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January 29, 2024

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 2023 highway safety program activities. The report identifies behavioral activities undertaken with both state and federal highway safety funds and some additional activities undertaken by our valued safety partners in support of our transportation safety objectives.

With a strong and active commitment from our safety partners in federal fiscal year 2023, BOTS administered highway safety grants provided by the National Highway Traffic Safety Administration (NHTSA) under 23 U.S.C. Chapter 4. The Wisconsin Department of Transportation continually promotes traffic safety through education, engineering, enforcement, and emergency medical services. The delivery of the multiple programs described in this report collectively work to prevent fatalities and serious injuries on all Wisconsin roads.

Sincerely,

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

David Pabst, Director
Bureau of Transportation Safety

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FOREWORD

The Wisconsin Highway Safety Program is administered by BOTS, within the Wisconsin State Patrol (WSP). The WSP 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 BOTS is charged with coordinating statewide behavioral highway safety programs and making effective use of all highway safety funds and other resources. It 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), the Strategic Highway Safety Plan (SHSP) and this document, which reports on the fiscal performance of BOTS and its adherence to the HSP.

FUNDS

Wisconsin programmed over \$13 million of federal highway safety formula and incentive grants, and state funds during federal fiscal year (FFY) 2023. This included funds from the Fixing America's Surface Transportation (FAST) Act and Bipartisan Infrastructure Law (BIL):

- 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

Wisconsin administered over \$1.2 million in state funds for transportation safety program management and policy analysis which included: the Safe Ride grant program, motorcycle rider education programs, and a media campaign promoting motorist awareness of motorcyclists. Wisconsin achieves its required administrative match for all funds through straight time traffic enforcement by the WSP.

GOAL

Goals for this FFY 2023 Annual Report were set and committed to in the 2023 HSP. The results laid out in this document use 2022 calendar year data. The Governors Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration (NHTSA) agreed to a minimum set of performance measures to be used in the development of HSPs. Wisconsin has set a goal of a 5% improvement for most of the "Core Outcome Measures" from the prior five-year rolling average, and a 2% improvement for the number of traffic fatalities and the fatality rate using state data available at the time. When goals were written in the 2023 HSP, the finalized 2022 FARS crash data were not yet available. All projects in the 2023 HSP are described in this Annual Report and were designed to contribute to meeting these targets.

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

Assessment of Results in Achieving Performance Targets for FY 2023 and FY 2022									
Performance Measure	FY 2023					FY 2022			
	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source/ FY23 Progress Results	On Track to Meet FY23 Target Y/N (in-progress)	Target Value FY22 HSP	Target Year(s)	Data Source/ FY22 Final Result	Met FY22 Target Y/N
C-1) Total Traffic Fatalities	5 year	2017-2021	587.2	2023 FARS	In Progress	584.7	2016-2020	2022 STATE 595	No
C-2) Serious Injuries in Traffic Crashes	5 year	2017-2021	3,044.3	2023 STATE	In Progress	2,995.2	2016-2020	2022 STATE 3,213	No
C-3) Fatalities/VMT	5 year	2017-2021	0.937	2023 FARS	In Progress	0.919	2016-2020	2022 STATE 0.90	Yes
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2017-2021	161	2023 FARS	In Progress	159	2016-2020	2022 STATE 162	No
C-5) Alcohol-Impaired Driving Fatalities	5 year	2017-2021	190	2023 FARS	In Progress	178	2016-2020	2022 STATE 155	Yes
C-6) Speeding-Related Fatalities	5 year	2017-2021	184	2023 FARS	In Progress	180	2016-2020	2022 STATE 162	No
C-7) Motorcyclist Fatalities (FARS)	5 year	2017-2021	94	2023 FARS	In Progress	84	2016-2020	2022 STATE 80	No
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2017-2021	63	2023 FARS	In Progress	56	2016-2020	2022 STATE 59	No
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2017-2021	75	2023 FARS	In Progress	71	2016-2020	2022 STATE 68	Yes
C-10) Pedestrian Fatalities	5 year	2017-2021	53	2023 FARS	In Progress	52	2016-2020	2022 STATE 72	No
C-11) Bicyclist Fatalities	5 year	2017-2021	9	2023 FARS	In Progress	9	2016-2020	2022 STATE 14	No

B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	5 year	2017-2021	91.0%	2023 STATE 92.0%	Yes	93.8%	2016-2020	2022 STATE 87.5%	No
Comment B-1	<i>Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey), failed to meet the 2022 target and met the 2023 target. While the 2022 FARS data has not closed, BOTS will review this measure for future improvements. In FFY 2024, BOTS will emphasize occupant protection activities in high-risk communities from data analysis and community feedback.</i>								
B-2) Serious Injuries/VMT	5 year	2017-2021	4.857	2023 STATE	In Progress	4.712	2016-2020	2022 STATE 4.85	No
B-3) Non-Motorized Fatalities and Serious Injuries	5 year	2017-2021	364.0	2023 FARS & STATE	In Progress	358.5	2016-2020	2022 STATE 414	No

PLANNING AND ADMINISTRATION

The management and planning of BOTS activities are made possible through state and federal funds. State funds cover the salary and fringe of the director, section chief, and two full-time policy analysts. Federal funds cover salaries, benefits, out-of-state travel, and training for the following staff:

- the grants management supervisor
- the program and policy supervisor
- two full-time equivalent (FTE) operations program associates
- a 0.5 FTE office associate
- a 0.5 FTE office operations associate

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

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

Performance Measure: On-time submission of the Highway Safety Plan and the Annual Report

Expenditures for planning and administration are specifically allowed under Appendix D to Part 1300 and, as such, are effective as a countermeasure strategy.

FFY 2023 REPORT:

BOTS experienced transition in staffing. Within the Policy Analysis & Local Programs Section, there were vacancies for two Financial Specialists, one Regional Program Manager for the southern region, and a 0.5 FTE Office Operations Associate for Motorcycle Safety Programs. The Impaired Driving Program Manager promoted to the Transportation Safety Programs Unit Supervisor position, leaving a gap of one position. The Impaired Driving Program Manager's position will remain vacant until early 2024 due to hiring restrictions. The Program and Policy Unit onboarded three new policy analysts; thereby, leaving the unit fully staffed for the first time in two years. This should result in higher output and a greater ability to respond to Wisconsin data needs.

BOTS completed all major tasks and assignments on or ahead of schedule during the fiscal year. Staff transitioned to the triennial highway safety plan and process with a minor challenge with public participation and engagements (PP&E). BOTS intends to proactively receive technical assistance from NHTSA's 'Go Team' for PP&E to ensure alignment with programming. With the support of NHTSA Region 5, BOTS was compliant on both the Triennial Highway Safety Plan and the Annual Grant Application.

BOTS has also taken the opportunity in the transitional period to update the IGX grants management system to add more informational fields to align reports, contract language, and monitoring function to enhance compliance to the NHTSA guidance and the BIL regulations under 23 C.F.R 200 and sub parts 1300.

BOTS staff participated in over 50 TSI training sessions, annual meetings with GHSA, Wisconsin Tribal Traffic Safety Conference, and MAASTO. Staff represented BOTS at the NHTSA Region 5 meetings, all 72 quarterly Traffic Safety Commission, all 8 of the Inter-Tribal Taskforce, MADD Impaired Driving Safety summits, GHSA Executive Seminar, and several other regional meetings.

The state programs and grants staff handled over 1906 transactions for grantees in this fiscal year, and the program and policy unit responded to at least 240 data requests and inquires. BOTS completed a Bike and Pedestrian Safety Assessment, participated in the FHWA Vulnerable Road Users Assessment, is in for the FY 2020-2023 Management Review, and completed an overhaul of the Program and Policy Manual for BOTS.

Recommendations from the Bike and Pedestrian Safety Assessment, and Management Considerations and Recommendations will be given consideration for future programming.

Planning and Administration	Obligation	Expenditures	Carry Forward
2023-10-01-PA	\$340,000.00	\$271,938.21	\$68,061.79
2023-10-02-PA	\$60,543.00	\$58,389.03	\$2,153.97
Totals	\$400,543.00	\$330,327.24	\$70,215.76

OCCUPANT PROTECTION PROGRAM

PERFORMANCE GOALS AND MEASURES

In 2022, 50% of Wisconsin's passenger vehicle occupant fatalities were unrestrained occupants. The Occupant Protection program failed to meet its safety belt usage goal of 91.0% by only reaching 87.5% average safety belt use. However, the program did meet its goals for the ejection rate of fatal/injury crashes of passenger vehicles and utility trucks, as well as unbelted fatalities and 'A' injuries as shown in the tables below.

Average Safety Belt Use

2017-2021 Baseline	89.2%
2022 Goal	91.0%
2022 Actual	87.5%

Unbelted Fatalities and 'A' injuries

2017-2021 Baseline	1.04/100M VMT
2022 Goal	1.02/100M VMT
2022 Actual	0.93/100M VMT

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

2017-2021 Baseline	0.46%
2022 Goal	0.45%
2022 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. High-Visibility Enforcement
3. Child Passenger Safety
4. Data and Program Evaluation

PROGRAM MANAGEMENT

Performance Target Linkage: C-1, C-2, C-4, and B-1

Rationale for Selecting Countermeasure/Amount: Having an Occupant Protection Coordinator allows the state to better manage the different projects and grants that occur within the Occupant Protection range of duties.

FFY 2023 REPORT:

The federal funding for this program allowed us to provide wage, fringe, data processing, materials and supplies, training and travel, printing, and postage support for this position. This position worked with health departments, regional program managers, law enforcement liaisons, and law enforcement agencies of all sizes to coordinate occupant protection efforts, encourage safe and effective high-visibility enforcement and participation in mobilizations.

HIGH-VISIBILITY ENFORCEMENT (HVE), SATURATION PATROLS, AND INTEGRATED OCCUPANT PROTECTION DRIVING ENFORCEMENT

Performance Target Linkage: C-1, C-2, C-4, and B-1

Rationale for Selecting Countermeasure/Amount: Overtime enforcement grants will allow law enforcement agencies across the state to better address the problem of seatbelt usage and promote compliance in their areas of operation.

Funding for this program allowed 40 law enforcement agencies to make occupant protection a priority demonstrated by writing citations, sponsoring media events, and working overtime in geographical areas where low safety belt use is prevalent. The program assisted in statewide participation, encourage voluntary participation, and provide overtime funding for high-visibility and sustained enforcement task forces for occupant protection, including night-time enforcement, accompanied by media. Task forces consist of multiple law enforcement agencies that coordinate enforcement efforts during the same time frame allowed agencies to better cover their respective communities. State match requirements are met with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

FFY 2023 REPORT:

A total of 128 law enforcement agencies in Wisconsin participated in the 2023 Click It or Ticket (CIOT) national enforcement mobilization.

CHILD PASSENGER SAFETY PROGRAMMING

Performance Target Linkage: C-1, C-2, C-4

Rationale for Selecting Countermeasure/Amount: This project will allow for support and administrative costs for statewide Child Passenger Safety Advisory Committee, enter a partnership with a contractor named through a state-sanctioned request for proposal to support and administer statewide CPS Technician (CPST) Training including recruitment, training, education, and retention rates that will address the level of need in the state of Wisconsin.

Federal funding provided support and administrative costs for statewide CPS Advisory Board Committee. BOTS partnership with Children's Wisconsin was renewed and they continued to support and administer statewide CPST training including recruitment, training, and education while sustaining retention rates that will continue addressing the level of need in Wisconsin. BOTS staff worked 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, health departments, and other safety partners with community programs. Wisconsin has surpassed recertification rates compared to the national average.

