



Wisconsin State Patrol Division Headquarters
Hill Farms State Office Building
4822 Madison Yards Way, 9th Floor South
Madison, WI 53705-9100

Tony Evers, Governor
Craig Thompson, Secretary

Phone: 844-847-1234
Fax: 608-267-0441

On behalf of the Wisconsin Department of Transportation, Bureau of Transportation Safety and Technical Services (BOTS2), I am pleased to present the State of Wisconsin's Annual Evaluation Report of federal fiscal year 2020 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 1.52% of the country's traffic fatalities and has seen a decrease of 0.7 % in fatalities since 2015 (from 555 in 2015 to 551 in 2019). Wisconsin has 1.77% of the U.S. population. With a strong and active commitment from our safety partners in federal fiscal year 2020, BOTS administered highway safety grants provided by the National Highway Traffic Safety Administration (NHTSA) under 23 U.S.C. Chapter 4. The Wisconsin Department of Transportation continually promotes traffic safety through education, engineering, enforcement, and emergency medical services. The delivery of the multiple programs described in this report collectively work to prevent fatalities and serious injuries on all Wisconsin roads.

Sincerely,

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

David Pabst, Director
Bureau of Transportation Safety

Foreword

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

Mission

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

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

Funds

Wisconsin programmed over \$13.7 million of federal highway safety formula and incentive grants, and state funds during federal fiscal year 2020. This included funds from the Fixing America's Surface Transportation (FAST) Act:

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

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

Goal

Goals for this federal fiscal year 2020 Annual Report were set and committed to in the 2020 Highway Safety Plan (HSP). The results laid out in this document use 2019 calendar year data. The Governors Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration (NHTSA) agreed to a minimum set of performance measures to be used in the development of HSPs. Wisconsin has set a goal of a 5% improvement for most of the "Core Outcome Measures" from the prior five-year rolling average, and a 2% improvement for the number of traffic fatalities and the fatality rate using available state data available at the time. When goals were written in the 2020 Highway Safety Plan (HSP), finalized 2019 FARS crash data were not yet available. All projects in the 2020 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.

Measure	2014	2015	2016	2017	2018	2014-2018 Avg	2019 Goal	2019 Actual
C1. Traffic Fatalities (FARS)	506	566	607	613	588	576	564	565
C2. Serious Traffic Injuries (State Crash Data Files)	2,986	2,999	3,039	3,492 (3,271)	3,212 (3,005)	3,146 (3,060)	2,988 (2,907)	2,938
C3a. Fatalities/VMT (FARS)	0.84	0.91	0.95	0.94	0.89	0.91	0.89	0.85
C3b. Rural Fatalities/VMT (FARS)	1.09	1.12	1.26	1.2	1.02	1.14	1.08	1.18
C3c. Urban Fatalities/VMT (FARS)	0.57	0.68	0.61	0.67	0.57	0.62	0.59	0.48
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	161	167	183	180	153	168.8	160	136
C5. Alcohol Impaired Driving Fatalities (FARS)	165	188	199	189	199	188	179	140
C6. Speeding Related Fatalities (FARS)	168	167	212	180	186	182.6	173	163
C7. Motorcyclist Fatalities (FARS)	73	81	85	77	83	79.8	76	82
C8. Un-helmeted Motorcyclist Fatalities (FARS)	51	65	65	43	53	55.4	53	54
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	67	77	78	90	57	73.8	70	83
C10. Pedestrian Fatalities (FARS)	45	57	51	56	56	53	50	52
C11. Bicyclist Fatalities (FARS)	4	15	11	7	4	8.2	8	14
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	84.7%	85.8%	88.4%	89.4%	89.3%	87.5%	91.9%	90.2%

A1. Seat Belt
Citations Issued
During Grant
Funded
Enforcement
Activities

A2. Impaired
Driving Arrests
Made During
Grant Funded
Enforcement
Activities

A3. Speeding
Citations Issued
During Grant
Funded
Activities

Key Statistics (State Crash Data Files, Final 2019 Data)

- Total fatalities decreased from 572 to 565 between 2010 and 2019, a decrease of 1.2%. Suspected serious injuries decreased from 3,845 to 2,938 between 2010 and 2019, a decrease of 23.6%.
- Alcohol-related fatalities decreased from 220 to 140 between 2010 and 2019, a decrease of 36.4%. Alcohol-related suspected serious injuries increased from 640 to 666 between 2010 and 2019, an increase of 4.1%.
- 30% of traffic deaths in Wisconsin were the result of operator impairment in 2019, with 140 fatalities in alcohol-related crashes, 59 fatalities in drug-related crashes, and 31 fatalities in crashes that had both alcohol and drugs involved.
- We missed our 2019 goal for safety belt use by having a use rate of 91.9% that year. Wisconsin's safety belt use rate was 90.2% in 2019. Our seat belt use rate is, however, still lower than the 2019 national seat belt use rate of 90.7%.
- During the last five years (2015-2019), traffic crashes have killed, on average, 80 motorcyclists and injured 1,813 motorcyclists each year.
- During the last five years (2015-2019), on average there were 2,734 work zone crashes annually in Wisconsin that killed 11 people and injured 1,003 each year.
- Nearly 5% of traffic deaths in Wisconsin were due to distracted driving in 2019, and nearly 30% of traffic deaths were in speed-related crashes.

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) 2020.
- 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.
- This year we also began a management review of our programs by NHTSA which included our Region 5 partners and participants from other region colleagues. This review occurs every three years.

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				
Fed ID	Fund	Program Activity	Planned	Expended
2020-10-01-PA	402	Planning and Administration	\$330,000	\$327,985.20
2020-19-01	State 562	Planning and Administration	\$530,000	\$375,919.92
		Program Total	\$860,000	\$703,905.12

OCCUPANT PROTECTION PROGRAM

Performance Goals and Measures

In 2019, 44% of Wisconsin's passenger vehicle occupant fatalities were unrestrained occupants. The program missed its safety belt usage goal of 91.9%, having reached 89.2% average safety belt use. The program also met its goal to decrease the ejection rate as well as decrease unbelted fatalities and suspected serious 'A' injuries as shown in the tables below.

Average Belt Use

2014-2018 Baseline	87.5%
2020 Goal	91.9%
2019 Actual	89.2%

Unbelted Fatalities and 'A' injuries

2014-2018 Baseline	1.07/100M VMT
2019 Goal	1.02/100M VMT
2019 Actual	0.85/100M VMT

Ejection Rate/Fatal and Injury Crashes of Passenger Vehicles and Utility Trucks

2014-2018 Baseline	0.58%
2019 Goal	0.55%
2019 Actual	0.41%

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's 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 36 grants were given to law

enforcement agencies statewide for sustained year-round enforcement. All the grants were high visibility enforcement task forces that included multiple agencies performing deployments together and included media outreach. Fifty percent of this enforcement was conducted during hours designated for nighttime enforcement.

