

# STATE of WISCONSIN FEDERAL FISCAL YEAR 2011 HIGHWAY SAFETY PROGRAM ANNUAL REPORT



**Scott Walker**  
Governor of Wisconsin

**Mark Gottlieb**  
Governor's Representative for Highway Safety

**Major Sandra Huxtable**  
Highway Safety Coordinator



**STATE OF WISCONSIN  
FEDERAL FISCAL YEAR 2011  
HIGHWAY SAFETY PROGRAM  
ANNUAL REPORT**

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## Wisconsin Department of Transportation

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

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December 28, 2011

On behalf of the Wisconsin Department of Transportation, Bureau of Transportation Safety (BOTS), I am pleased to present the State of Wisconsin's Annual Report of federal fiscal year 2011 Highway Safety program activities. Many of the traffic crash reductions on our roads can, in part, be linked to the programs described within this Report.

The Report identifies behavioral strategies leveraged with both state and federal Highway Safety funds and the subsequent activities undertaken by our many safety partners in support of our safety objectives.

While human behavior can be unpredictable at times, causal trends in traffic crashes become evident by which the consistent application of countermeasures has proven to be effective in reducing the likelihood of similar tragedies.

National performance measures provide insight about progress in achieving results established in the Annual Highway Safety Plan. Contained in this Report are details of significant reductions in both traffic fatalities and serious injuries from the prior five year average during the 2010 calendar year, far exceeding the performance objectives for these measures. Traffic fatalities alone fell nearly 20% below the expected goal to levels not seen in Wisconsin since World War II. Incapacitating injuries fell 18% below the expected goal in 2010.

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

Sincerely,

A handwritten signature in cursive script that reads "Sandra K. Huxtable".

Major Sandra Huxtable, Director  
Bureau of Transportation Safety



## FORWARD

The Wisconsin Highway Safety Program is administered by the Bureau of Transportation Safety (BOTS), which is within the Wisconsin State Patrol. The Wisconsin State Patrol is a Division of the Wisconsin Department of Transportation (WisDOT). The Secretary of Transportation, Mark Gottlieb, is the Governor's Highway Safety Representative and Major Sandra Huxtable, Director of BOTS, is the State Highway Safety Coordinator.

### Mission

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

Highway Safety Planning and Administration functions are performed by state- and federal-funded Bureau of Transportation Safety 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 Performance Plan as well as this document, which reports on the fiscal performance of the Bureau and its adherence to the Highway Safety Performance Plan.

### Funds

More than \$13 Million of federal Highway Safety formula and incentive grants were programmed during federal fiscal year 2011. These include:

- Section 402 State and Community Highway Safety Grant Funds
- Section 405 Occupant Protection Incentive Funds
- Section 406 Safety Belt Incentive Funds
- Section 408 Data Program Funds
- Section 410 Alcohol Incentive Funds
- Section 1906 Traffic Stop Data Collection Funds
- Section 2010 Motorcycle Safety and Education Funds
- Section 2011 Child Passenger Safety Funds
- Section 403 Demonstration Grants

The WisDOT is the designated state agency for managing \$350,000 USDOJ Office of Juvenile Justice Delinquency Prevention Program Enforcing Underage Drinking funds.

The Bureau of Transportation Safety also administers more than \$2 million in State of Wisconsin funds for required administrative match, transportation safety planning and policy analysis, pedestrian and bicycle safety, the Safe Rides, Pretrial Intensive Supervision, and the State Motorcycle Rider Education programs.

### Goal

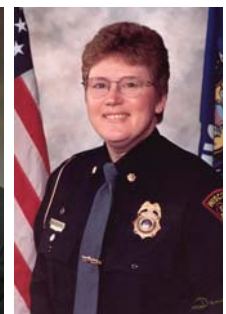
Goals for this Federal Fiscal Year 2011 Annual Report are set and committed to in the 2011 Highway Safety Performance Plan. The goals of that document and results laid out in this document both use 2010 calendar year data.



