dept.  
Minocqua Police Dept.  
Mishicot Police Dept.  
Mondovi Police Dept.  
Monona Police Dept.  
Monroe County Sheriff's Office  
Montello Police Dept.  
Monticello Police Dept.  
Mount Pleasant Police Dept.  
Mukwonago Police Dept.

Muscoda Police Dept.  
Muskego Police Dept.  
Neillsville Police Dept.  
Nekoosa Police Dept.  
New Glarus Police Dept.  
New Holstein Police Dept.  
New Lisbon Police Dept.  
New Richmond Police Dept.  
North Fond du Lac Police Dept.  
North Hudson Police Dept.  
Oakland (Town of) Police Dept.  
Oconomowoc Police Dept.  
Oconto County Sheriff's Office  
Onalaska Police Dept.  
Orfordville Police Dept.  
Osseo Police Dept.  
Ozaukee County Sheriff's Office  
Palmyra Police Dept.  
Pepin County Sheriff's Dept.  
Pepin Police Dept.  
Pierce County Sheriff's Dept.  
Pittsville Police Dept.  
Plain Police Dept.  
Platteville Police Dept.  
Plover Police Dept.  
Plymouth Police Dept.  
Port Edward Police Dept.  
Port Washington Police Dept.  
Portage County Sheriff's Office  
Poynette Police Dept.  
Pulaski Police Dept.  
Racine County Sheriff's Office

Redgranite Police Dept.  
Reedsville Police Dept.  
Rice Lake Police Dept.  
Ripon Police Dept.  
Ripon (Town of) Police Dept.  
River Falls Police Dept.  
River Hills Police Dept.  
Roberts Police Dept.  
Rome (Town of) Police Dept.  
Rosendale Police Dept.  
Rothschild Police Dept.  
Sauk County Sheriff's Office  
Sauk Prairie Police Dept.  
Sawyer County Sheriff's Office  
Sharon Police Dept.  
Shawano County Sheriff's Dept.  
Shawano Police Dept.  
Sheboygan County Sheriff's Office  
Sheboygan Falls Police Dept.  
Shell Lake Police Dept.  
Shiocton Police Dept.  
Shorewood Hills Police Dept.  
Siren Village of Police Dept.  
Slinger Police Dept.  
Somerset Police Dept.  
Sparta Police Dept.  
Spring Green Police Dept.  
St. Francis Police Dept.  
St. Nazianz Police Dept.  
Stanley Police Dept.  
Stoughton Police Dept.  
Sturgeon Bay Police Dept.

Summit Police Dept.  
Sun Prairie Police Dept.  
Thorp Police Dept.  
Tomahawk Police Dept.  
Turtle Lake Police Dept.  
Twin Lakes Police Dept.  
UW - Eau Claire Police Dept.  
UW - Green Bay Police Dept.  
UW - Milwaukee Police Dept.  
UW - Oshkosh Police Dept.  
UW - Parkside Police Dept.  
UW - Platteville Police Dept.  
UW - Stout Police Dept.  
UW - Whitewater Police Services  
Verona Police Dept.  
Walworth County Sheriff's Dept.  
Walworth Police Dept.  
Washburn Police Dept.  
Washington Island Police Dept.  
Waterloo Police Dept.  
Watertown Police Dept.  
Waukesha County Sheriff's Office  
Waunakee Police Dept.  
Waupaca County Sheriff's Office  
Waupun Police Dept.  
Wausau Police Dept.  
Waushara County Sheriff's Dept.  
Wisconsin Dells Police Dept.  
Wisconsin Rapids Police Dept.  
Wood County Sheriff's Office  
Woodville Police Dept.  
Wrightstown Police Dept.

# PAID MEDIA RECAP 2018

## Distracted Driving

### Television

MARKET	WISDOT GROSS	PAID	NUMBER OF SPOTS		M18 34 TRPS (TOTAL RATING POINTS)		
			BONUS	TOTAL	GOAL	ACTUAL	INDEX
Duluth-Superior	\$17,424.93	175	0	175	675	739.7	110%
La Crosse/Eau Claire	\$29,562.03	182	0	182	675	653.7	97%
Green Bay/Appleton	\$31,887.45	114	0	114	675	700.2	104%
Madison	\$34,375.23	234	34	268	800	985.3	123%
Milwaukee	\$76,169.85	175	0	175	800	907.2	113%
Wausau	\$12,457.98	123	0	123	675	714.7	106%
<b>Total</b>	<b>\$201,877.47</b>	<b>1003</b>	<b>34</b>	<b>1037</b>			

### Streaming Video

VENDOR	WISDOT	IMPRESSIONS		CLICKS	CTR	VIDEO COMPLETION RATE
		GROSS ORDERED	DELIVERED			
Hulu	\$37,076.47	937,500	974,191	377	0.20%	99.14%

## Drive Sober or Get Pulled Over

### Radio

MARKET	WISDOT GROSS	PAID	NUMBER OF SPOTS		M18 34 TRPS (TOTAL RATING POINTS)		
			BONUS	TOTAL	GOAL	ACTUAL	INDEX
Duluth-Superior	\$4,609.50	168	0	168	225	224	100%
La Crosse	\$6,062.34	162	9	171	225	233.5	104%
Eau Claire	\$6,330.12	196	0	196	225	250.8	111%
Green Bay/Appleton	\$10,887.00	126	28	154	225	239	106%
Madison	\$17,147.03	351	6	357	225	225.6	100%
Milwaukee	\$22,551.56	330	17	347	225	221	98%
Wausau	\$4,520.97	126	0	126	225	222.6	99%
<b>Total</b>	<b>\$72,108.52</b>	<b>1459</b>	<b>60</b>	<b>1519</b>			