A total of 313 (down from 343 in 2019 but still above the 277 in 2018) law enforcement agencies from across Wisconsin participated in the 2020 Click It or Ticket national enforcement mobilization. Agencies that participated in the 2020 Click It or Ticket national enforcement fulfilled BOTS guidelines for conducting ongoing high-visibility enforcement, committed themselves to community education, and engaged with local media. The high-visibility enforcement activities within their jurisdictions helped to improve traffic safety across the state.

Child Passenger Safety (CPS)

CPS Program Administration

In a rigorous request for proposal process, the State of Wisconsin awarded a contract to Children's Wisconsin for support and administrative costs for statewide Child Passenger Safety Advisory Committee. The goal of this partnership with Children's Wisconsin 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 Children's Wisconsin to provide additional CPS training materials to community partners and local events as well as CPS training for law enforcement agencies, judges, and other safety partners with community programs.

CPS Seat Grant Program

The purpose of the program is to make car seats available at low or no cost to low-income families who might otherwise choose to place their children in older, unsafe seats or to transport them unrestrained or improperly restrained, thereby putting them at risk. BOTS staff developed a targeting methodology to determine which counties are selected to receive a CPS grant based on crash data and data provided by partners at the Wisconsin Department of Health Services. Once counties with the most at-risk population were identified, agencies such as county health departments, social workers, the Women, Infants, and Children (WIC) Program, and county injury prevention coalitions partner with BOTS to utilize the grant. The recipient or recipient's caregiver is given a voucher providing instructions regarding where to call to set up an appointment. At this appointment, recipients receive installation assistance, a new car seat appropriate for the child, and education about transportation safety. The objectives of the program are measured by the number of clients redeeming vouchers. After receiving education and assistance with installation, a survey is completed by participants for each seat distributed.

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

In FFY 2020, due to the COVID-19 Pandemic, there were only three CPS certification training classes held in Wisconsin. These training classes were in Madison, Milwaukee, and Sheboygan.

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 2020, there were 20 newly certified car seat technicians for a total of 647 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 2517 car seats checked for proper installation averaging approximately six 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
- Social Media Usable Information
- Toy Convincer
- Egg Helmet
- Spot the Tot
- Sammy the Squirrel
- Booster Seat Door Decal

Data and Program Evaluation

BOTS contracted with UW-Whitewater to conduct the seat belt observational survey. In 2020, Wisconsin had 89.2% compliance with its mandatory safety belt use laws. See the results of the 2020 survey on the next page.

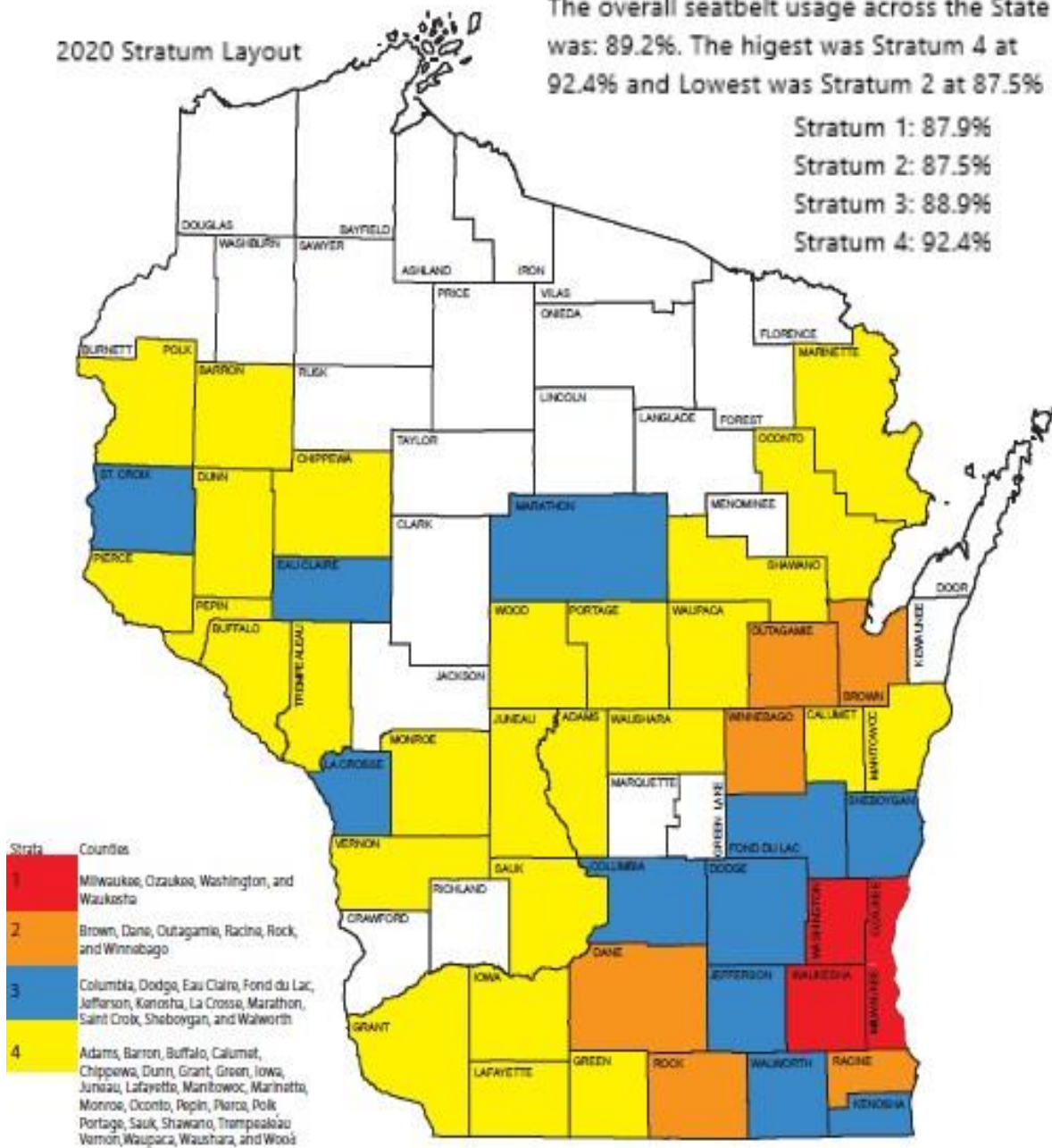
Occupant Protection Program – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2020-20-01-OP	402	Program Management	\$85,000	\$61,721.81
2020-20-03-OP	402	Training and Support – Technical	\$205,000	\$163,600.98
2020-20-05-OP	402	Enforcement	\$1,460,000	\$1,157,938.04
2020-20-06-OP	402	Equipment	\$518,477	\$434,833.08
2020-20-09-OP	402	Evaluation	\$50,000	\$49,003.60
2020-25-03-M2	405b	Training and Support - Technical	\$37,000	\$9,540.00a
2020-25-05-M2	405b	Enforcement	\$512,000	\$472,954.17
2020-25-06-M2	405b	Equipment	\$54,000	\$45,409.39
2020-25-09-M2	405b	Evaluation	\$65,000	\$10,156.63
		Program Totals	\$2,994,000	\$2,405,157.70