FFY 2023 REPORT:

Wisconsin's CPS Program activities include the following:

- The number of CPST courses offered was increased to meet demand, increasing the annual number of new technicians trained.
- More hybrid offerings of the technician certification training were held, giving students a more flexible option.
- A traveling CEU day was piloted, with plans to roll out in-person continuing education and car seat recertification signoffs to all regions of the state.
- Partnerships with tribal organizations were formed to reach underserved populations.

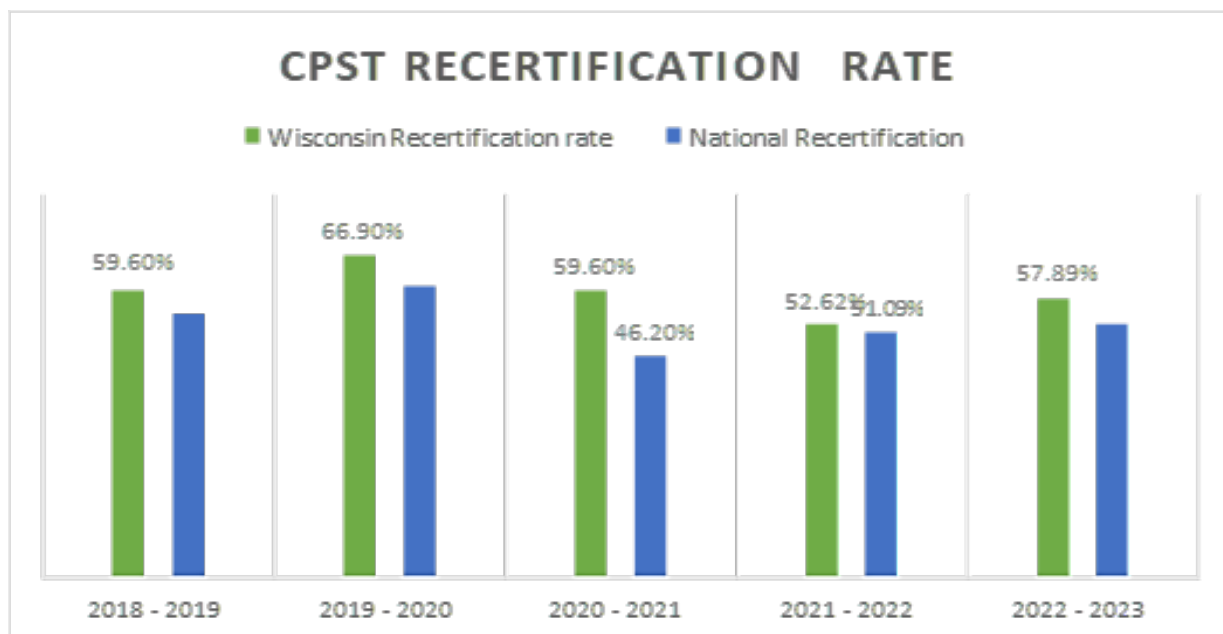
- A review of WI CPS installation sites was conducted to ensure current contact and services provided for caregivers seeking assistance.
- The National Car Seat Digital Check Form was promoted to CPSTs and programs, resulting in an increase in use for collecting and storing data.

A total of 17 CPST certification courses were held with 178 new technicians certified. Two of these courses were the new hybrid offering, combining online learning modules and in-person hands on practice and testing. There was also one Safe Travel for All Children training course held with eight CPST's trained to transport children with special needs safely. Additionally, one CPST renewal course was held, recertifying one technician.

A total of 29 (17%) course attendees were provided a scholarship to help offset the cost for both the CPST training course and CPST hybrid course.

FFY 2023 CPST Courses

Course Location	Course Date	Number of New Technicians
Wausau	October 3-5, 2022	13
Janesville	October 10-13, 2022	9
Greenfield	October 18-20, 2022	15
Black River Falls	October 24-26, 2023	7
Green Bay	December 6-8, 2022	13
Milwaukee	January 10-13, 2023	9
Sun Prairie	February 28 – March 2, 2023	15
Sun Prairie	March 6-9, 2023	15
Fitchburg Special Needs	April 20-21, 2023	8
Green Bay	April 24-27, 2023	10
Fitchburg Hybrid	April 25 – March 25, 2023	8
Waterford Hybrid	May 23 – June 29, 2023	9
Fitchburg Renewal	May 31, 2023	1
Greenfield	June 5-8, 2023	16
Eau Claire	July 17-20, 2023	13
Janesville	August 8-11, 2023	11
Black River Falls	August 7-10, 2023	7
Cedarburg	September 11-14, 2023	12
Lac du Flambeau	September 25-28, 2023	9



The National Car Seat Digital Check Form was promoted to CPS Technicians and programs, resulting in an increase in use for collecting and storing data. In FFY 2023, the average annual CPS Technician recertification rate for Wisconsin was 57.89%. This was an increase over FFY 2022 and higher than the national recertification rate of 52.77%. In FFY 2023, a total of 220 technicians out of an eligible 380 recertified. At the end of FFY 2023, there were 643 CPSTs and 32 CPST Instructors currently certified in Wisconsin.

CHILD PASSENGER SAFETY (CPS) TABLET PROGRAM EQUIPMENT

Performance Target Linkage: C-1, C-2, C-4

Rationale for Selecting Countermeasure/Amount: The funding provided in this program will allow numerous health care providers across the state to provide education to parents/care givers and car seats for the most at-risk/in-need families.

Funding will be used to provide tablets to agencies allowing them to perform car seat checks digitally. The effect of this project will be a greater ease of performing car seat checks by allowing the car seat check forms to be performed digitally. It also will allow for better tracking of car seat checks performed in Wisconsin through the National Digital Car Seat Check Form Dashboard. No equipment purchased with this activity will be major equipment since all equipment will have an acquisition cost of less than \$5,000 in value.

CLICK IT OR TICKET (CIOT) MOBILIZATION POST OBSERVATIONAL SURVEYS

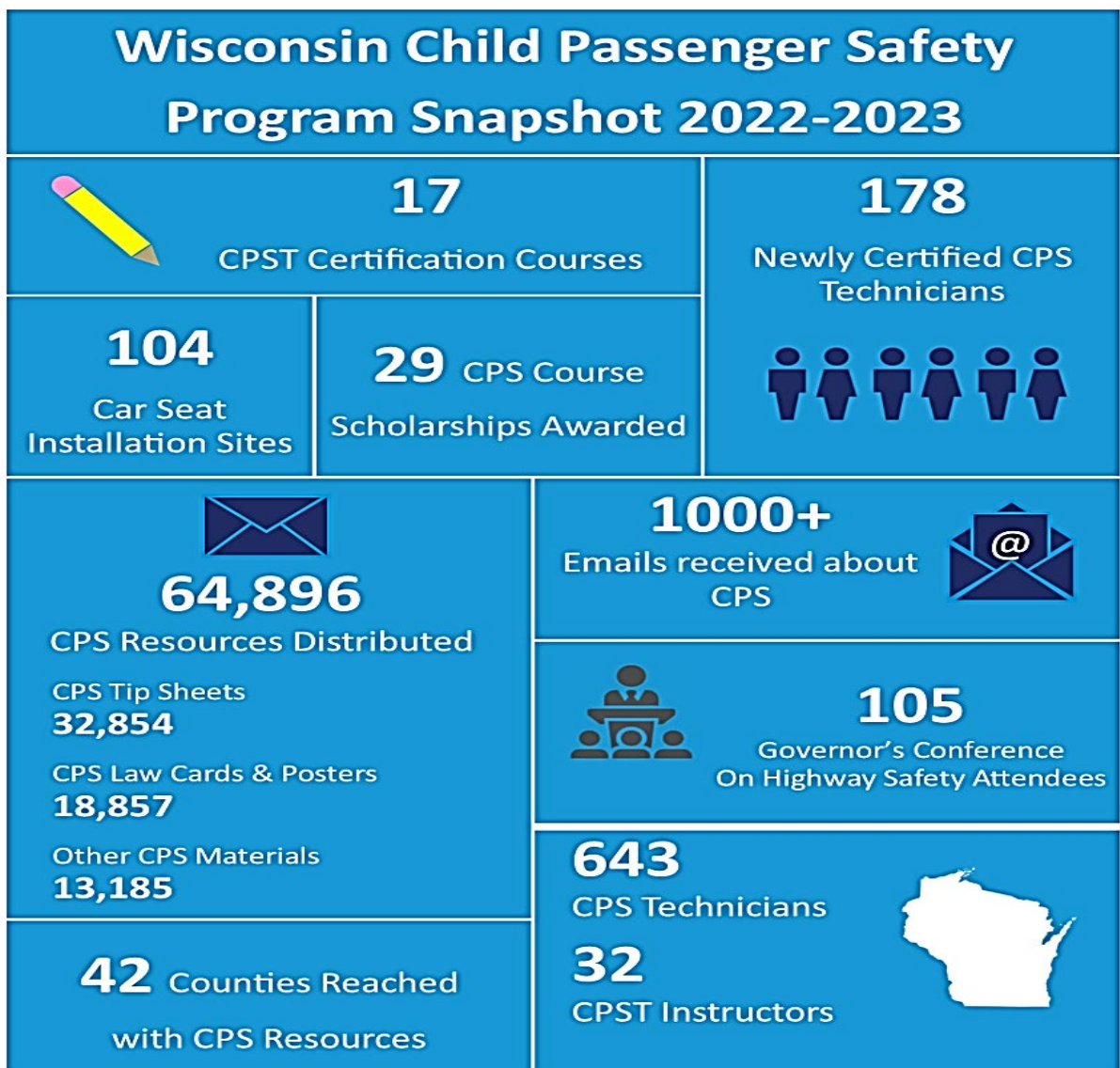
Performance Target Linkage: B-1

Rationale for Selecting Countermeasure/Amount: Post Observational Surveys are allowable under 23 CFR 1300.21(g)(1)(vi).

The contract for CIOT Mobilization Post Observational Surveys administered by UW-Whitewater includes June Observational Surveys. UW-Whitewater has been a longtime partner of BOTS and their continued work has been instrumental in promoting traffic safety. Participation in CIOT national enforcement mobilization is a requirement for receiving federal funds, and the survey conducted from this project will look to provide more information on the effectiveness of this mobilization that will inform future mobilizations.

FFY 2023 REPORT:

A successful Pilot Observational Study was performed at the beginning of the FFY in Walworth County to look at seatbelt usage in high-risk areas as determined by Community Maps. The next Pilot Observational Study will be performed FFY 2024 in Jefferson County as determined by the BOTS targeting matrix. See statewide Seatbelt Survey statistics in the next few pages.



GOVERNOR'S CONFERENCE ON HIGHWAY SAFETY

FFY 2023 REPORT:

The Governor's Conference on Highway Safety was held August 29-30, 2023, in Wisconsin Dells, WI. A total of 105 individuals attended the CPS track of the conference. Registration fee for these attendees was covered by WisDOT. The CPS track provided opportunities for CPST's to earn five CEUs toward their recertification. The CPS track included learning sessions on:

- Cleaning Car Seats & Cars-Why's Behind Recommendations with Car Seats & Vehicles
- CPS in School Buses
- Manufacturer Product Updates
- How You Do the Things You Do: Local Program Roundtable Discussions
- Interactive CPS Trivia

Attendees were sent a short survey following the conference, with 32 responding: 91% of survey respondents indicated satisfaction with the CPS track programming and 78% said at least 50% of the information provided was new to them. Respondents liked best: group sharing discussions about local programs, manufacturer presentations about child restraint advances and the ability to work hands-on with new car seats, and networking opportunities.

OBSERVED SEAT BELT COUNT

FFY 2023 REPORT:

BOTS contracted with UW-Whitewater to conduct the 2023 seat belt observational survey. Wisconsin had 92.0% compliance with mandatory safety belt use laws. See the results on the following page.