**Scott Walker**  
Governor of  
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**Mark Gottlieb**  
Governor's  
Representative  
for Highway Safety

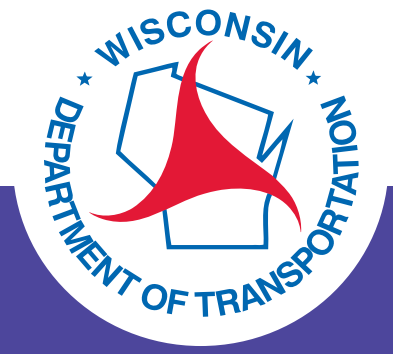


**Major Sandra  
Huxtable**  
Highway Safety  
Coordinator

The Governor's Highway Safety Association (GHSA) and the National Transportation Safety Administration (NHTSA) agreed to a minimum set of performance measures to be used in the development of Highway Safety Performance Plans (HSPP). The agreed upon performance measures, goals, and the results of the corresponding calendar year are summarized below in the matrix.

Measure	2004	2005	2006	2007	2008	2009	2004 2008 Avg	2010 Goal	2010 Actual
<b>C1. Number of traffic fatalities</b>	<b>792</b>	<b>815</b>	<b>724</b>	<b>756</b>	<b>605</b>	<b>542</b>	<b>738</b>	<b>701</b>	<b>562</b>
<b>C2. Number of 'A' injuries in traffic crashes</b>	<b>5257</b>	<b>5129</b>	<b>4874</b>	<b>4982</b>	<b>4356</b>	<b>3854</b>	<b>4920</b>	<b>4674</b>	<b>3845</b>
<b>C3. Fatalities/VMT</b>									
<b>Total</b>	<b>1.31</b>	<b>1.36</b>	<b>1.22</b>	<b>1.27</b>	<b>1.05</b>	<b>0.93</b>	<b>1.242</b>	<b>1.18</b>	<b>0.94</b>
<b>Rural</b>	<b>2.04</b>	<b>1.95</b>	<b>1.73</b>	<b>1.78</b>	<b>1.53</b>	<b>1.52</b>	<b>1.806</b>	<b>1.72</b>	<b>1.59</b>
<b>Urban</b>	<b>0.67</b>	<b>0.82</b>	<b>0.76</b>	<b>0.81</b>	<b>0.62</b>	<b>0.41</b>	<b>0.736</b>	<b>0.70</b>	<b>0.50</b>
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	350	358	296	298	222	231	304.8	289.56	158
C5. Alcohol Impaired Driving Fatalities (FARS)	297	322	307	314	208	213	289.6	275.12	180
C6. Speeding Related Fatalities (FARS)	295	294	283	279	198	183	269.8	256.31	168
C7. Motorcyclist Fatalities	80	93	93	109	89	82	92.8	88.16	104
C8. Un-helmeted Motorcyclist Fatalities (FARS)	61	72	69	79	68	51	69.8	66.31	77
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	145	147	141	144	114	85	138.2	131.29	92
C10. Pedestrian Fatalities (FARS)	54	44	55	58	53	35	52.8	50.16	54
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	72.4%	73.3%	75.4%	75.3%	74.2%	73.8%	74.12%	77.8%	79.2%
A1. Number of seat belt citations issued during grant-funded enforcement activities									3,104
A2. Number of impaired driving arrests made during grant- funded enforcement activities									2,327
A3. Number of speeding citations issued during grant-funded enforcement activities									3,275





# Planning & Administration



## PERFORMANCE GOALS and MEASURES

Federal highway safety and related funds are distributed into science-base, targeted activities that are most likely to decrease the burden of deaths and serious injuries on Wisconsin roadways. The activities will be administered following state and federal rules and guidelines. The effectiveness of funded and non-funded activities in meeting national, state and priority program goals is evaluated and results are incorporated into planning future activities.

### Accomplishments

- Produced timely, accurate, and complete plans and reports in 2011.
- Administered planned activities by end of FFY2011.
- Designed and implemented first year of electronic grant management system. Wise-Grants is online at [www.wigrants.gov](http://www.wigrants.gov).
- Documented financial management and program management.

**Budget Notes:** *All state expenditures throughout this document are reported on an estimated basis.*



## PROGRAM MANAGEMENT/ANALYSIS

### Activities

Wage and fringe for Policy & Program Supervisor, Grant Supervisor, Program Assistant and student LTE support the Governor’s Representative for Highway Safety and the State Highway Safety Coordinator in the planning and administration of Wisconsin’s Highway Safety Program. Data processing costs, training and travel, printing and postage.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-10-01-PA	\$265,000	\$265,000	\$256,182.47

### Accomplishments

The Bureau of Transportation Safety (BOTS) has gone through many changes this fiscal year including the retirement of our Grant Supervisor, Don Hagen. The above expenditures were for Laura Andreasson (Policy & Program Supervisor), Don Hagen (Grant Supervisor), Vicki Schwabe (Program Assistant), and Andrew Schwabe (LTE), and all out-of-state travel expenses.