WISCONSIN SAFETY BELT SURVEY STRATA

2020 Stratum Layout

The overall seatbelt usage across the State was: 89.2%. The highest was Stratum 4 at 92.4% and Lowest was Stratum 2 at 87.5%

Stratum 1: 87.9%
 Stratum 2: 87.5%
 Stratum 3: 88.9%
 Stratum 4: 92.4%



IMPAIRED DRIVING PROGRAM

Performance Goals and Measures

Alcohol and Drug Related Motor Vehicle Crashes

2014-2018 Baseline	9.76/100M VMT
2019 Goal	9.27/100M VMT
2019 Actual	10.46/100M VMT

Resulting Deaths and Suspected Serious (A) Injuries

2014-2018 Baseline	1.38/100M VMT
2019 Goal	1.31/100M VMT
2019 Actual	1.41/100M VMT

Proportion of Alcohol and Drug Related Fatalities

2014-2018 Baseline	38.06%
2019 Goal	36.16%
2019 Actual	30.49%

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

2014-2018 Baseline	21.02%
2019 Goal	19.97%
2019 Actual	24.51%

Crashes involving alcohol (15-24 years olds)

2014-2018 Baseline	177.74/100K pop.
2019 Goal	168.86/100K pop.
2019 Actual	166.39/100K pop.

Wisconsin did meet its 2014-2018 goal of a 5% decline from the prior five-year rolling average of 188 to 179 impaired driving fatalities related to alcohol. There were 127 alcohol-related impaired driving fatalities in 2019 using Fatality Analysis Reporting System (FARS) data.

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

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

Program Management and Strategic Planning

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

Prevention through the Promotion of Transportation Alternatives

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

The Bar Buddies programs in Baraboo, Lodi, Reedsburg, Sauk Prairie, and Spring Green continued to offer alternative transportation to homes as well. Bar Buddies grants are funds to off-set cost for fuel, maintenance, and other costs for agencies providing alternative transportation in their communities. As the programs become self-sufficient, grant amounts decrease. Due to COVID and Safer at home restrictions, all Bar Buddies programs were on hold from mid-March to early May.

BOTS offered alternative transportation grants covering community festivals. The grants were offered to the municipalities of Watertown, Arlington, and Seymour as well as in Barron and Crawford counties. Agencies provided evidence that poor driver judgment could be expected, and that drinking and driving had been a problem at the event. The grants would have provided short-term alternative transportation (vans, buses, or vehicles) to transport community members from the local summer community event to their home. None of the festival grants were activated due to the cancellation of the festivals due to Safer at Home restrictions.

BOTS previously developed a Drive Sober mobile application (app) for smart phones, and since inception, use of the app is as follows:

Screen Name	Screen Views
Home	380,503
Blood Alcohol Estimator	175,993
Designated Driver Selector	84,326
Impairment Goggles	77,141
Find a Ride	75,580

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 2020. 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 2020 Drive Sober or Get Pulled Over-Labor Day national enforcement mobilization had 215 participating law enforcement agencies and Drive Sober or Get Pulled Over – Winter Holidays mobilization had 290 participating agencies. Fiscal year 2020 equipment grants were provided to some agencies that participated in the Drive Sober or Get Pulled Over fall national enforcement mobilization that signed project agreements and 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 2020 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. The grant provided funding for the State DRE Coordinator and is a contractor position. BOTS funding covered related programs including Advanced Roadside Impaired Driving Enforcement (ARIDE), Drug Impairment Training for Educational Professionals (DITEP), and Standardized Field Sobriety Testing (SFST). The number of classes are down slightly due to a number of classes being cancelled due to Safer at Home restrictions. Here are the current results of activity for the year.

Current DREs

Number of certified DREs:	310
Number of certified DRE instructors:	39
Number of State Police/HP DREs:	7
Number of City Police Department DREs:	196
Number of Sheriff’s Department DREs:	103
Number of Other Agency DREs:	4
Number of LE agencies with certified DREs:	139

DRE Evaluations

Number of enforcement evaluations:	842
Number of training evaluations:	77
Total number of evaluations conducted:	919

Drug Category (DRE’s Opinion)

• Depressants:	99
• Stimulants:	89
• Hallucinogens:	3
• Dissociative Anesthetics:	6
• Narcotic Analgesics:	111
• Inhalants:	2
• Cannabis:	124

Poly Drug Use

• Total number of cases:	293
Other	
• Alcohol Rule Outs:	2
• Medical Impairment:	5
• No Opinion of Impairment:	3
• Tox Results - Pending:	465
• Tox Results - No Drugs:	32
• Toxicology - Refused:	35
DRE Training	
• Number of DRE Schools:	1
• Number trained:	3
• Number of DREs certified:	3
• Number of DRE Instructor courses:	0
• Number trained:	0
• Number of DRE Instructors certified:	0
• Number of DRE Recertification courses:	5
• Number of DREs trained:	289
ARIDE Training	
• Number of ARIDE classes:	18
• Number trained:	328
DITEP Training	
• Number of DITEP classes:	8
• Total number trained:	148
• Number of DITEP Instructor classes:	1
• Total number trained:	2
Phlebotomy Training	
• Number of classes:	N/A
• Number trained:	N/A
SFST Training	
• Number of SFST courses:	36
• Number trained:	832
• Number of SFST Instructor courses:	3
• Number trained:	39
• Number of SFST Master Instructor courses:	3
• Number trained:	3

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. They also became co-chairs of our Impaired Driving Work Group that meets quarterly.

The search for a Judicial Outreach Liaison was not successful, no candidates responded to the Request For Proposal process.

Adjudication

BOTS provided funds to reimburse travel costs for OWI courts and drug courts to travel to training sponsored by the National Center for DWI Courts (NCDC). Only one training was able to be conducted in person due to COVID restrictions. Iowa County traveled to Atlanta, GA for the class in December 2019.

Due to Safer at Home restrictions in Wisconsin the Operation Tune-up Training Wisconsin Dells was not held.

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 2020 since these programs are still being developed.