Occupant Protection Programs	Obligation	Expenditures	Carry Forward
2023-20-01-OP	\$85,000.00	\$78,699.62	\$6,300.38
2023-20-03-OP	\$272,450.00	\$254,456.14	\$17,993.86
2023-20-05-OP	\$2,056,959.32	\$1,823,366.22	\$242,087.36
2023-20-06-OP	\$250,670.00	\$179,266.95	\$71,403.05
2023-20-07-OP	\$442,999.47	\$224,476.83	\$218,522.64
2023-25-02-M2	\$30,000.00	0	\$30,000.00
2023-25-05-M2	\$241,853.12	\$206,182.39	\$35,670.73
2023-25-06-M2	\$77,455.00	\$65,086.31	\$12,368.69
2023-25-07-M2	\$580,000.00	\$534,121.00	\$45,879.00
2023-25-09-M2	\$133,038.00	\$108,657.40	\$24,380.60
Totals	\$4,170,424.91	\$3,474,312.86	\$704,606.31

2023 Statewide Seatbelt Survey

State-wide Statistics:

2023: **92.0%** $\pm 0.5\%$

Gender	% Belted by Gender	Race	% Belted by Race	Seat Position	% Belted-Seat Pos.	Portion of Week	% Belted-Portion of Week
Female	94.4%	Non-white	90.6%	FS Driver	91.3%	Weekday (M-F)	91.6%
Male	90.7%	White	92.1%	FS Pass.	92.9%	Weekend (Sa-Su)	94.1%

Age	% Belted Driver by Age	% Belted Passenger by Age	Vehicle Type	% Belted by Vehicle Type	Road Type	% Belted- Road Type
16-24	88.8%	85.9%	Automobile	92.8%	Local Road	91.4%
25-59	91.2%	92.3%	Pickup Truck	87.2%	County Highway	92.2%
60+	93.4%	97.6%	SUV	94.3%	State Highway	90.9%
			Van	92.8%	Interstate Highway	94.1%

Stratum 1: (Milwaukee, Waukesha, Washington, Ozaukee)

96.5%

[Milwaukee County: 95.5%]

Gender	% Belted by Gender	Race	% Belted by Race	Seat Position	% Belted-Seat Pos.	Portion of Week	% Belted-Portion of Week
Female	98.5%	Non-white	93.1%	FS Driver	96.0%	Weekday (M-F)	96.7%
Male	95.3%	White	96.9%	FS Pass.	97.2%	Weekend (Sa-Su)	95.0%

Age	% Belted by Age	Vehicle Type	% Belted by Vehicle Type	Road Type	% Belted- Road Type
16-24	92.2%	Automobile	96.7%	Local Road	93.4%
25-59	96.4%	Pickup Truck	95.6%	County Highway	97.5%
60+	97.9%	SUV	98.4%	State Highway	96.3%
		Van	98.0%	Interstate Highway	96.3%

Stratum 2: (Dane, Brown, Winnebago, Rock, Racine, Outagamie)

93.2%

Gender	% Belted by Gender	Race	% Belted by Race	Seat Position	% Belted-Seat Pos.	Portion of Week	% Belted-Portion of Week
Female	94.5%	Non-white	87.3%	FS Driver	92.7%	Weekday (M-F)	93.5%
Male	92.6%	White	93.4%	FS Pass.	93.9%	Weekend (Sa-Su)	91.0%

Age	% Belted by Age	Vehicle Type	% Belted by Vehicle Type	Road Type	% Belted- Road Type
16-24	90.7%	Automobile	93.9%	Local Road	95.3%
25-59	93.5%	Pickup Truck	90.3%	County Highway	91.0%
60+	93.5%	SUV	94.3%	State Highway	92.6%
		Van	96.1%	Interstate Highway	95.5%

Stratum 3: (Marathon, Kenosha, Walworth, Fond du Lac, Eau Claire, Jefferson, Columbia, Chippewa, La Crosse, Dodge, Sheboygan, Sauk)

83.9%

Gender	% Belted by Gender	Race	% Belted by Race	Seat Position	% Belted-Seat Pos.	Portion of Week	% Belted-Portion of Week
Female	88.3%	Non-white	83.1%	FS Driver	82.7%	Weekday (M-F)	81.9%
Male	81.1%	White	83.9%	FS Pass.	88.0%	Weekend (Sa-Su)	96.8%

Age	% Belted by Age	Vehicle Type	% Belted by Vehicle Type	Road Type	% Belted- Road Type
16-24	85.7%	Automobile	85.5%	Local Road	78.5%
25-59	83.3%	Pickup Truck	72.9%	County Highway	83.8%
60+	86.1%	SUV	89.2%	State Highway	81.9%
		Van	83.8%	Interstate Highway	92.5%

Stratum 4: (Portage, Monroe, Dunn, Manitowoc, Juneau, Barron, Jackson, Marinette, Clark, Wood, Shawano, Oconto, Waupaca, Trempealeau, Lincoln, Calumet, Pierce, Green, Waushara, Vernon, Taylor, Marquette, Adams, Crawford, Richland)

91.5%

Gender	% Belted by Gender	Race	% Belted by Race	Seat Position	% Belted-Seat Pos.	Portion of Week	% Belted-Portion of Week
Female	94.4%	Non-white	94.7%	FS Driver	90.8%	Weekday (M-F)	91.0%
Male	90.3%	White	91.5%	FS Pass.	88.6%	Weekend (Sa-Su)	94.3%

Age	% Belted by Age	Vehicle Type	% Belted by Vehicle Type	Road Type	% Belted- Road Type
16-24	92.4%	Automobile	92.3%	Local Road	83.7%
25-59	91.4%	Pickup Truck	87.7%	County Highway	91.8%
60+	92.1%	SUV	92.9%	State Highway	93.2%
		Van	93.6%	Interstate Highway	88.1%

IMPAIRED DRIVING PROGRAM

PROGRAM MANAGEMENT AND STRATEGIC PLANNING

The state program manager position will positively impact traffic safety in Wisconsin by coordinating, planning, and managing the state impaired driving programs. Goals that will have a positive impact on traffic safety in Wisconsin include:

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

Performance Target Linkage: C-1, C-2, and C-5

Rationale for Selecting Countermeasure/Amount: Hiring a full-time impaired driving coordinator is specifically allowed under 23 CFR §1300.23(j)(1)(ii). | 2023-31-01-M5 \$92,000

FFY 2023 REPORT:

This activity funds wage, fringe, data processing, materials and supplies, training and travel, printing, and postage for the work of this position. This position was vacated by an existing staff member in August 2023. The position works with regional program managers, law enforcement liaisons, enforcement agencies of all sizes to coordinate impaired driving efforts, encourage safe and effective sustained enforcement and participation in mobilizations.

This position works directly with the drug recognition expert (DRE), provides support for the Wisconsin Drug Evaluation and Classification program (DEC), coordinates, and monitors the DRE State Coordinator contract position, and monitors the state-funded Safe Ride program.

Alcohol and Drug Related Motor Vehicle Crashes

2017-2022 Baseline	11.19/100M VMT
2022 Goal	10.97/100M VMT
2022 Actual	10.64/100M VMT

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

2017-2022 Baseline	1.63/100M VMT
2022 Goal	1.60/100M VMT
2022 Actual	1.47/100M VMT

Proportion of Alcohol and Drug Related Fatalities

2017-2022 Baseline	33.12%
2022 Goal	32.45%
2022 Actual	30.92%

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

2017-2022 Baseline	26.90%
2022 Goal	26.36%
2022 Actual	25.50%

Crashes involving alcohol (15-24 years olds)

2017-2022 Baseline	177.45/100K pop.
2022 Goal	173.90/100K pop.
2022 Actual	164.42/100K pop.

Wisconsin met four of the five goals listed above, with deaths and “A” injuries being the goal it failed to achieve. Wisconsin instituted new predictive analytics pilot programs around the state that will involve a safe systems approach to changing driver behavior going forward into FFY 2024 and beyond.

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

PREVENTION THROUGH THE PROMOTION OF TRANSPORTATION ALTERNATIVES

TAVERN LEAGUE OF WISCONSIN SAFERIDE PROGRAM

Promoting transportation alternatives for intoxicated persons departing from establishments licensed to sell alcohol beverages to their home will result in a decrease in alcohol-related crashes.

Performance Target Linkage: C-5

Rationale for Selecting Countermeasure/Amount: WisDOT administers a state funded SafeRide grant program and supports other federally funded transportation alternative programs to bolster efforts to reduce the incidence of operating a motor vehicle while intoxicated in local communities.

FFY 2023 REPORT:

Collaboration will continue with the Tavern League of Wisconsin in administering the SafeRide grant program throughout the state. The state funding also allows for the advertising of the SafeRide program. All advertising is reviewed and approved prior to placement.

Grants follow the federal fiscal year, while funding follows the state fiscal year. The Tavern League expended \$534,805.40 of advertising in 2023, using current approved messaging. Rides are getting back to the levels provided prior to COVID. The program provided an average of 2,500 safe rides per month statewide for a total of \$431,423.42.

Planned expenditures for this project were \$915,000.00. Expenditures for media and safe rides were \$966,228.82.

BAR BUDDIES AND SAFERIDE FESTIVAL GRANTS

Promoting transportation alternatives for intoxicated persons departing from establishments licensed to sell alcohol beverages to their home will result in a decrease in alcohol-related crashes.

Performance Target Linkage: C-5

Rationale for Selecting Countermeasure/Amount:

Countermeasures That Work, 10 Ed; page 1-63.

As an enhancement to law enforcement grants and efforts, additional funds will be provided to coordinate alternative transportation in communities that do not have access to sustained public transportation. This also will fund grants to provide short-term alternative transportation (vans, buses, or vehicles) to transport community members from local events to their home. These festival grants are local in nature such as a beer tent or annual fundraiser where alcohol is legally served.

The grant also covers limited marketing and advertising costs as it relates to responsible drinking. There must be sufficient evidence that a safe-ride program has the potential of reducing risk due to drinking and driving. These Alternative Ride Grants are targeted to communities that have demonstrated a need based on impaired driving crashes and known risks.

FFY 2023 REPORT:

BOTS hoped to partner with Lyft and Uber to help the communities and more of the state during high periods of social drinking at festivals and holidays. The number of festival grant requests did not change. Crawford County supported two events instead of only one in previous years. In 2024, BOTS is looking to partner with Lyft and Uber. A flyer was created to help promote event grants. The planned Holiday SafeRide program was not completed due to staff shortage and promotion of the Impaired Driving Program Manager resulting in activity moved to FFY 2024.

- Participating Bar Buddies programs included: Baraboo, Lodi, Reedsburg, Sauk Prairie, and Spring Green.
- Participating SafeRide Festival Grant Communities included: Watertown, Crawford County, Darlington, and Barron County.

Due to available carryover funding, the planned individual grant amounts for the Bar Buddies projects were held at the same level in 2023 instead of decreasing, in hopes of allowing the projects to provide more rides to their communities.

Planned expenditures for this project were \$250,000.00. Expenditures were \$57,736.10.

The BOTS Drive Sober Wisconsin mobile application (app) for smart phones was discontinued in April 2023. This decision was due to the saturation of ride shares and other alternative ride services filling the gap and public need.

EVIDENCE-BASED ENFORCEMENT/HIGH-VISIBILITY AND SATURATION PATROLS

The presence of law enforcement provides a deterrent effect on a person's decision to operate a motor vehicle while intoxicated. Enforcement increases the likelihood and increased perception of the risk of being cited and or arrested. This helps decrease the incidence of Operating While Intoxicated (OWI).