Wage and Fringe for Director, Section Chief, a half-time Limited Term Employee (LTE), and two Full-time Employees (FTE) that are Analysts.



Funds	Budget Acct	Planned	Obligated	Expended
State	2011-19-01	\$530,000	\$530,000	\$574,886.00

**Accomplishments**

During federal fiscal year 2011, BOTS experienced the retirement of its Director Major Dan Lonsdorf and the hiring of a new director, Major Sandra Huxtable. Section Chief Dennis Hughes retired and was replaced by Randall Romanski. Wage and fringe were paid for a period of time that overlapped for two Directors, two overlapping Section Chiefs, and two full-time Analysts, Donald Lyden and Zachary Wyatt. Training, travel, and all necessary expenses of staff and section were also paid by the state.



PLANNING AND ADMINISTRATION—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2011-10-01-PA	402	Planning & Administration	\$265,000	\$265,000	\$256,182.47
2011-19-01	State	Appropriation 562 Planning & Administration	\$530,000	\$530,000	\$574,886.00
<b>Program Total</b>			<b>\$795,000</b>	<b>\$795,000</b>	<b>\$831,068.47</b>

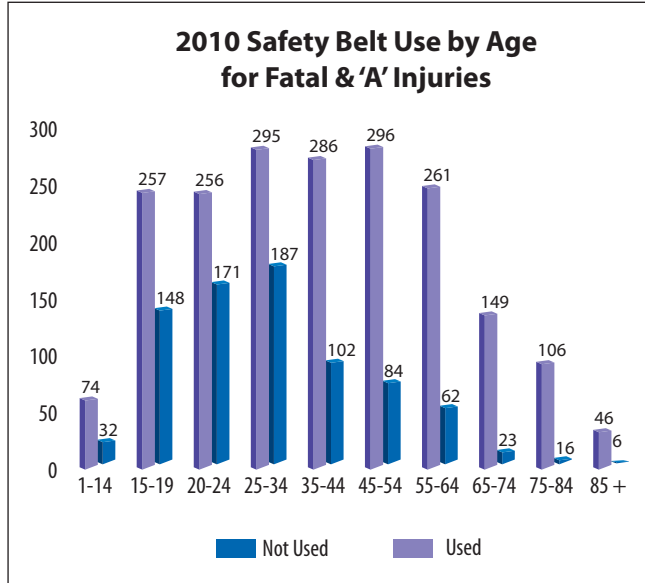




# Occupant Protection



## PERFORMANCE GOALS and MEASURES



Average Belt Use and Child Safety Seat Use	
2000 Baseline	65.4%
2010 Goal	77.8%
2010 Status	79.2%

Unbelted Fatalities and 'A' injuries	
2004-08 Baseline	2.53/100M VMT
2010 Goal	2.40/100M VMT
2010 Status	1.41/100M VMT

Ejection Rate/Fatal and Injury Crashes	
2004-08 Baseline	1.85%
2010 Goal	1.76%
2010 Status	1.67%

Child Safety Seat Installation
Our goal was to certify 150 students in the proper installation of child safety seats and increase the number of fitting stations by three in 2011. There were 13 CPS certification classes held this year with 131 participants and 129 new certified technicians.

## PROGRAM MANAGEMENT

### Activities

Coordinate, plan, and manage the state Occupant Protection Program. Wage and fringe, data processing, materials and supplies, training and travel, printing, and postage are included.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-20-01-OP	\$90,000	\$90,000	\$57,507.04
State	2011-29-01	\$15,000	\$0.00	\$0.00

### Accomplishments

BOTS had filled this position for a portion of the year, but the position is again vacant.

## REGULATION AND POLICY

### Activities

Work with employers around the state to encourage safety belt use for their employees by making it a policy. Encourage law enforcement agencies that receive Federal Highway Safety program funds to develop and enforce an employee safety belt use policy. Encourage health providers to make questions about safety belt use a regular part of their health risk screening.