Impaired Driving Program – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2020-31-01-M5	405d	Program Management	\$95,000	\$88,279.05
2020-31-03-M5	405d	Training and Support– Technical	\$360,000	\$151,411.31
2020-30-03-AL	402	Training and Support – Technical	\$350,000	\$326,347.92
2020-30-04-AL	402	Training and Support – Community	\$120,000	\$34,854.46
2020-31-04-M5	405d	Training and Support – Community	\$70,000	\$0.00
2020-31-05-M5	405d	Enforcement	\$1,825,000	\$1,565,080.09
2020-30-06-AL	402	Equipment	\$800,000	\$330,238.92
2020-37-05-XX	405d (24/7)	Enforcement	\$165,000	\$0.00
2020-37-05-XX	405d (IID)	Enforcement	\$430,000	\$0.00
2020-39-04	State 531	Transportation Alternatives	\$700,000	\$625,484.18
		Program Totals	\$4,945,000	\$3,121,695.93

Police Traffic Program

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

Speed Related Crashes	
2014-2018 Baseline	30.73/100M VMT
2019 Goal	29.19/100M VMT
2019 Actual	32.88/100M VMT

Speed-Related Combined Fatalities and Suspected Serious 'A' Injuries	
2014-2018 Baseline	1.64/100M VMT
2019 Goal	1.56/100M VMT
2019 Actual	1.7/100M VMT

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

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

Evidence-Based Law Enforcement

BOTS planned statewide participation, encouraged voluntary participation, and provided overtime funding for the speed and aggressive driving evidence-based enforcement campaign in areas most at risk for speed-related traffic violations, crashes, and traffic fatalities as determined by the targeting methodology described in detail in the Highway Safety Plan. BOTS encouraged coordination between county and local law enforcement by employing multi-jurisdictional task forces. There were 40 such task forces in 2020 with 202 participating law enforcement agencies across 32 counties.

The DSP was authorized to conduct a total of 56 BOTS funded traffic enforcement flights during the 2019-20 BOTS speed grant. During this time the Air Support Unit was able to support 39 of the 56 traffic enforcement details as the remaining 17 details the aircraft had to cancel or was not available due to weather or other unforeseen issues, such as the COVID-19 pandemic protocol. It is important to note however that on those details that were scheduled when the aircraft had to cancel the details continued with ground only cars (no air support) conducting speed enforcement with laser or other means.

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

Projects in the 2020 HSP planned with 405(e) or 405(g) funds were not completed since Wisconsin did not qualify for those funds.

FFY2020 Enforcement Totals	
Sum of # Officers Deployed	28,936
Sum of Total OT Hours	113,348
Sum of Total Straight Time Hours	26,354
Sum of Safety Belts OT	16,166
Sum of Safety Belts Straight	1,462
Sum of Child Restraints OT	406
Sum of Child Restraints Straight	72
Sum of Speed OT	36,474
Sum of Speed Straight	5,000
Sum of OWI OT	2,146
Sum of OWI Straight	896
Sum of OAR OT	12,886
Sum of OAR Straight	2,658
Sum of Open Intox OT	470
Sum of Open Intox Straight	146
Sum of Vehicle Reg OT	6,888
Sum of Vehicle Reg Straight	1,610
Sum of Vehicle Equip OT	2,382
Sum of Vehicle Equip Straight	444
Sum of All Other OT	22,356
Sum of All Other Straight	4,552
Sum of Drug Arrests	1,840
Sum of Felony Arrests	866
Sum of Misdemeanor Arrests	1,424
Sum of Warrants Served	1,424

data as of December 23, 2020

Police Traffic Program – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2020-40-05-PT	402	Enforcement	\$1,502,618.11	\$1,214,534.01
2020-44-05-XX	405e	Enforcement	\$2,400,000	\$0.00
2020-46-05-XX	405g	Enforcement	\$1,000,000	\$0.00
		Program Totals	\$4,909,414	\$1,214,534.01

Traffic Records Improvement Program

In 2015, NHTSA conducted a traffic records assessment in Wisconsin. The Traffic Records Coordinating Committee (TRCC) completed a self-assessment in early 2020. The overarching takeaway from this evaluation was that the committee should continue to prioritize projects based on specific goals or objectives (i.e. better integration with roadway data) and that everything needs to be quantifiable. In that light, the committee selected projects for 2020 that could quantifiably improve existing, core databases. This core, data network, in turn, supports effective analytical tools which allow BOTS' analysts and others to measure the needs of the state traffic records system. 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 in turn 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 2020 federal fiscal year.

Traffic Records Program and Policy Analysis

This program is 402 funded support of a program evaluation analyst positions. These three positions provided support to the TRCC, the Bureau, and to WisDOT. These positions assisted with strategic plan development and implementation. BOTS staff coordinated the traffic records program grant funding and assisted the TRCC, which held meetings quarterly. BOTS continued to increase the number of relationships with partners as well as internal and external stakeholders.

Wisconsin CODES Project for EMS or Injury Surveillance

This project worked on improvements in providing CODES data to governmental, educational, and non-profit organizations as requested. Success of this project is determined by the timely delivery of reports and analyses to WisDOT/BOTS, and continued successful modifications to the CODES Online Query System and the CODES website generally

Safety Data Warehouse Data Linkage

Wayne Bigelow – UW TOPS Lab (\$25,00)

This project began what is part of a multiyear creation of a Traffic Record System that is a honeycomb of integrated systems per NHTSA's recommendation. Specifically, this year the project integrated citation and adjudication data into a data warehouse such that no primary data source will be touched.

Predictive Analytics

This project continued the development of tools to predict where and under what conditions crashes occur. These tools allow LEAs—and the State Patrol in particular—to expend resources in the most efficient manner possible by being in place where and when crashes are most likely to occur. This visibility will lessen risky driver behaviors and may also allow for better crash outcomes by lessening response times. Specific objectives included algorithmic improvements based on performance results from the new system and the integration of additional data overlays, such a traffic citation data.

Modernize the Fatality Analysis Reporting System (FARS) project

This project is part one of an improvement to the FARS process by taking advantage of the capabilities of the crash database and resolve system, eliminating a significant burden of manual data processing and

reconciliation. This project developed two new workflow interfaces in the Crash Database Resolve System.

Uniformity of Crash Reconstruction Data Preservation: Inter jurisdictional Partnering project

This project was not allowed by NHTSA.

Pedestrian Exposure Data SE Region Pilot Study project

WisDOT does not have a methodology for doing ped bike counts. The lack of exposure data makes it impossible to prioritize site selection for safety treatments based on volume of users, but also eliminates the ability to calculate risk by looking at crashes in the context of exposure. When this project is complete there will be a pedestrian exposure model that provides annual pedestrian crossing volume estimates at more than 1,000 locations on the State Highway System. This year the project compiled long-term continuous pedestrian counts, explored ways to expand short-term counts to annual estimates, and, finally, developed an initial database of short-term pedestrian crossing volumes at more than 200 intersections and more than 50 mid-block locations throughout the SE Region.