Performance Target Linkage: C-5

Rationale for Selecting Countermeasure/Amount: The high-visibility and sustained enforcement task force model for enforcement grants is a proven countermeasure strategy and is allowable under 23 CFR §1300.23(j)(1)(i). Countermeasures That Work, 10 Ed; page 1-29; 2.2.

FFY 2023 REPORT:

Grants were initiated by task forces that made the targeting list. Participating agencies deployed provided sustained HVE enforcement during the National Mobilizations. Due to continuing staff shortages, several task forces did not use all their available funds.

Planned expenditures for this project were \$1,750,000.00. Expenditures were \$2,228,846.60.

DRUG EVALUATION AND CLASSIFICATION PROGRAM

Assess Traffic Safety Impact:

The education of law enforcement and education professionals will lead to the increased ability to identify Driving Under the Influence of Drugs (DUID). This strategy will help decrease the incidence of DUID.

BOTS funded Drug Recognition Expert (DRE) training included instructor wages, printing, supplies, and lodging for students and instructors. The grant provides funding for the State DRE Coordinator, a contractor position.

Performance Target Linkage: C-1

Rationale for Selecting Countermeasure/Amount: This countermeasure strategy aligns the state with national priorities and is allowable under 23 CFR §1300.23(j)(1)(vi) and will eventually lead to reduced incidence of DUID. Countermeasures that Work, 10th Ed.;7.1, page 1-80.

FFY 2023 REPORT:

Related programs were covered by BOTS funding, which included Advanced Roadside Impaired Driving Enforcement (ARIDE), Drug Impairment Training for Educational Professionals (DITEP), and Standardized Field Sobriety Testing (SFST).

Below are the numbers based off the fiscal year, varying slightly from the Annual IACP report because the IACP report is January through December. Wisconsin's DEC Program grew from 358 to 372 DREs in 2022, based off the most recent IACP annual report, despite normal attrition, with the 2023 classes Wisconsin has 382 DREs and remain in the top 5 nationally.

One of the state's DREs presented at the International Conference on Novel Psychoactive Substances in Panama. DREs were used to present on the topic of

drugged driving at the Municipal Judge's Conference, Juvenile Officer's Association Conference, Wisconsin Traffic Safety Officer's Association Conference, and various other community groups.

Current results of activity for the year follows:

Current DREs through September 30, 2023	
Certified DREs	382
Certified DRE instructors	47
State Police/HP DREs	23
City Police Department (PD) DREs	235
Sheriff's Department DREs	115
Other Agency DREs	9
LE agencies with certified DREs	144
DRE Evaluations through September 30, 2023	
Enforcement evaluations	580
Training evaluations	380
Other evaluations	10
Total evaluations conducted	970
DRE Call outs no evaluation	51
Drug Category (DRE's Opinion)	
Depressants	125
Stimulants	174
Hallucinogens	5
Dissociative Anesthetics	5
Narcotic Analgesics	155
Inhalants	8
Cannabis	249
Poly Drug Use	
Cases	179
Other	
Alcohol Rule Outs	3
Medical Impairment	8
No Opinion of Impairment	19
Tox Results – Pending	Data Not Available
Tox Results - No Drugs	12
Toxicology – Refused	Data Not Available
DRE Training	
DRE Schools	3
Total Schools Trained	41
DRE Instructor courses	1
Total Instructors Trained	4
DRE Instructors certified	4
DRE Recertification courses	6
DREs Total Trained	298
ARIDE Training	
ARIDE classes	43
Total Trained	553
DITEP Training	
DITEP classes	12
Total Trained	257
DITEP Instructor classes	0
Total Instructors Trained	0

Phlebotomy Training	
Classes	0
Total Trained	0
SFST Training	
SFST courses	35
Total Trained	717
SFST Instructor classes	11
Total Instructors Trained	82
SFST Master Instructor classes	1
Total Master Instructors Trained	1

Planned expenditures for this project were \$400,000.00. Expenditures were \$293,903.77.

DRE TRAINING/DRE SCHOOLS

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

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

FFY 2023 REPORT:

Due to staff shortages statewide, the DRE schools were not at capacity levels. We continue to weigh applications based on qualifications and give priority to areas of the state that do not currently have DREs or a small number of them. Between the three classes, 41 new DREs were trained. This is the second year of moving the fall school to October. Two schools are usually held per year; however, a third class was held with mostly State Patrol troopers and inspectors being trained, increasing State Patrol trained staff to 23.

We also provided reimbursement to agencies that sent an officer through training but were unable to support the cost of training an officer, 15 agencies took part in this reimbursement program. With this addition to the DRE program, the state has 15 new DREs that would not have been able to attend without the support.

Planned expenditures for this project were \$350,000.00. Expenditures were \$408,936.54. A fiscal adjustment was requested due to the increased cost of the three DRE Schools.

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

Providing training, education, and technical support to those prosecuting offenders of the state's OWI laws will ensure that appropriate sanctions are delivered to offenders, which will reduce repeated incidence of impaired driving.

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

Performance Target Linkage: C-5

Rationale for Selecting Countermeasure/Amount:

Prosecutors around the state can learn from their strategies in complex or nuanced cases, and these cases help set solid precedent. This program is under Countermeasures That Work, 10th edition.

FFY 2023 REPORT:

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

Two prosecutors report their activity quarterly and complete their reimbursement requests. Both prosecutors jointly lead the Impaired Driving Work Group where they report out any case updates and participate with the group. They also present at the DRE Schools, many different conferences statewide, and are available to program questions. The TSRP's are called upon to assist and train prosecutors across the state in matters of traffic safety related cases. In the last quarter alone, they assisted Dodge County, Green Lake County, Sauk County, and Douglas County with various cases.

Planned expenditures for this project were \$375,000.00. Expenditures were \$368,935.58.

The State Judicial Outreach Liaison (SJOL) position was filled using alternate program funds through collaboration with the American Bar Association.

DWI COURTS AND ADJUDICATION

Ongoing training helps adjudicate OWI cases effectively.

Performance Target Linkage: C-5

Rationale for Selecting Countermeasure/Amount:

OWI Courts is a proven countermeasure. This countermeasure strategy is allowable under 23 CFR §1300.23(j)(1)(iii) and will allow specialists in Wisconsin to learn best practices from specialists in other jurisdictions. Countermeasures that Work 10th Ed; 3.1; page 1-37.

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 (NCDL). These training sessions are partnerships between NCDL, NHTSA and the state highway safety offices.

FFY 2023 REPORT:

No expenditures were made due to participants attending the remote version of the class. No Wisconsin teams requested help with travel cost reimbursements. We will continue to offer this assistance to agencies in the future.

The Wisconsin DUID Phlebotomy Program was moved to 2024 with an amendment to the 2023 HSP.

Impaired Driving Programs	Obligation	Expenditures	Carry Forward
2023-30-03-AL	\$370,056.95	\$368,935.58	\$1,121.37
2023-30-04-AL	\$62,215.00	\$57,736.13	\$4,478.87
2023-30-05-AL	\$23,352.32	\$12,214.01	\$11,138.31
2023-30-07-AL	\$170,000.00	\$170,000.00	\$0.00
2023-31-01-M5	\$92,000.00	\$84,897.74	\$7,102.26
2023-31-03-M5	\$825,000.00	\$702,840.31	\$122,159.69
2023-31-04-M5	\$67,078.75	\$17,043.82	\$50,034.93
2023-31-05-M5	\$2,134,111.84	\$1,683,589.70	\$450,522.14
2023-31-06-M5	\$120,400.00	\$120,045.00	\$355.00
2023-31-07-M5	\$845,000.00	\$817,755.00	\$27,245.00
2023-39-04-WI	\$1,200,000.00	\$834,653.62	\$365,346.38
Totals	\$5,909,214.86	\$4,869,710.91	\$1,039,503.95

POLICE TRAFFIC PROGRAM

Encourage law enforcement agencies to make speeding and inattentive driving enforcement a priority by writing citations, sponsoring media events, and working overtime in geographical areas where speed and inattentive driving related crashes are prevalent.

Plan statewide participation, encourage voluntary participation, and provide overtime funding for high-visibility enforcement task forces for these behaviors accompanied by media for a demographic. These task forces will consist of multiple law enforcement agencies that coordinate their enforcement efforts during the same time frame. Enforcement increases the perception of the risk of being ticketed.

Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

Performance Target Linkage: C-1, C-2, and C-6

Rationale for Selecting Countermeasure/Amount:

BOTS uses the high-visibility and sustained enforcement task force model for all its enforcement grants, which is a proven countermeasure strategy as indicated in *Countermeasures That Work*, 10th Ed; 2.2, page 3-28.

Speed-related traffic fatalities have decreased from the prior five-year rolling average (2017-2021) of 177.0 to 162 using state data. Wisconsin reduced both speed related crashes and combined fatalities and suspected serious injuries in speed-related crashes.

Speed Related Crashes		Speed-Related Fatalities and Suspected Serious 'A' Injuries	
2017-2021 Baseline	29.58/100M VMT	2017-2021 Baseline	1.85/100M VMT
2022 Goal	28.99/100M VMT	2022 Goal	1.81/100M VMT
2022 Actual	27.02/100M VMT	2022 Actual	1.63/100M 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.

FFY 2023 REPORT:

BOTS coordinated activities with 145 traffic safety grants to municipal, county, and state agencies to impact the performance targets. BOTS expended \$5,637,336.71 of a planned \$6,831,020 commitment for enforcement grants. The impact of these grants across the state resulted in the following overtime outcomes.

FY 2023 Enforcement	Count
# Officers Deployed	17,686
Total OT Hours	82,494
Total Straight Time Hours	18,707
Safety Belts OT	12,689
Safety Belts Straight	2,022
Child Restraints OT	291
Child Restraints Straight	118
Speed OT	26,225
Speed Straight	9,861
OWI OT	1,214
OWI Straight	1,662
OAR OT	7,874
OAR Straight	4,072
Open Intox OT	340
Open Intox Straight	240
Vehicle Reg OT	5,706
Vehicle Reg Straight	3,075
Vehicle Equip OT	1,794
Vehicle Equip Straight	853
All Other OT	13,279
All Other Straight	8,929
Drug Arrests	1,572
Felony Arrests	909
Misdemeanor Arrests	1,600
Warrants Served	1,164

PREDICTIVE CRASH RESEARCH & DEVELOPMENT; PREDICTIVE ANALYTICS AND COMMUNITY OUTREACH

Improve traffic safety in the pilot counties and develop a sustainable model that can be delivered to other counties. Identify needs, gaps of information, equipment, systems, and stakeholders. Use information to improve the performance of the process to increase outcomes.

Recent advances in crash data collection and management in Wisconsin have afforded the opportunity to improve the effectiveness of traffic safety enforcement activities through data driven resource allocation. Initial “predictive analytics” decision support capabilities were developed and rolled out statewide during the 2017 project year in the form of a new heat map enabled crash analysis interface in the Community Maps system and as user selectable crash map layers in the WSP MACH system. Building upon this initial set of tools, an automated hot spot detection algorithm was developed during the 2018 project year and rolled into the Community Maps crash analysis interface in early 2019 to complement the heat map capability. The hot spot detection capability has been continually improved since the initial rollout to provide a highly scalable and accessible tool that now serves as an integral component of Wisconsin’s strategy for law enforcement traffic safety resource allocation.

BOTS has identified 12 counties to pilot the Predictive Analytics process. The process will utilize heat mapping analytics, collaboration meetings, planned enforcement and public outreach. As part of the process, BOTS will identify equipment needs by Agency and/or Traffic Safety Commission; this equipment shall only serve the purpose to enhance transportation safety efforts; up to and including such items as; mobile dynamic message boards, speed boards with counters, lidar’s, PBT’s, and printing of educational materials.