## LAW ENFORCEMENT

### Activities

Plan for statewide participation, voluntary, and overtime-funded enforcement for the national high-visibility “Click It or Ticket” Mobilization, expanded mobilizations, and nighttime enforcement.

**Overtime Enforcement, “Click It or Ticket” CIOT.** Plan and implement multi-agency projects providing overtime funding in an effort to increase enforcement of Wisconsin’s primary seat belt law.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-20-05-OP	\$540,000	\$625,583	\$509,860.56
405	2011-25-05-K2	\$1,250,000	\$320,646	\$279,464.75

Non-overtime Equipment Grants

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-20-06-OP	\$300,000	\$228,000	\$219,431.10

### Accomplishments

In Federal Fiscal Year FFY2010, 45 targeted agencies received Occupant Protection grant funding. Agencies were required to do saturation patrols during each quarter of the FFY and monthly deployments:

- First Quarter:** Booze and Belts, December
- Second Quarter:** St Patrick’s Day, March
- Third Quarter:** CIOT National Mobilization, May/June
- Fourth Quarter:** Alcohol Crackdown, August/September

In addition, agencies were required to schedule a minimum of 50% of the hours of enforcement at night during each of the four (4) mandatory deployments, with a minimum of 4-hour shifts. For the purpose of this grant, the nighttime enforcement hours were scheduled between 9:00 p.m.–4:00 a.m.

In addition to funded agencies, BOTS had 237 agencies participate in our Unfunded program. This means that agencies submitted their enforcement activity during the CIOT National Mobilization for a chance to win a \$4,000 equipment grant. BOTS awarded 48 agencies equipment grants.





## COMMUNICATION PROGRAM

### Activities

Review and update information regarding child passenger safety, safety belt materials and other items in both Spanish and English. Create state-specific occupant protection message using CIOT and messages targeted at the teen driver. Duplicate print and video materials for distribution to the public. Review and update web-based information and materials for accuracy and to reduce printing and duplication costs.



Funds	Budget Acct	Planned	Obligated	Expended
405	2011-25-02-K2	\$200,000	\$200,000	\$98,905.55
2011	2011-24-02-K3	\$150,000	\$150,000	\$0.00

Plan and contract for Paid Media for “Click It or Ticket” Mobilization, and a sustained safety belt media campaign reflecting the safety belt message

Funds	Budget Acct	Planned	Obligated	Expended
402PM	2011-20-07-PM	\$500,000	\$500,000	\$349,766.79

## CHILD PASSENGER SAFETY (CPS)

### Activities

Statewide Child Passenger Safety Advisory Committee; Child Passenger Safety Assessment; Support and Administer CPS Training; Provide additional CPS training trailers.

Funds	Budget Acct	Planned	Obligated	Expended
2011	2011-24-03-K3	\$205,000	\$125,000	\$128,446.84
2011	2011-24-06-K3	\$200,000	\$154,894	\$137,531.16



### Accomplishments

There were 13 CPS certification classes held this year with 131 participants and 129 new certified technicians. One Special Needs Training class was held with five participants. There are currently 33 CPS Instructors and 645 certified technicians in Wisconsin. Our recertification rate is 68.1%. The WI CPS Advisory Board met four times and is working on a Foster Care/Day Care Provider CPS Training curriculum. The WINS staff received and made 2,321 phone calls on child safety seat issues, maintained and managed a CPS website, had 30 loan requests for various costumes and videos, and organized and planned the CPS track for the annual Governor’s Conference on Highway Safety.

## OUTREACH PROGRAM

### Activities

Seatbelt and Rollover Convincer support for maintenance and upkeep, travel and 0.5 LTE

Funds	Budget Acct	Planned	Obligated	Expended
405	2011-25-02-K2	\$40,000	\$37,100	\$18,459.23

CPS training for law enforcement agencies and judges

Funds	Budget Acct	Planned	Obligated	Expended
405	2011-25-03-K2	\$75,000	\$0.00	\$0.00

Youth safety belt initiatives

Funds	Budget Acct	Planned	Obligated	Expended
405	2011-25-03-K2	\$250,000	\$25,000	\$28,917.00

### Accomplishments

The seat belt Rollover Convincer was demonstrated at 52 events, including schools, to approximately 21,955 people.