Using Text Data from the DT4000 to Enhance Crash Analysis project

On its completion, this project will summarize characteristics of crash narratives and develop intelligent text extraction methods for retrieving useful information from digitized crash narratives in the DT4000. For this year, there was a literature review, interviews with safety engineers and analysts, design of a case study to demonstrate the application of text mining in crash analysis, and evaluation of that methodology. This project had to be reclassified to 402 per NHTSA management review.

Comprehensive Evaluation of DT4000 Data Quality for Pedestrian and Bicycle Crashes

This project will recommend improvements on the completeness and quality of pedestrian and bicycle crash data through a thorough review of quantitative analysis of all DT4000 pedestrian and bicycle crashes reported in 2017 and 2018. For this year, there was a literature review, collection of pedestrian/bicycle crash data in DT4000 and MV4000, assessment of the new data fields to establish a baseline, interviews with law enforcement, and analysis of the safety benefits of the new DT4000.

2020 CODES Traffic Crash Linkages project.

This project will link several datasets together increasing the number of data points, variables and indicators related to traffic crashes. This project addresses the Data Use and Integration recommendations outlined in the most recent State of Wisconsin Traffic Records Assessment by enhancing the completeness and accuracy of WTC data. For this year, the project linked the 2019 WTC data to hospital inpatient and emergency department (ED) data from Wisconsin, Minnesota, and Iowa as well as to data from the Wisconsin Ambulance Run Data System (WARDS). In addition—and new this year—there was a proof of concept for linking Wisconsin Trauma Registry data.

Centralized TraCS Webservice System project

Over 550 Wisconsin law enforcement agencies are using TraCS. The TraCS will be upgrading to a new and more current technology in the next year or two. Those agencies that are still using an Access database will not be able to use the new version of TraCS. It can be costly for law enforcement agencies to make the move from Access to SQL, especially if they don't have internal IT staff to accomplish it. The Wisconsin State Patrol used this project to offer a TraCS Webservices option for agencies that currently have Access and are unable to move to SQL on their own.

Reference Point (RP) Coding Automation and Enhancements project

This project did not occur in 2020.

Connected Autonomous Vehicles (CAV) Safety Data project

This was a foundational project to study the availability of CAV data, use cases, and opportunities for that data in the traffic safety records context. It will support future TRCC project planning related to emerging CAV data and technologies. Specifically, this year there was a literature search, interviews with Wisconsin State Patrol and other stakeholders, and the development of a minimum data requirement for CAVs operating within the state.

Modernize Chemical Test Data Storage and Workflow Processes to Improve Arrest System and drive Record Data Quality project

This project is to modernize and improve the chemical test database and resolve system necessary by improving Arrest System and Driver Record input data quality. Furthermore, modernizing chemical test data storage will make the chemical test data accessible to other Wisconsin databases. For this year, the project developed a workflow and consistency checks as chemical test data is pushed to the Arrest System nightly.

Community MAPS

This project continues to make improvement to Community Maps. Community Maps system was developed by the Wisconsin Department of Transportation (WisDOT) Bureau of Transportation Safety (BOTS) in partnership with the Wisconsin Traffic Operations and Safety (TOPS) Laboratory at the University of Wisconsin-Madison to provide an accessible and timely map of traffic crashes for each county. Community Maps is updated on a nightly basis from the WisDOT crash database management system and includes a record of all police reported crashes in Wisconsin for which geo-coded locations are available. The Community Maps system serves as an integral component of the County TSC quarterly meetings and as a vital information resource for ongoing collaborative efforts at all levels of government and within local communities to address traffic safety needs.

TraCS Equipment

To maintain 100% electronic reporting BOTS continued outfit new squads with laptops and TraCS software. Wisconsin is the only state in the country that has 100% electronic crash reporting from law enforcement agencies around the state.

Traffic Records Improvement Program – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2020-50-01-TR	402	Program Management	\$260,000.00	\$214,379.867
2020-50-03-TR	402	Training and Support – Community	\$35,000	\$31,890.34
2020-58-03-M3	405c	Training and Support – Community	\$612,520	\$612,519.85
2020-58-06-M3	405c	Equipment	\$96,072.44	\$228,538.91
		Program Totals	\$1,003,592.44	\$1,055,438.63

EMS Improvement Program

Safety Belt Use Rate

2014-2018 Statewide 5-year Average Baseline	87.5%
2019 Statewide Goal	91.9%
2019 Actual	90.2%

Injury to Death Ratios

2016-2018 Statewide 3-year average Baseline	72.2 to 1
2019 Statewide Goal	68.6 to 1
2019 Actual	72.1 to 1

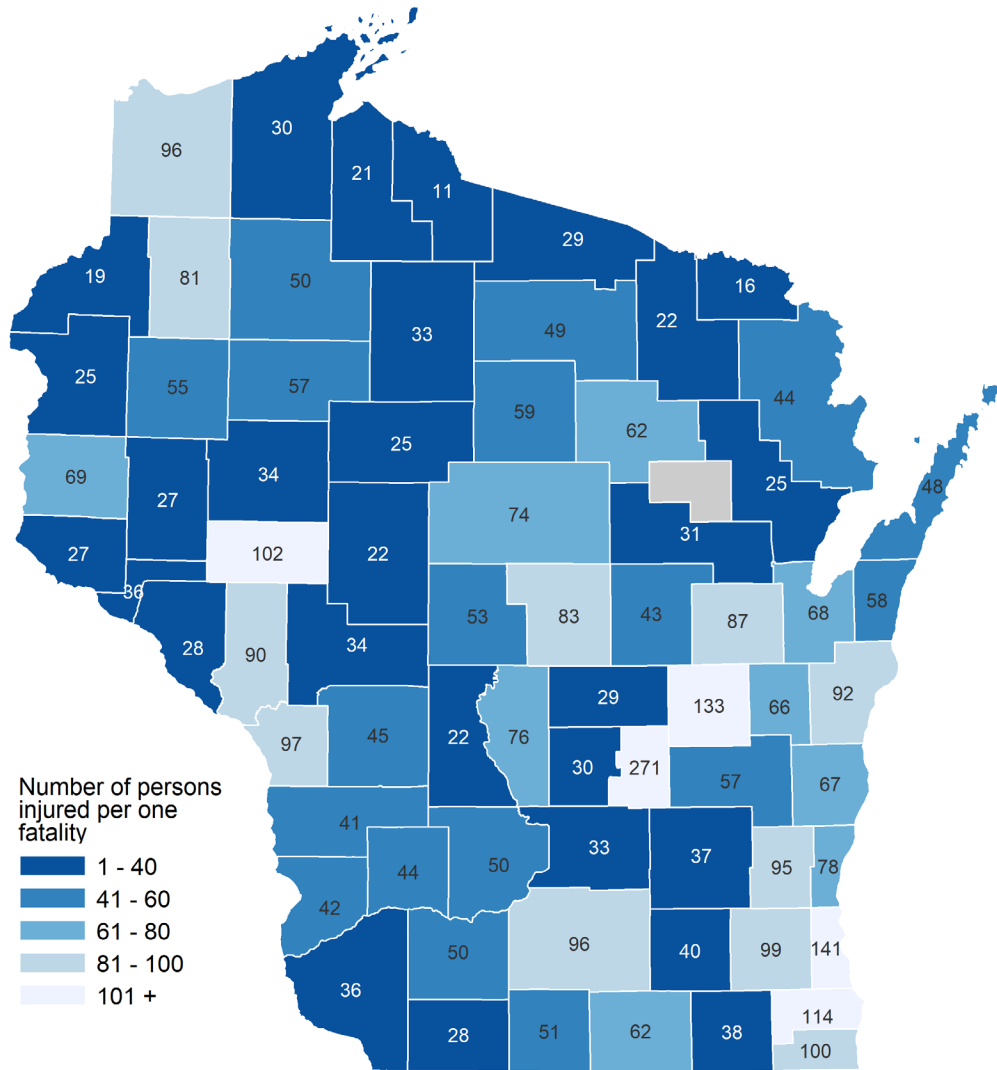
Wisconsin did not meet its goal for safety belt usage this past year. However, crash survivability varies by location in the state, which is a result of many factors including the speed and level of emergency medical response and treatment. Statewide, Wisconsin did not meet its goal for the injury-to-death 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.