Performance Target Linkage: C-1

Rationale for Selecting Countermeasure/Amount:

BOTS uses the high-visibility and sustained enforcement task force model for all its enforcement grants, which is a proven countermeasure strategy as indicated in Countermeasures That Work, 10th Ed; 2.2 page 3-28 and 4.1 page 3-32.

FFY 2023 REPORT:

BOTS worked on coordinating two Predictive Analytics Walworth and Bayfield County Sheriff’s Offices. These grants were not executed due to the timing of the fiscal year and will be carried out in fiscal year 2024 projects. Both were received by BOTS in the fourth quarter and there was not enough time to meet the administrative compliance needs and allow for a full execution.

BOTS will adjust the timing of working with agencies and let the contracts in the first or second quarters of the fiscal year to provide enough time for agencies to gather documentation, provide BOTS the time to make the required administrative requests, and then have ample time to execute the project or plan for a no-cost carry forward grant to demonstrate the performance of the program.

AIR SUPPORT SERVICE; REGION 5 SPEED AWARENESS DAY

The objective of Speed Awareness Day is to prevent deaths and reduce injuries on our roadways due to excessive speeding. Speed Awareness Day, July 2023, is a two-pronged initiative to address the issue of speed as it relates to highway safety. Education and Enforcement will be used to increase awareness of the problems and issues created by drivers who choose to disobey posted speed limits and drive without due regard across Region 5 member states. This enforcement initiative will be a combination of federal overtime and straight time with local and county agencies, and WSP. The WSP will coordinate the saturation patrols and corridors with the LEL’s.

Education

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

Enforcement

Focus enforcement occurred on July 26, 2023. Times and length of enforcement detail(s) will be set by participating law enforcement agencies based on officer availability and should align with crash data for their jurisdiction. The goal is to target high crash corridors during times when crashes typically occur.

FFY 2023 REPORT:

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

- 2022 Speed Awareness Day Wisconsin Agencies: 93 (first year Speed Awareness Day was a NHTSA Region 5 initiative)
- 2023 Speed Awareness Day Wisconsin Agencies: 115 which represented 23.6% of total agencies
- 2023 Speed Awareness Day (100 or more agencies): Illinois - 121, Wisconsin - 115, Minnesota – 109

Police Traffic Service Programs	Obligation	Expenditures	Carry Forward
2023-40-05-PT	\$2,140,536.61	\$1,715,232.56	\$425,304.05

TRAFFIC RECORDS IMPROVEMENT PROGRAM

In 2019, the Traffic Records Coordinating Committee (TRCC) conducted a NHTSA traffic records self-assessment which helped the committee set a strategic direction moving forward which will be part of the SHSP. The recommendation 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 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.

BOTS will continue to take in grants throughout the year and incorporate the continuous improvement process concept in the management of projects. The following progress and outcome report of planned projects:

Project Title	Database	Attribute	Budget	Status	Improvement and Measure
DOJ E-Citations	Citation and Adjudication	Timeliness	\$282,000	Non-standard technologies that don't scale	Increase transmission from 7 citations/minute to 14.

Estimating Bicycle Volumes in Wisconsin Using Crowdsource Data	Roadway	Completeness	\$20,000	There is not a scalable system to count bicycle volumes, nor a statewide database. Zero data exists at this time, will establish dataset.	Create database and method of modeling data to inform programs by risk analysis. 10% of roadway segments will have bicycle volume.
Community Maps	Crash	Accessibility	\$50,000	Continued Improvements	Increase annual average usage rate by 15%.
WisTransPortal Predictive Crash Research & Development	Crash	Accessibility	\$65,000	Current monthly average users are at 55.	Increase monthly users by 15% annually.
WisTransPortal Safety Data Warehouse	Crash	Integration	\$80,000	No linkages exist between crash, citation, and adjudication.	Establish linkage with 10 agencies and additional agencies as resources permit.
CODES-- Crash Outcomes and Data Evaluation System	EMS	Completeness	\$140,000	0 records of 2022 are currently linked in the crash database to the medical records database.	Link 25% of hospital records for injury area, diagnosis, and MAIS injury severity.
Mitigating Crash Outcomes through Automatic Crash Reconstruction	Crash	Accuracy	\$30,000	Build on TRCC project "Using data from DT4000 to Enhance Crash Analysis". Zero elements of the Safe System approach have been identified and associate to the crash database.	Improve accuracy of narrative by using the "Swiss Cheese" crash causation model to inform safety interventions. 5% of a year of records identified.
Statewide Pedestrian and Bicycle Count Database for Model Validation and Risk Exposure Assessment	Roadway	Completeness	\$30,000	Establish data set and expand the number of intersections with pedestrian and bicycle counts. Zero data exists at this time.	Increase pedestrian count intersections to 500 and bicycle counts to 400.
State-to-State Driver History Record (DHR) Project	Citation and Adjudication	Timeliness	\$297,550	Currently all non-CDL convictions, withdrawals, and negated convictions for	95% of convictions and suspensions transmitted between Wisconsin and

				out-of-state drivers throughout the U.S. and its territories are sent via "snail" mail	other participating states will be transmitted electronically
		Total	\$1,094,500		

FFY 2023 REPORT:

DOJ E-Citations

The test has scaled and exceeded expectations. The system improvements have maintained over 60 transactions per minute. This is an improvement by four times planned expectations, delivering 46 more transactions per minute than expected.

Estimating Bicycle Volumes in Wisconsin Using Crowdsource Data

Completed Literature review, data collection and integration. Prediction models and 50% of the expansion factor model has been modelled. Feedback from user survey indicated high confidence on STRAVA and third-party data. The crowdsource data penetrated 5% of the roadway data. Segmentation of the data for roadways in process.

Community Maps

Community Maps went from 173 monthly users to 215 monthly users on the system. This was a 24% increase of users monthly. BOTS expects this number of unique visitors to fluxgate over time depending on the demands for data as agencies become data independent.

WisTransPortal Predictive Crash Research & Development

The Predictive Analytics and Crash Maps system saw an average usage rate of 67 unique visitors monthly. This project achieved its performance measure. We expect to maintain at this level for the foreseeable future.

WisTransPortal Safety Data Warehouse

The WisTransPortal integration was developed on the backend, data security agreements, and MOUs were established. The process met challenges with coordination with other workgroups and teams. There was other unaccounted for system needs that were identified after GAP analysis. While we progressed on foundational decision and processes, the actual integration has been delayed. This project will continue in FY2024 due to the need of an integrated database of traffic safety information.

CODES—Crash Outcomes and Data Evaluation System

CODES did complete the expected performance measure. Injury crashes flagged by law enforcement, 68% were linked. CODES completed a quality check on the data for the integration of Wisconsin DHS and TOPS Lab. The reports did not identify any concerns or dropped data.

A total of 258,846 records were reported and reviewed. Eleven percent (11%) of records resulted in care for the injury; and 18% of transports did not indicate hospitalization, an identified gap due to border care in other states. CODES needs to address data sharing agreements with the surrounding states. A total of 78% of fatal records were not hospitalized, due to DOA of first responders, and 22% while at inpatient care.

Mitigating Crash Outcomes Through Automatic Crash Reconstruction

UW-Milwaukee has requested a no cost extension to continue the project to meet the expected goals and objectives. They did not meet the performance measure of identifying 5% of the records. Crash Report investigation report data structure was completed. Event types and narrative from other events created challenges to overcome. The analysis and system development, matrix development, system integration is completed. Crash information sourcing and modeling method and system application are not completed. This project uses open source CHATGPT and other forms of AI report writing to explore options.

Statewide Pedestrian and Bicycle Count Database for Model Validation and Risk Exposure Assessment

Pedestrian intersections increased to 238 and bicycle counts increased to 204. These sites were used for expansion factors to develop risk assessment addressing rates and exposure. The data provided did improve completeness of the data for VRU exposure by 49% (442/900) from a benchmark of 0. The development of the expansion factor took more time than expected to create a model performance process. The established process should now be more efficient and enable utilization cross departmental and agency.

State-to-State Driver History Record (DHR) Project

This project was not completed with BOTS funding as DMV was granted ARPA funds to complete the project. Following up with DMV, they cited the administration of the grant to be a challenge due to staffing and utilized less restrictive funding.

TRAFFIC RECORDS PROGRAM AND POLICY ANALYSIS

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

FFY 2023 REPORT:

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

Traffic Records Programs	Obligation	Expenditures	Carry Forward
2023-50-01-TR	\$380,200.00	\$228,707.76	\$151,492.24
2023-58-03-M3	\$872,000.00	\$704,259.45	\$167,740.55
Totals	\$1,252,200.00	\$932,967.21	\$319,232.79

EMS IMPROVEMENT PROGRAM

Injury to Death Ratios

2017-2021 Baseline	65.7 to 1
2022 Goal	67.0 to 1
2022 Actual	56.4 to 1

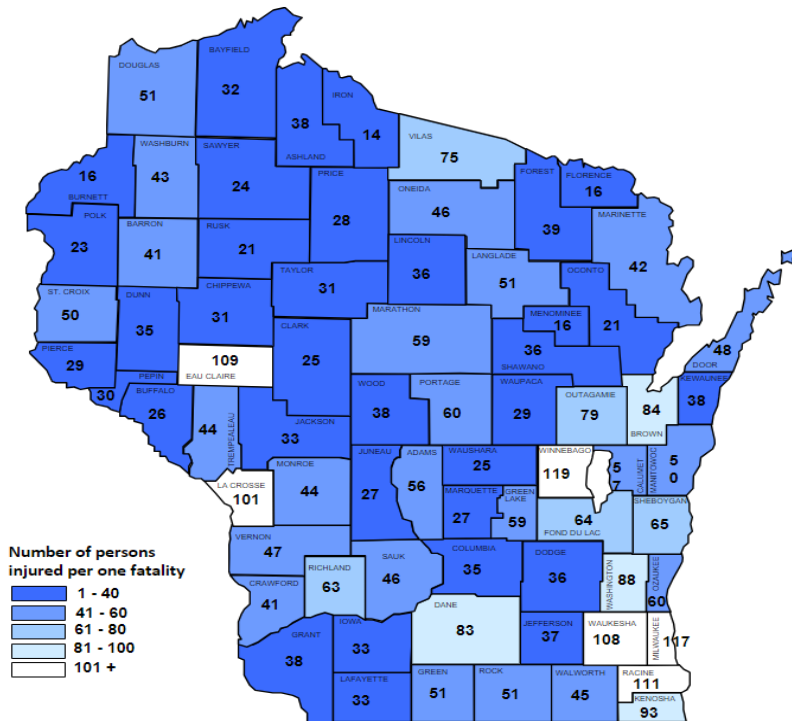
Average Safety Belt Use

2017-2021 Baseline	89.2%
2022 Goal	91.0%
2022 Actual	87.5%

FFY 2023 REPORT:

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

Injury to Death Ratio by County (2017-2021)



State Injury to Death Ratio
2022 = 56.4
2017-2021 = 65.7

Source: WisDOT Crash Database

EMERGENCY RESPONSE RECRUITMENT AND RETENTION

Rationale for Selecting Countermeasure/Amount:

A willing and able emergency response program is important for timely and expedient healthcare. The Department of Health Services (DHS) will collaborate with the Bureau of Transportation Safety (BOTS) on this project and expects to spend \$50,000 on the effort.

FFY 2023 REPORT:

BOTS reached out numerous times to the EMS Office at the Department of Health Services and were unable to establish a consistent contact to initiate the grant. There was no progress on this project. BOTS will reconsider the project and through partnerships find other means to address this need.