## DATA AND PROGRAM EVALUATION

### Activities

Contract for CIOT Mobilization Pre/Post Observational Surveys to include April/May/June Observational Surveys

Funds	Budget Acct	Planned	Obligated	Expended
405	2011-25-09-K2	\$100,000	\$82,146	\$62,290.14

Contract for CIOT Knowledge, Attitude, and Behavior (KAB) Surveys to include April/May/June/November telephone surveys to evaluate the effectiveness of paid media. Contract for Division of Motor Vehicle survey analysis to support CIOT evaluations.

Funds	Budget Acct	Planned	Obligated	Expended
405	2011-25-09-K2	\$50,000	\$69,750	\$69,743.43

## Accomplishments

Contracted with UW-Milwaukee to do a phone KAB survey and analysis of DMV surveys which yielded the following results:

- 96% of pre-survey and 97% of post-survey respondents were aware of Wisconsin seat belt law.
- 94% of the pre sample and 88% of the post sample say they wear a seat belt all or most of the time.
- There was no clear evidence that seat belt use increased or decreased between the two surveys.
- 74% of pre and 73% of post-survey respondents were aware that Wisconsin has a primary seat belt law and that an officer can pull them over simply for not wearing a seat belt.
- 57% of the pre sample and 73% of the post sample recalled seeing or hearing a message encouraging seat belt use.
- 11% of pre and 24% of post respondents said they were aware of an increased enforcement effort.
- Click it or Ticket was the message most frequently recalled message and increased significantly from 73% pre to 79% post respondents.
- The most frequently-mentioned sources of the messages were 78% TV, 55% billboards, 49% radio, 32% friends and relatives, 28% posters, 26% temporary road sign, 22% newspaper, 11% internet, 10% police wearing reflective vests, 8% movie theaters, and 7% sporting events.



<b>OCCUPANT PROTECTION—BUDGET SUMMARY</b>					
<b>Account</b>	<b>Fund</b>	<b>Program Activity</b>	<b>Planned</b>	<b>Obligated</b>	<b>Expended</b>
2011-20-01-OP	402	Program Management	\$90,000	\$90,000	\$57,507.04
2011-29-01	State	Program Management-State	\$15,000	\$0.00	\$0.00
2011-24-02-K3	2011	CPS PI&E	\$150,000	\$150,000	\$0.00
2011-25-02-K2	405	PI & E	\$240,000	\$240,000	\$117,364.78
2011-24-03-K3	2011	Training & Support-Technical	\$205,000	\$125,000	\$128,446.84
2011-25-03-K2	405	Training & Support-Technical	\$325,000	\$25,000	\$28,917.00
2011-20-05-OP	402	Enforcement-CIOT Mobilization	\$540,000	\$625,583	\$509,860.56
2011-25-05-K2	405	Enforcement	\$1,250,000	\$320,646	\$279,464.75
2011-20-06-OP	402	Equipment-LE	\$300,000	\$228,000	\$219,431.10
2011-24-06-K3	2011	Equipment-CSR	\$200,000	\$154,894	\$137,531.16
2011-20-07-PM	402PM	Paid Media	\$500,000	\$500,000	\$349,766.79
2011-25-09-K2	405	Evaluation – Surveys	\$150,000	\$151,896	\$132,033.57
		<b>Total 402</b>	<b>\$930,000</b>	<b>\$943,583</b>	<b>\$786,798.70</b>
		<b>Total 402PM</b>	<b>\$500,000</b>	<b>\$500,000</b>	<b>\$349,766.79</b>
		<b>Total 2011</b>	<b>\$555,000</b>	<b>\$429,894</b>	<b>\$265,978.00</b>
		<b>Total 405</b>	<b>\$1,965,000</b>	<b>\$712,542</b>	<b>\$557,780.10</b>
		<b>Total State</b>	<b>\$15,000</b>	<b>\$0.00</b>	<b>\$0.00</b>
		<b>Program Total</b>	<b>\$3,965,000</b>	<b>\$2,586,019</b>	<b>\$1,960,323.59</b>