Emergency Response Recruitment and Retention

BOTS offered a grant to DHS for recruitment and retention of emergency responders for National Association of EMS Educator textbooks. Mass casualty triage training did not take place this past year due to the COVID-19 pandemic

Emergency Medical Services Improvement – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2020-60-03-EM	402	Training	\$50,000	\$0.00
		Program Totals	\$50,000	\$0.00

Injury to Death Ratio by County (2016-2018)



Motorcyclist Safety Program

Motorcyclist fatalities remained the same in 2018 and 2019 at 83. The program missed its goal of a 5% decrease over the prior five-year rolling average of 79.6 (2014-2018). It did, however, meet its goals for motorcycle/moped crashes and motorcycle/moped killed and injured but not for combined fatalities and suspected serious injuries in motorcycle/moped crashes.

Motorcycle/Moped Crashes	
2014-2018 Baseline	2,342
2019 Goal	2,225
2019 Actual	1,972
Combined Fatalities and Incapacitating Injuries in Motorcycle/Moped Crashes	
2014-2018 Baseline	642
2019 Goal	610
2019 Actual	618
Motorcycle/Moped Killed and Injured	
2014-2018 Baseline	2,140
2019 Goal	2,033
2019 Actual	1,766

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 2020 motorcycle training season, the WMSP in partnership with the Motorcycle Safety Foundation (MSF) 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.

The WMSP Rider Education Program continues to administer classroom and hands-on rider training programs through the training sites funded by the Wisconsin Technical College System as well as private training sites and Harley-Davidson Riding Academy training that meet MSF and WMSP requirements for basic motorcycle/scooter,

new, seasoned, and advanced motorcycle riders. One major training provider closed due to pandemic restrictions though a small business substantially increased their training capacity to meet the student demand in the geographical area. In addition, seven additional coaches were certified to teach the three wheel BRC course.

WMSP had hoped to purchase training motorcycles and three-wheeled motorcycles to support the training fleet at the grant-funded sites though questions regarding the potential effect of the Buy America Act contributed to this purchase not being completed.

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

The annual rallies that are typically held each year were canceled due to the COVID-19 pandemic, so these partnerships did not take place.

Communication and Outreach

Activities for this program were extremely limited due to the COVID-19 pandemic which significantly reduced opportunities to meet with the public and limited liquidation rates.

Events held: 13

Event days: 18

Events canceled: 20

Event days canceled: 32

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 25 rider education sites, with a total of 28 site visits and formally evaluated 39 coaches during FFY 2020.

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 was targeted to coincide with major motorcycling activities taking place during the most active segment of the riding season.

Motorcycle Program – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2020-79-01	State 562	Program Management	\$150,000	\$89,394.97
2020-79-04	State 562	Training and Support —Community	\$463,000	\$298,823.59
2020-79-07	State 535	Paid Media	\$100,000	\$0.00
2020-70-04-MC	402	Training and Support —Community	\$200,000	\$24,174.96
2020-70-09-MC	402	Evaluation	\$30,000	\$12,165.84
2020-72-04-M9	405f	Training and Support – Technical	\$30,000	\$2,148.91
		Program Totals	\$973,000	\$426,708.27

Pedestrian and Bicyclist Safety Program

Pedestrian-Motor Vehicle Crashes

2014-18 Baseline	23.21/100K pop.
2019 Goal	22.05/100K pop.
2019 Actual	24.5/100K pop.

Combined Fatalities and Serious'A' Injuries

2014-18 Baseline	4.92/100K pop.
2019 Goal	4.68/100K pop.
2019 Actual	5.54/100K pop.

Pedestrian Injuries

2014-18 Baseline	22.77/100K pop.
2019 Goal	21.63/100K pop.
2019 Actual	23.91/100K pop.

Bicyclist-Motor Vehicle Crashes

2014-18 Baseline	15.75/100K pop.
2019 Goal	14.96/100K pop.
2019 Actual	12.74/100K pop.

Combined Fatalities and Serious'A' Injuries

2014-18 Baseline	1.59/100K pop.
2019 Goal	1.51/100K pop.
2019 Actual	1.59/100K pop.

Bicyclist Injuries

2014-18 Baseline	14.45/100K pop.
2019 Goal	13.73/100K pop.
2019 Actual	11.56/100K pop.

The pedestrian safety program fell below its goals for calendar year 2019 for the number of pedestrian-motor vehicle crashes, pedestrian injuries, and the number of combined fatalities and suspected serious (A) injuries as proportions of the state population. However, there were 53 pedestrian fatalities in 2019, which was lower than the previous year's total of 56 and the same as the 2014-2018 average.

The bicyclist safety program surpassed some of its goals for calendar year 2019. It met its goals for lowering the number of bicycle-motor vehicle crashes and bicyclist injuries but did not meet the goal for combined fatalities and A-injuries. There were ten more bicyclist fatalities in 2019 than in 2018 (from four to fourteen), which places the number of bicyclist fatalities in 2019 much higher than the 2014-2018 average of 8.2.