PUBLICITY AND OUTREACH – EMERGENCY RESPONSE

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

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

Distance to trauma centers is proven to have a significant role affecting the outcome of injuries after a crash. This project will focus on areas with fewer ambulance services and will focus on recruitment and retention of EMTs in those areas. This will impact traffic safety by providing better EMS services in remote areas and increase response times, which will help reduce the risk that a relatively minor traffic incident would result in a fatality.

FFY 2023 REPORT:

BOTS reached out numerous times to the EMS Office at the Department of Health Services and were unable to establish a consistent contact to initiate the grant. There was no progress on this project. BOTS will reconsider the project and through partnerships find other means to address this need.

RURAL EMERGENCY RESPONSE PROGRAMS, EQUIPMENT AND TRAINING

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

FFY 2023 REPORT:

BOTS reached out numerous times to the EMS Office at the Department of Health Services and were unable to establish a consistent contact to initiate the grant. There was no progress on this project. BOTS will reconsider the project and through partnerships find other means to address this need.

LIGHTS AND SIRENS SAFETY PILOT PROJECT

This project is for rural EMS support. The Lights and Sirens pilot is based on a program in Arizona and Texas to reduce the number of emergency runs with warning lights and siren on to reduce the number of crashes. The impact is improving patient and traffic safety outcomes.

FFY 2023 REPORT:

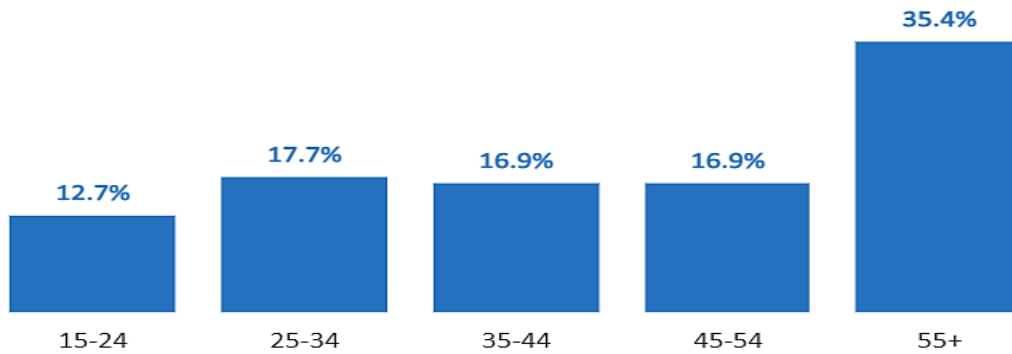
BOTS reached out numerous times to the EMS Office at the Department of Health Services and were unable to establish a consistent contact to initiate the grant. There was no progress on this project. BOTS will reconsider the project and through partnerships find other means to address this need.

MOTORCYCLIST SAFETY PROGRAM

Motorcyclist fatalities increased during the Covid-19 pandemic but has reverted to the norm for 2022. For 2022, the top three contributing circumstances that occurred in these crashes are failure to control, excessive speed, and failure to keep in designated lane (lane departure

crashes). Impairment rates in 2022 for fatally injured operators was 33.3%, for suspected serious injured was 16.1%, and total injured was 9.7%. Helmet use in 2022 for motorcyclist fatalities was 22.2% helmeted, 74.1% un-helmeted, and 3.7% unknown. For injured motorcyclists it was 41.8% helmeted, 53.9% un-helmeted, and 4.4% unknown.

2022 Motorcycle & Moped 'K' & 'A' Injuries by Age Group



The most notable change in motorcycle and moped 'K' and 'A' injuries by age group was in the 55+ year age group from 28.7% compared to 35.4% in 2022, an increase of 6.7%.

Motorcycle/Moped Crashes

2017-2021 Baseline	2,184
2022 Goal	2,140
2022 Actual	2,037

Combined Fatalities and Incapacitating Injuries in Motorcycle/Moped Crashes

2017-2021 Baseline	707
2022 Goal	693
2022 Actual	721

Motorcycle/Moped Riders Killed and Injured

2017-2021 Baseline	1,971
2022 Goal	1,932
2022 Actual	1,780

PROGRAM MANAGEMENT

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

FFY 2023 REPORT:

The program manager coordinated activities throughout the year with the Wisconsin Motorcycle Safety Advisory Council. Meetings usually occur quarterly; however, this year meetings occurred at least monthly (15 overall) to increase stakeholder feedback opportunities as WMSP worked to address increased concern about motorcyclist crashes and fatalities.

Through this relationship, BOTS and MoSAC worked together to identify gaps in statewide training availability, planned media messages and timing of these messages, and continually monitored crash data for changing trends. Additionally, MoSAC began planning to host its first Motorcycle Safety Summit during the summer of 2024.

MOTORCYCLE RIDER EDUCATION AND TRAINING

FFY 2023 REPORT:

During the 2023 motorcycle training season, the WMSP in partnership with the Motorcycle Safety Foundation (MSF) continued the implementation of the Basic Rider Course (BRC). Additionally, MSF has introduced another format of the BRC that shifts the classroom learning to an online module as compared to the last course revision along with moving the experiential classroom activities to the range. The WMSP team worked with Rider Coaches and training sites to prepare for implementation of this update during the calendar 2023 training season.

The WMSP Rider Education Program continues to administer classroom and hands-on rider training programs through the training sites funded by the Wisconsin Technical College System as well as private training sites and Harley-Davidson Riding Academy locations. All providers met MSF and WMSP requirements for basic motorcycle/scooter, new, seasoned, and advanced motorcycle riders. The Division of Motor Vehicles reports that 7,125 skills test waivers were entered into the online system and 1,704 Class M licenses were issued via road tests. An additional 230 Class M licenses were issued with the skills test score entered as “waived” without use of the online system.

MSF is moving forward with a new format for providing skills improvement exercises to students with a customizable menu versus a highly structured skills progression format that has been their standard. Current coaches can opt into learning about this then practice range management.

The program was delivered as planned. There continues to be a need to recruit, train and certify new rider coaches for the future. An adjustment will be made to “Rider Education” media to markets based on crash data and new probationary licenses issued.

COMMUNICATION AND OUTREACH

FFY 2023 REPORT:

The motorcycle media program and promise project was delivered as planned. Overall impression rate and gross rating points were above forecasts. While it cannot be directly attributed to media specifically. Motorcycle crashes based on preliminary data for FY 2022 are lower than the prior two years and running lower than the 5-year average.

MOTORCYCLE AWARENESS AND MOTORIST EDUCATION

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

FFY 2023 REPORT:

The Motorcycle outreach team traveled across the state to events that were held in targeted and untargeted areas to promote the safety message. The program had increased participation since the end of the COVID-19 pandemic and many communities returned to outdoor celebrations. We find this personal investment to be one of the most rewarding programs and creates opportunities to recruit new riders for the courses and coaches for the program.

The Mobile Outreach team was in the field working with the community at eight events for a total of 14 event days. These events facilitated 713 individual contacts between the outreach team and event attendees.

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.

FFY 2023 REPORT:

WMSP Quality Assurance Specialists completed visits to 23 rider education locations for a total of 25 evaluations. These site visits supported seasoned as well as new coaches along with providing support to site administrators. Quality Assurance (QA) team members received mentoring as well to ensure policies and procedures were consistently adhered to during these site visits.

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

Motorcycle Safety Programs	Obligation	Expenditures	Carry Forward
2023-72-04-M9	\$208,500.00	\$97,908.67	\$110,591.33
2023-72-07-M9	\$290,000.00	\$240,160.00	\$49,840.00
Totals	\$498,500.00	\$338,068.67	\$160,431.33

PEDESTRIAN AND BICYCLIST SAFETY PROGRAM

The pedestrian safety program met all its goals for calendar year 2022 for the number of pedestrian-motor vehicle crashes, the number of combined fatalities and suspected serious (A) injuries per 100,000 of population, and pedestrian injuries. There were 72 pedestrian fatalities in 2022, higher than the previous year's total of 50 as well as the 2017-2021 average.

The bicyclist safety program met all its goals for calendar year 2022 for the number of bicyclist-motor vehicle crashes, the number of combined fatalities and suspected serious (A) injuries per 100,000 of population, and bicyclist injuries. There were 14 bicyclist fatalities in 2022, higher than the previous year's total of 9 as well as the 2017-2021 average.

Pedestrian-Motor Vehicle Crashes

2017-2021 Baseline	23.62/100K pop.
2022 Goal	23.15/100K pop.
2022 Actual	22.26/100K pop.

Pedestrian - Fatalities and Serious 'A' Injuries

2017-2021 Baseline	5.69/100K pop.
2022 Goal	5.58/100K pop.
2022 Actual	5.53/100K pop.

Pedestrian Injuries

2017-2021 Baseline	22.75/100K pop.
2022 Goal	21.61/100K pop.
2022 Actual	21.82/100K pop.

Bicyclist-Motor Vehicle Crashes

2017-2021 Baseline	13.09/100K pop.
2022 Goal	12.28/100K pop.
2022 Actual	11.23/100K pop.

Bicyclist - Fatalities and Serious 'A' Injuries

2017-2021 Baseline	1.50/100K pop.
2022 Goal	1.47/100K pop.
2022 Actual	1.43/100K pop.

Bicyclist Injuries

2017-2021 Baseline	11.79/100K pop.
2022 Goal	11.56/100K pop.
2022 Actual	10.20/100K pop.

PROGRAM MANAGEMENT

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

FFY 2023 REPORT:

One of the top priorities for the program manager has been to meet new partners and stakeholders from around the state. The position continues to manage law enforcement grants and assist project coordinators as needed. The position actively participates in the internal Transportation Alternatives Program (TAP) funding selection committee, monthly WisDOT Regional Ped Bike Coordinator team meetings, and the Governors Bicycle Coordinating Council. Wisconsin Bike Federation (Bike Fed) is an important partner for BOTS and the program manager has spent substantial time working with this non-profit on grant management, grant monitoring and planning for the 3 HSP. The program manager participated in one of the Bike Fed's Teaching Safety Bicycling train-the-trainer courses to become more familiar with this program and grant project.

The program manager worked with WisDOT Regional Ped Bike coordinators to expand ped bike grant opportunities for safety outreach and education projects. As a result of this partnership BOTS worked with two new partners on grant projects. One project established temporary traffic calming measures around three different schools to help support the need for permanent solutions to keep kids that walk and bike to school safe. A second project helped a school district purchase a fleet of bikes that will be used in their physical education classes that teach bike safety, as well being used for community bike rodeos to help kids learn better biking skills and help educate them on local laws applicable to bikers.

The program manager worked with various partners to include ped bike specific agenda items for the Governor's Conference on Highway Safety. As a result, two items were placed on the agenda: 1) Pedestrian & Bicycling Engagement & Education: A Two-Way Street for Government & Residents, and 2) Bike Safety for Kids & How Law Enforcement Can Help.

One of the major projects for the program manager this year was working with NHTSA and the NHTSA assessment team to conduct and finalize a comprehensive ped bike safety program assessment.

TEACHING SAFE BICYCLING

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

FFY 2023 REPORT:

This project was successfully completed by the Bike Fed and included six Teaching Safe Bicycling (TSB) classes taught across state:

1. Cottage Grove (10 adults), and co-hosted Bike Rodeo with their volunteers.
2. Eau Claire (3 adults).
3. Madison (18 adults).
4. Village of Windsor Community Park (DeForest), with four adults who work with or are parents of children with Down Syndrome.
5. Whitefish Bay (14 adults, including police and community members), and a Bike Rodeo after training.
6. Menasha (8 adults).