### Television

MARKET	WISDOT GROSS	PAID	NUMBER OF SPOTS		M18 34 TRPS (TOTAL RATING POINTS)		
			BONUS	TOTAL	GOAL	ACTUAL	INDEX
Duluth-Superior	\$4,498.05	60	0	60	100	157.4	157%
La Crosse/Eau Claire	\$6,288.68	58	0	58	100	127.2	127%
Green Bay/Appleton	\$7,778.48	34	0	34	100	133.9	134%
Madison	\$6,016.50	33	0	0	100	169.9	170%
Milwaukee	\$19,873.55	42	0	42	100	143.2	143%
Wausau	\$5,467.38	36	0	36	100	145.5	146%
<b>Total</b>	<b>\$49,922.64</b>	<b>263</b>	<b>0</b>	<b>263</b>			



## Cable

MARKET	WISDOT GROSS	NUMBER OF SPOTS			M18 34 TRPS (TOTAL RATING POINTS)		
		PAID	BONUS	TOTAL	GOAL	ACTUAL	INDEX
Duluth-Superior	\$943.54	369	0	369	50	152.3	305%
La Crosse/Eau Claire	\$4,384.41	181	0	181	50	52	104%
Green Bay/Appleton	\$5,913.36	354	0	354	50	98.3	197%
Madison	\$6,038.47	156	0	156	50	50.5	101%
Milwaukee	\$18,378.98	274	0	274	50	135.1	270%
Wausau	\$2,886.97	131	0	131	50	50.1	100%
Fox Sports Net	\$17,954.00	35	0	35	n/a	n/a	n/a
<b>Total</b>	<b>\$56,499.73</b>	<b>1500</b>	<b>0</b>	<b>1500</b>			

## Streaming Audio

VENDOR	WISDOT	IMPRESSIONS		CLICKS	CTR
		GROSS ORDERED	DELIVERED		
Pandora	\$9,729.83	156,648	160,658	39	0.02%
Spotify	\$10,545.89	222,222	210,922	n/a	n/a
<b>Total</b>	<b>\$20,275.72</b>	<b>378,870</b>	<b>371,580</b>	<b>39</b>	<b>0.02%</b>

## Streaming Video

VENDOR	WISDOT	IMPRESSIONS		CLICKS	CTR	VIDEO COMPLETION RATE
		GROSS ORDERED	DELIVERED			
Hulu	\$33,705.77	1,012,487	1,068,671	544	0.24%%	98.82%

## St. Patrick's Day

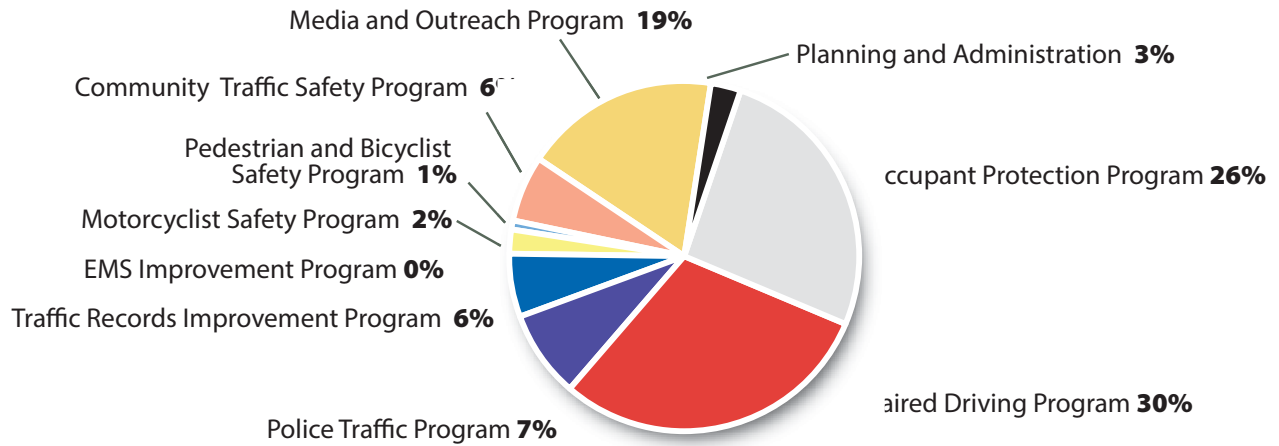
### Television

CAMPAIGN DATES	PAID SPOTS	PSA SPOTS	DOT GROSS	MESSAGES
February 26-March 18	775	761	\$73,296.08	Drive Sober: One and the Same; Daredevils - Derby Girl; Daredevils - Skateboard

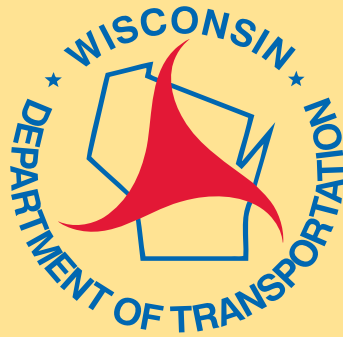
## FISCAL SUMMARY

Planning and Administration					
Occupant Protection		\$598,062.93			
Impaired Driving				\$2,426,296.81	
Police Traffic					
Traffic Records					
EMS Improvement					
Motorcyclist Safety					
Pedestrian and Bicyclist Safety					
Community Traffic Safety					
Media and Outreach		\$70,389.60		\$492,512.62	

## EXPENDITURES OF FEDERAL FUNDS BY PROGRAM AREA FFY2018







# ANNUAL REPORT

STATE OF WISCONSIN  
FEDERAL FISCAL YEAR

**2018**