The pedestrian and bicyclist safety program use's 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 2020 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 and bicyclist safety and the rules of the road. The program manager also coordinated pivoting the Teaching Safe Bicycling program and MilWALKee Walks from in-person to digital because of COVID-19. Additionally, this position developed several new informational pages on bike safety and crosswalk rules. 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.

Predictive Analytics Model of Pedestrian and Bicyclist Exposure Rates

In 2020 this funding was not utilized due to the COVID-19 pandemic.

Teaching Safe Bicycling

Teaching Safe Bicycling classes are a train the trainer program which allow the lessons taught in the class to be easily replicated by those trainers who go back into their communities to educate youth on the basics of safe operation of a bicycle. Because of Covid-19 and issues with municipal and non-profit budgets and because of Safer at Home orders, 2020 TSB was on-line. Short You Tube videos were produced for each of the 9 different bike-rodeo station. Video production was by Appleton Park and Rec and Bike Fed of Wisconsin. Video are available for viewing by the general public, this has the potential to expand the reach of these trainings.

Bicycle Rodeo Supplies

In 2020 this funding was not utilized due to the COVID-19 pandemic.

MilWALKee Walks

BOTS partnered with the Wisconsin Bike Federation on the MilWALKee Walks campaign that promotes walking and pedestrian safety. This year, MilWALKee Walks also partnered with Milwaukee DPW and Milwaukee County Parks to help with the temporary closures that were put in place in on key streets in response to the increase in biking and walking and the need for space related to COVID-19. Staff engaged with neighbors and community groups, designed and printed promotional materials and monitored and surveyed locations to ensure a positive implementation of these new Active Streets. This year, when many of the large Milwaukee festival events were cancelled, MilWALKee Walks pivoted to focusing on the Pedestrian High Injury network outlined in the Milwaukee Pedestrian Plan. Members held signs up, helped people cross the street, and handed out law cards and safety information. Finally MilWALKee Walks participated in The Pace Car Pledge where drivers take a personal pledge to maintain the lawfully posted speed limit within the city and identify that pledge to others with a sticker. The Pace Car Pledge is a nationally recognized initiative that has been adopted by other communities.

Designing for Pedestrian Safety

In 2020 this funding was not utilized due to the COVID-19 pandemic

Pedestrian/Bicycle Law Enforcement Training

In 2020 this funding was not utilized due to the COVID-19 pandemic.

Law Enforcement

Bicyclist and Pedestrian Traffic Law Enforcement

In FFY 2020, there were three bicyclist and pedestrian high-visibility enforcement (HVE) projects in Milwaukee, West Allis, Mount Pleasant, Greenfield and Racine. The enforcement efforts focused on behaviors that lead to crashes—failure to yield, red light violations, speeding in advance of marked and unmarked crosswalks that can lead to failure to yield, sudden pedestrian movement, and bicyclist violation of stop signs and stop lights.

Pedestrian and Bicyclist Safety Program – Budget Summary			
State	2020-89-01-WI	\$87,000	\$54,578.99
402	2020-80-03-PS	\$70,000	\$4,592.48
402	2020-80-04-PS	\$40,000	\$28,082.79
402	2020-80-05-PS	\$260,000	\$114,726.13
402	2020-80-06-PS	\$5,000	\$0
402	2020-80-09-PS	\$20,000	\$0
	Total	\$482,000	\$201,980.39

Community Traffic Safety Program

Program Management

The four Law Enforcement Liaisons (LELs) continued to primarily focus on supporting the County Traffic Safety Commissions (TSCs) across the state by engaging law enforcement partners, and a wide variety of traffic safety stakeholders. The LELs also continue to support the use of Community Maps through training, education and providing feedback from the field to the Community Maps workgroup.

After extensive work by the analyst team developing refreshed and updated County Profiles, the LELs engaged the TSCs with these reports. That led to an effort to bring the analysts out into the field, attending select TSCs with the LELs. This allowed for the analysts to engage stakeholders and provide additional useful data to the local level.

The first quarter of 2020 involved attendance of the LELs at several law enforcement conferences enhancing the relationship with our traffic safety partners and supporting their needs to further traffic safety across the state.

The second quarter of 2020 saw the outbreak of COVID-19, resulting in the cancellation of almost all TSC meetings. Up until this point, no TSC in the state had experience in virtual meetings. During the second quarter of the year, and leading into the third quarter, the LELs provided electronic reports to all TSCs while also leading most TSCs in adapting to meeting virtually. While in-person meetings tend to facilitate better collaboration, enabling TSCs to start meeting virtually during a particularly challenging pandemic allowed the traffic safety messaging and activity to continue. Most TSCs have evolved into a combination of in-person and virtual options.

With expanded responsibilities covering the entire State of Wisconsin and its 72 counties, our two Regional Program Managers (RPMs) have been integral in expanding the use of a predictive analytic tool in Community Maps. Community Maps now maps 100% of crashes 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. In addition, law enforcement agencies are using the advanced features of the mapping tool for enhanced targeted enforcement in their communities and surrounding areas.

The RPMs have also been integral in the development of many of the state's multijurisdictional high-visibility task forces. These task forces focused on various behavioral highway safety issues including OWI, safety belts, speed, and pedestrian safety. For 2020, RPMs made over 300 agency visits and managed 366 grants. Although the site-visits are down from previous years, RPMs have enhanced the option of virtual meetings as an essential function in their outreach efforts. RPMs have performed monitoring over 90% of the 2019 grants which has been required by the National Highway Safety Administration. Over \$5.4 million was managed in Task Force grant funding addressing (impaired driving, speed and reckless driving, and seatbelt compliance between the two regions, which included a total of 104 individual Task Forces (38 in the north, 66 in the south). One Hundred Ninety-Nine law enforcement agencies around the state including the Wisconsin State Patrol participated in these Task

Forces. Despite the pandemic, RPMs were able to continue providing excellent customer service, increased participating in national mobilizations, and coordinated Task Force activities in the most difficult of times.