Twelve classes were taught across the state. The focus was new/inexperienced adult bikers, seniors, disadvantaged bikers, and kids with limited biking skills/opportunities:

1. Sun Prairie (8 kids, focus on low income), Smart Cycling
2. Madison (5 adults, new bikers), Adult Learn to Ride
3. Milwaukee (17 women), Smart Cycling
4. Madison (6 adults, Hispanic community), Smart Cycling
5. Milwaukee (28 adults, physical/mental disabilities), Bike Basics and Pedestrian Safety
6. Port Washington (10 adults, seniors), Smart Cycling
7. Milwaukee (20 adults, different abilities), Learn to Ride and Pedestrian Safety
8. Milwaukee (18 teenagers, low income), Smart Cycling
9. Milwaukee (6 adults), Adult Learn to Ride
10. Milwaukee (2 adults), Adult Learn to Ride
11. Milwaukee (3 adults), Adult Learn to Ride
12. Milwaukee (15 adults and kids, Hispanic community), Smart Cycling in conjunction with BublR bikes (popular bike sharing business in Milwaukee)

Signs and posts promoting the QR code for the TSB video series were printed and installed along the Beerline Trail in Milwaukee. A second sign set was printed and given to Milwaukee County Parks to install in the future.

MILWALKEE WALKS

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

Performance Target Linkage: C-10 and C-11.

Rationale for Selecting Countermeasure/Amount: This project will impact traffic safety with a reduction in crashes and injuries among pedestrians in the target area. Due to no recommended NHTSA countermeasure, Wisconsin is educating pedestrians and drivers of the crash risks and prevention.

FFY 2023 REPORT:

This project was successfully completed by Bike Fed and included:

1. Funding of one full-time MilWALKEE Walk Program Manager.
2. Coordination of 320 volunteer hours (Walk Culture Ambassadors) to promote bike and pedestrian safety.
3. 26 TV media stories on pedestrian and bicyclist safety.
4. 60 Bike Fed led events at crosswalks in Milwaukee promoting pedestrian safety. These events are called Crosswalk Actions (CWAs) and at least one CWA was held in each city aldermanic district.
5. Over 100,000 social media impressions.
6. Promotions on the Bike Fed website.
7. Continued use of a 2022 project, the mobile street parklet that can be moved to various Business Improvement Districts (BIDs) for the purpose of promoting pedestrian safety. Bike Fed staff, Muskego Way Forward and community residents

- transformed a vacant lot at 16th Street and Forest Home Avenue into a community space and temporary slip lane closure. The closed slip lane inspired the City of Milwaukee to create the Interim Plaza Program, and Muskego Way Forward received a grant to continue to improve this intersection for the community.
8. Conducted a speed study and tested road changes with residents in the Amani neighborhood.
 9. Attended and assisted with the planning of several walk audits in the Clarke Square and Silver City neighborhoods.
 10. Partnered with the Coalition for Safe Driving to conduct a Vision Zero survey.
 11. Attended and/or spoke about the importance of pedestrian safety at numerous meetings including several Brady Street neighborhood meetings, Friends of Lincoln Park (Green Bay Avenue), Pedestrian Bicyclist Advisory Committee, VIA CDC (formerly Layton Boulevard West Neighbors) annual meeting, Sherman Park's Reckless Driving Committee, Independence First's Transportation Committee, and a UW-Milwaukee course on Urban Planning.
 12. Printing and distribution of more than 400-yard signs promoting pedestrian safety, in both English and Spanish.

DESIGNING FOR PEDESTRIAN SAFETY

Implement and pilot the results of the "Pedestrian Exposure Data for the Wisconsin State Highway System: WisDOT Southeast Region Pilot Study," which is being completed by the University of Wisconsin-Milwaukee for the Bureau of Transportation Safety in 2021. The goal of this follow-up project is to assist WisDOT with incorporating the Southeast Region results into statewide WisDOT processes for scoping roadway projects and prioritizing locations for safety improvements.

Rationale for Selecting Countermeasure/Amount:

There is little information on exposure for pedestrians and bicyclists and to calculate risk and assess the effectiveness of a treatment there needs to be both exposure and crash data. The lack of exposure data makes it difficult 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.

Performance Target Linkage: C-10 and C-11.

FFY 2023 REPORT:

This project was successfully completed and included numerous components/highlights:

1. Developed preliminary pedestrian and bicyclist activity patterns (count expansion factors) using reported pedestrian and bicyclist crashes from 2016-2019 and 2021. Also explored activity patterns from automated counter data and household travel survey data.
2. Mapped pedestrian crash concentrations (hot spots) in Milwaukee, Madison, and Green Bay during 2005-2009, 2010-2014, and 2015-2019 to see if there were consistent patterns or if the crash locations shifted over time.
3. Pilot tested a process to identify a High Injury Network for pedestrian crashes on state highways in the SE region.
4. Downloaded and analyzed recent Wisconsin pedestrian and bicyclist crash trends (2017-2021).
5. Detailed research progress and strategy in meeting with WisDOT on May 18, 2023.

6. Met with HSIP research team working on WisDOT Vulnerable Road User Assessment on 6/29/23.
7. Conducted internal bi-weekly meetings with student project team about expansion factor development, expansion factor implementation, High Injury Network development, and crash analysis.
8. Refined pedestrian and bicyclist count expansion factors using automated counter data and household travel survey data.
9. Will refine the pedestrian (and bicyclist) High Injury Network identification methods.
10. Conducted internal bi-weekly meetings with student project team about expansion factor development, expansion factor implementation, High Injury Network development, and crash analysis.
11. Developed pedestrian and bicyclist count expansion factors using crash data, automated counter data, and household travel survey data.
12. Applied the expansion factors to the entire database of existing pedestrian counts and compared these counts to estimated intersection volumes on the State Highway System.
13. Segmented nearly all the state highway network into ½-mile corridors to identify locations with high concentrations of pedestrian and bicyclist crashes.
14. Assigned 2018-2022 pedestrian and bicyclist crashes to all ½-mile state highway segments to create a ranked-list of high-crash corridors.
15. Refined segmentation and crash assignment process in GIS several times to produce more accurate list of high-crash corridors.
16. Will compare the number of pedestrian crashes with estimated pedestrian intersection crossing volumes to create estimated corridor pedestrian crash rates.
17. Will continue to discuss how our research on this project could potentially contribute to WisDOT's federally mandated Vulnerable Road User Assessment.

DESIGNING FOR PEDESTRIAN SAFETY

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

FFY 2023 REPORT:

This project was partially completed. One virtual NHI course (Designing for Pedestrian Safety) with 17 internal WisDOT participants and three external partners was hosted by BOTS in February 2023. A second class was discussed with the Regional Ped Bike Coordinators, but it was decided that an in-person FHWA Designing Pedestrian Facilities for Accessibility course would be a higher priority for the fall rather than a second NHI course. In addition, the FHWA course was offered at no cost to WisDOT.

PEDESTRIAN/BICYCLE LAW ENFORCEMENT TRAINING

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

FFY 2023 REPORT:

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

LAW ENFORCEMENT

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

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

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

FFY 2023 REPORT:

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

Bicycle & Pedestrian Safety Programs	Obligation	Expenditures	Carry Forward
2023-80-03-PS	\$74,406.50	\$54,012.47	\$50,178.30
2023-80-04-PS	\$101,171.00	\$92,874.86	\$8,296.14
2023-80-05-PS	\$234,206.00	\$205,246.09	\$28,959.91
2023-80-07-PS	\$20,000.00	0	\$20,000.00
Totals	\$429,783.50	\$352,133.42	\$107,434.35

COMMUNITY TRAFFIC SAFETY PROGRAM

PROGRAM MANAGEMENT

The Law Enforcement Liaison (LEL) Program continues to increase towards a state of normalcy. Wisconsin's County Traffic Safety Commissions (TSC) resumed both their quarterly meetings through a hybrid mixture of in-person and virtual meetings.

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

The LELs also continued efforts at the local level to pilot targeted traffic safety efforts based on Predictive Analytics, an enhancement of Community Maps. Stakeholders are engaged in a systems approach through the Traffic Safety Commission. BOTS analysts provided further data analysis, as well as supporting documentation that could be used at the local level.

FFY 2023 REPORT:

The LEL program continues to be a critical function of the office to ensure information from BOTS is shared and programs are understood. The program ensures direct feedback to the programming and policy unit staff to conduct further analysis of crashes or other information sharing necessary for productive relationships. The LEL's participated in all 72 counties quarterly (over 200 total) Traffic Safety Commission meetings. They were vital in establishing Predictive Analytics Enforcement Grants. They frequently attended other meetings as enforcement representation for the Impaired Driving Taskforce, Community Maps, and other traffic safety meetings. During the grant year, the amount of this program was increased due to overhead expenses such as fuel and lodging. Furthermore, the LEL program support of these traffic safety forums, either in-person or virtually, was expanded with the addition of a fifth LEL towards the end of the year.

The Regional Program Managers successfully established all targeted grant areas and expanded targeting to other agencies if a forfeiture was identified. They completed all risk assessments and continue to monitor programs for effective use of funds. They handled 255 grantees this year.

BUREAU OF TRANSPORTATION SAFETY (BOTS) REGIONS



Division of State Patrol
Bureau of Transportation Safety and Technical Services
Law Enforcement Liaisons and Regional Program Managers Region Map

Hill Farms State Office Building (HFSOB)
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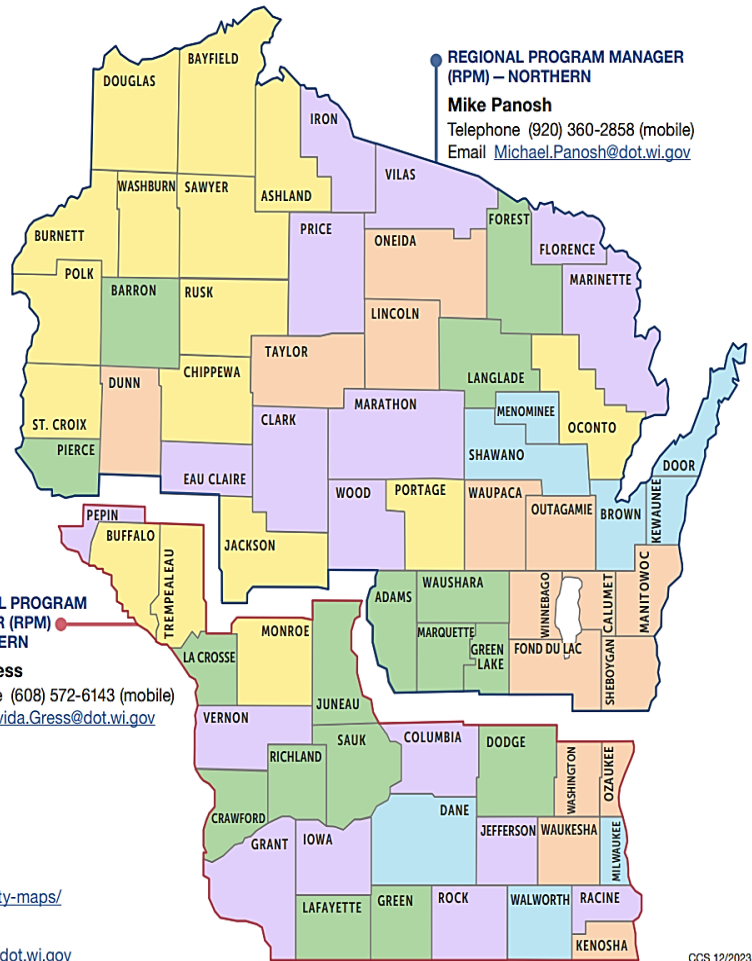
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 **How safe are the drivers in your community?**
Find out here
<https://transportal.cee.wisc.edu/partners/community-maps/>

For data analysis requests, please email CrashDataAnalysis@dot.wi.gov



GRANTS MANAGEMENT SYSTEM MAINTENANCE AND HOSTING

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

In FY 2022, BOTS upgraded the Agate IntelliGrants software package from the current version to IGX cloud client. This package will increase accessibility and mobility for all users with cross platform support and reduce operating costs. The increase in funding from the previous year addresses this associated cost.