Grants Management System Maintenance and Hosting

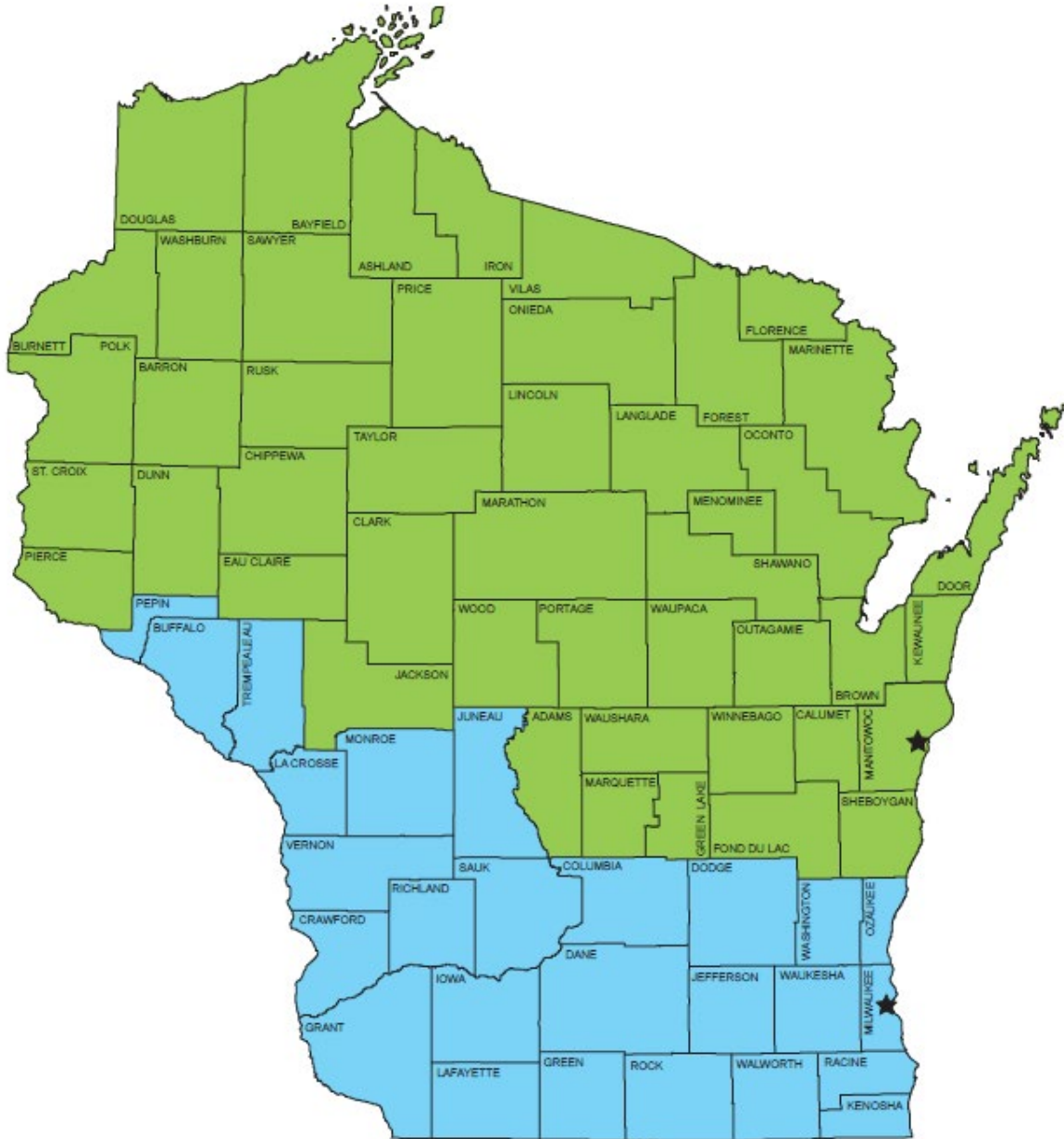
This project funded Wise-Grants, the electronic grants management system used by BOTS and its grantees.

Governor’s Conference on Highway Safety and Law Enforcement Recognition Luncheon

BOTS was not able to host its annual Governor’s Conference on Highway Safety due to the COVID-19 pandemic, though there were some initial costs from planning early in the calendar year.

Community Programs – Budget Summary				
2020-90-01-CP	402	Program Management	\$464,000	\$458,584.59
2020-90-04-CP	402	Grants Management System / Community Outreach	\$95,000	\$89,094.52
2020-90-06-CP	402	Equipment	\$136,285.24	\$74,841.41
		Program Totals	\$695,285.24	\$622,520.52

Bureau of Transportation Safety (BOTS) Regions



Media and Outreach Program

Public Information and Education -Occupant Protection

For our communication efforts, our staff reviewed and updated information regarding child passenger safety (CPS) as well as safety belt materials targeted at unbuckled occupants. BOTS worked with Children's Wisconsin, which provided English and Spanish CPS materials. BOTS worked with a public relations agency on a Click It or Ticket paid media campaign.

In partnership with Children's Wisconsin, BOTS supported the Crossroads Teen Driving resource website. The website aims to connect teenagers, schools, and parents with programs and resources to support and cultivate a generation of safe drivers. This activity used 402.

Occupant Protection Outreach Program – Rollover Convincer

The Rollover Convincer was unable to participate in community events in 2020 due to the COVID-19 pandemic. The Wisconsin State Patrol did use the Rollover Convincer to film a public service announcement on the benefits of seatbelt use.

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 utilizing 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. In 2020 the BOTS expanded its sports marketing effort to the Milwaukee Brewers and the Madison FC Soccer club. 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 2 SMARTrainer events prior to the statewide mandate pertaining to large group gatherings because of COVID-19. These two events had an attendance of approximately 350. BOTS provided posters to the Motorcycle Safety Advisory Committee, who delivered them to motorcycle dealerships, locations where motorcyclists congregate, driver training and rider education facilities, as well as other prominent venues. BOTS also put out television, radio, and billboard advertisements through several associations. Most of these expenses were covered using state funds.

Film Public Information and Education-Pedestrian and Bicyclist

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 continued to work with their safety partner the Bicycle Federation of Wisconsin.

Public Information and Education-Community Outreach

During FFY 2020, 215 law enforcement agencies participated in the Drive Sober or Get Pulled Over-Winter Holidays mobilization, 376 agencies participated in the Click It or Ticket mobilization, and 296

agencies participated in the Drive Sober or Get Pulled Over-Labor Day mobilization. Participation required media and community publicity activities by each agency. Results of enforcement activities are summarized in the police traffic section.

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 utilized 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.

Public Information and Education/Outreach – Budget Summary				
Account	Fund	Program Activity	Planned	Expended
2020-80-02-PS	402	Pedestrian/Bicyclist Safety PI&E	\$20,000	\$928.57
2020-25-02-M2	402	Occupant Protection PI&E	\$280,000	\$217,031.13
2020-31-02-M5	405d	Impaired Driving PI&E	\$250,000	\$236,229.54
2020-31-07-M5	405d	Impaired Driving Paid Media	\$275,000	\$262,079.23
2020-70-07-MC	402	Motorcyclist Safety PI&E	\$50,000	\$18,000.00
2020-72-02-M9	405f	Motorcyclist PI&E	\$70,000	\$69,792.47
2020-90-07-CP	402	Community Traffic Safety PI&E	\$575,000	\$512,410.73
2020-90-02-CP	402	Community Traffic Safety Paid Media	\$480,000	\$423,263.03
		Program Totals	\$2,000,000	\$1,739,734.70