FFY 2023 REPORT:

The grants management system was upgraded from the IntelliGrants 16 system to the IGX system provided under license from AGATE Technologies. The upgrade was conducted from October of 2021 through August of 2022. User Acceptance was completed, and the system is fluid and functioning. Report building and database management remains to be done in FY 2023. This was delayed due to a staffing issue preventing travel during Hurricane Ida. The system has met the target performance measure.

GOVERNOR'S CONFERENCE ON HIGHWAY SAFETY

This planned activity funds the conference as well as the recognition luncheon for law enforcement. The conference is a meeting of current and future partners. The conference has improved and will continue to improve inter-agency cooperation and collaboration. It will help the development of multi-jurisdictional high visibility enforcement (HVE) task forces across the state. No equipment purchased with this activity will be major since all equipment will have an acquisition cost of less than \$5,000. Wisconsin meets its match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

The Governor's Conference on Highway Safety is an opportunity to network with law enforcement and other transportation safety stakeholders and partners. Sharing best practices, discussing progress, new and emerging initiatives, and coordination of efforts is the top priority. Input from local partners for the state's programs and plans are key to implementing the Strategic Highway Safety Plan and formulating the Wisconsin Highway Safety Plan application.

Performance Target Linkage: C-1

Rationale for Selecting Countermeasure/Amount:

The conference is a culmination of the entire outreach program. When groups outside of WisDOT support the messaging that aims to decrease traffic fatalities on our roads, it benefits the department's program. The amount of funding for this countermeasure strategy is the same as it was in 2022.

FFY 2023 REPORT:

The Governor's Annual Conference on Highway Safety was held at the Kalahari Resort and Conference Center August 28-30, 2023. There were 400 attendees at this year's conference. There were 30 tracks of educational and program development: 3 Bike and Pedestrian Safety, 5 CPS, 9 Data, 4 Enforcement, 5 TIM, and other committee and business meetings to improve and develop stakeholder engagement.

MEDIA AND OUTREACH PROGRAM

PUBLIC INFORMATION AND EDUCATION – OCCUPANT PROTECTION

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

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

OCCUPANT PROTECTION OUTREACH PROGRAM – ROLLOVER CONVINCER

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

FFY 2023 REPORT:

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

COMMUNICATION PROGRAM – IMPAIRED DRIVING

BOTS continues to develop a statewide public information and education campaign to reduce impaired driving injuries and fatalities based on NHTSA’s goals and objectives utilizing various methods such as the web, print, and TV. Activities may include:

1. Contractual services for product and placement, printing, and postage.
2. Collaborate with partners, revise, and update all information, identify specific needs, and target information to various audiences including Spanish speaking customers.
3. Use the website more to reduce production costs.
4. Develop and disseminate best practices information.
5. Collaborate with community prevention organizations to assist them in developing successful evidence-based prevention programs.

FFY 2023 REPORT:

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

BOTS will be expanding the impaired driving media program in FY 2023 and seeking local engagement through non-traditional grantees in high-risk communities based on the targeting analysis report.

MOTORIST AWARENESS AND MOTORCYCLIST CONSPICUITY

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

BOTS provided posters to MoSAC, who delivered them to motorcycle dealerships, locations where motorcyclists congregate, driver training and rider education facilities, as well as other prominent venues. BOTS also put out television, radio, and billboard advertisements through several associations. Most of these expenses were covered using state funds. Additional radio media ran in July surrounding the holiday to extend the awareness message as a promise project in FY 2022. This and the July media are targeting high crash weeks in the calendar year and will continue until the data or trendline improves.

FFY 2023 REPORT

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

MOTORCYCLE MEDIA SUMMER SAFE RIDE

Promise Project for 405F funds.

October Amendment FY 2023

Summer motorcycle safe ride is a media only project to raise awareness and promote sober riding during the historic peak crash period of the calendar year. Sustained impaired driving enforcement will also be conducted during this media buy, due to increased crash rates of motorcycle drivers in Wisconsin over a three-year period, especially during the 2020 and 2021 HSP cycles. Male and Female MC drivers have increased fatal and serious crashes during this period, predominately males between the ages of 25-55. Local and State Trunk Lines (STL) are the leading classification for crashes; crashes in Wisconsin tend to be in rural or suburban areas. 68% of crashes are single vehicle, and approximately 24% are impaired.

FFY 2023 REPORT

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

MOTORCYCLE SAFETY AWARENESS; RIDE YOUR OWN RIDE

May 2023 Amendment

In partnership with the Wisconsin Motorcycle Safety Advisory Council, BOTS has identified outdoor advertising along four corridors in eight communities to promote motorcycle safety. BOTS is seeking to establish a new project. Due to the increased number of serious injury and

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

FFY 2023 REPORT

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

PUBLIC INFORMATION AND EDUCATION – PEDESTRIAN AND BICYCLIST

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

FFY 2023 REPORT:

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

PUBLIC INFORMATION AND EDUCATION-COMMUNITY OUTREACH

Work with law enforcement agencies to strengthen community outreach efforts in advance of and during mobilizations targeted to transportation safety.

FFY 2023 REPORT:

During FY 2023, 205 law enforcement agencies participated in the *Drive Sober or Get Pulled Over*-Winter Holidays mobilization, 212 agencies participated in the *Click It or Ticket* mobilization, and 153 agencies participated in the *Drive Sober or Get Pulled Over*-Labor Day mobilization. Participation required media and community publicity activities by each agency. Results of enforcement activities are summarized in the police traffic section.

STATEWIDE PAID MEDIA AND EDUCATION

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

FFY 2023 REPORT:

The paid media plan was delivered as expected with our media partners for statewide and local emphasis messaging. BOTS continues to seek new media outlets and formats to increase the awareness and ability to target high risk populations. BOTS worked with partners such as Madison Capitals in the USNHL minor league, Wisconsin Broadcasters Association, HUES periodical, Milwaukee Times Journal, Spanish News Journal, Division BMX stunt riders, Parents Against Distracted Driving, and the

Wisconsin Fair Board. BOTS will continue with all projects in the future and seek new partners to increase public awareness and safety for all roadway users. This program delivered as planned.

PUBLIC INFORMATION AND EDUCATION-CAMPAIGN DEVELOPMENT

BOTS continued to develop statewide public information and education materials on distracted driving, speed, impaired driving, and additional campaigns to reduce injuries and fatalities. BOTS worked with WMSN Fox 47 (MSG2Teens), Wisconsin Inter-Scholastic Athletic Association, Badger Sports, and additional safety partners to educate the public. BOTS has worked in conjunction with the Spanish News Journal, the only Hispanic press in Wisconsin, to deliver Spanish media directly to over 30,000 subscribers. BOTS is still seeking Hmong media outlets and community support to deliver message to their at-risk populations.

FFY 2023 REPORT

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

Community & Communications Programs			
	Obligation	Expenditures	Carry Forward
2023-90-01-CP	\$728,473.05	\$676,166.83	\$52,306.22
2023-90-04-CP	\$85,000.00	\$79,459.00	\$5,541.00
2023-90-06-CP	\$75,000.00	\$41,149.67	\$33,850.33
2023-90-07-CP	\$957,950.00	\$950,082.87	\$7,867.13
Totals	\$1,846,423.05	\$1,746,858.37	\$99,564.68

2023 Budget Summary

Federal Source	FFY23		Carry Forward
	Obligated	Reimbursements	
402	\$8,921,189.22	\$7,542,410.83	\$1,417,056.92
405B	\$1,062,346.12	\$914,047.10	\$148,299.02
405C	\$872,000.00	\$704,259.45	\$167,740.55
405D	\$4,083,590.59	\$3,426,171.57	\$657,419.02
405F	\$498,500.00	\$338,068.67	\$160,431.33
STATE	\$1,200,000.00	\$834,653.62	\$365,346.38
Grand Total	\$16,637,625.93	\$13,759,611.24	\$2,916,293.22

FFY 2023 PROJECT BUDGET SUMMARY

Federal ID	Project Count	FY23 Obligated Funds	FY23 Expenditures	FY23 Carry Forward
2023-10-01-PA	1	\$340,000.00	\$271,938.21	\$68,061.79
2023-10-02-PA	1	\$60,543.00	\$58,389.03	\$2,153.97
2023-20-01-OP	1	\$85,000.00	\$78,699.62	\$6,300.38
2023-20-03-OP	1	\$272,450.00	\$254,456.14	\$17,993.86
2023-20-05-OP	33	\$2,056,959.32	\$1,814,871.96	\$242,087.36
2023-20-06-OP	37	\$250,670.00	\$179,266.95	\$71,403.05
2023-20-07-OP	2	\$442,999.47	\$224,476.83	\$218,522.64
2023-25-02-M2	1	\$30,000.00	\$0.00	\$30,000.00
2023-25-05-M2	7	\$241,853.12	\$206,182.39	\$35,670.73
2023-25-06-M2	14	\$77,455.00	\$65,086.31	\$12,368.69
2023-25-07-M2	2	\$580,000.00	\$534,121.00	\$45,879.00
2023-25-09-M2	1	\$133,038.00	\$108,657.40	\$24,380.60
2023-30-03-AL	1	\$370,056.95	\$368,935.58	\$1,121.37
2023-30-04-AL	9	\$62,215.00	\$57,736.13	\$4,478.87
2023-30-05-AL	3	\$23,352.32	\$12,214.01	\$11,138.31
2023-30-07-AL	1	\$160,000.00	\$170,000.00	-\$10,000.00
2023-31-01-M5	1	\$92,000.00	\$84,897.74	\$7,102.26
2023-31-03-M5	2	\$825,000.00	\$702,840.31	\$122,159.69
2023-31-04-M5	1	\$67,078.75	\$17,043.82	\$50,034.93
2023-31-05-M5	34	\$2,134,111.84	\$1,683,589.70	\$450,522.14
2023-31-06-M5	2	\$120,400.00	\$120,045.00	\$355.00
2023-31-07-M5	2	\$845,000.00	\$817,755.00	\$27,245.00
2023-39-04-WI	2	\$1,200,000.00	\$834,653.62	\$365,346.38
2023-40-05-PT	50	\$2,140,536.61	\$1,715,232.56	\$425,304.05
2023-50-01-TR	2	\$380,200.00	\$228,707.76	\$151,492.24
2023-58-03-M3	8	\$872,000.00	\$704,259.45	\$167,740.55
2023-72-04-M9	2	\$208,500.00	\$97,908.67	\$110,591.33
2023-72-07-M9	3	\$290,000.00	\$240,160.00	\$49,840.00
2023-80-03-PS	3	\$74,406.50	\$54,012.47	\$50,178.30
2023-80-04-PS	3	\$101,171.00	\$92,874.86	\$8,296.14
2023-80-05-PS	18	\$234,206.00	\$205,246.09	\$28,959.91
2023-80-07-PS	1	\$20,000.00	\$0.00	\$20,000.00
2023-90-01-CP	2	\$728,473.05	\$676,166.83	\$52,306.22
2023-90-04-CP	2	\$85,000.00	\$79,459.00	\$5,541.00
2023-90-06-CP	1	\$75,000.00	\$41,149.67	\$33,850.33
2023-90-07-CP	1	\$957,950.00	\$950,082.87	\$7,867.13
Grand Total	255	\$16,637,625.93	\$13,751,116.24	\$2,916,293.22