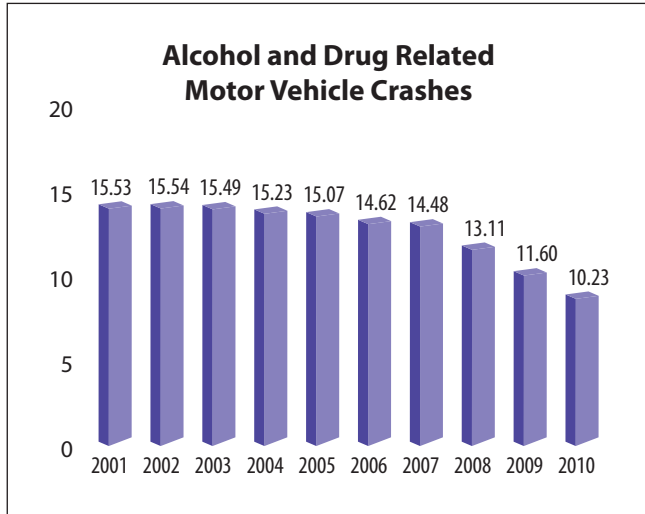




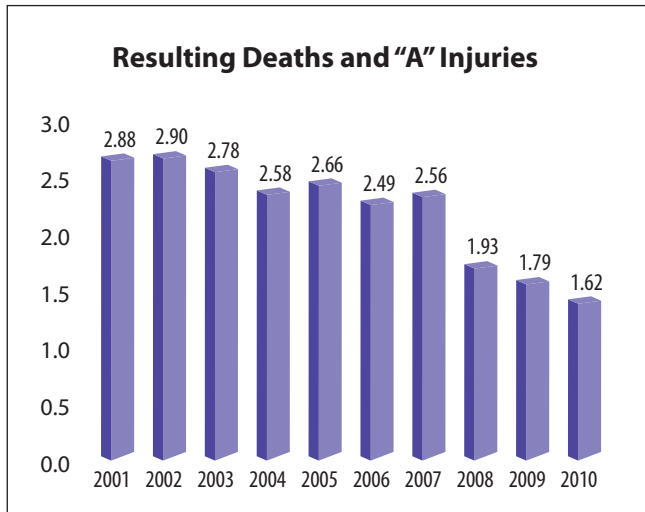
# Impaired Driving



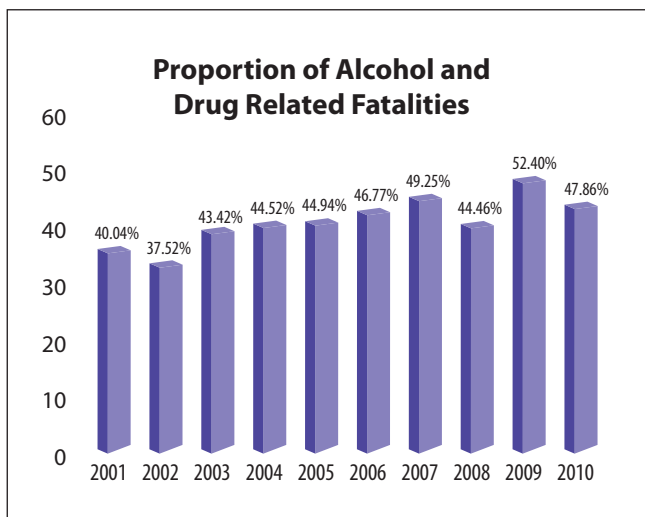
PERFORMANCE GOALS and MEASURES



Alcohol and Drug Related Motor Vehicle Crashes	
2004-08 Baseline	14.52/100M VMT
2010 Goal	13.79/100M VMT
2010 Status	10.23/100M VMT



Resulting Deaths and "A" Injuries	
2004-08 Baseline	2.44/100M VMT
2010 Goal	2.32 /100M VMT
2010 Status	1.62/100M VMT



Proportion of Alcohol and Drug Related Fatalities	
2004-08 Baseline	46.01%
2010 Goal	43.71%
2010 Status	47.86%

## PROGRAM MANAGEMENT

### Activities

Alcohol and Youth Alcohol Program Managers coordinate, plan, and manage the state Impaired Driving programs with the assistance of a half-time employee.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-30-01-AL	\$180,000	\$180,000	\$140,834.33

### Accomplishments

Coordinated federal application and acquisition of 410 alcohol funding. Develop, manage, and monitor alcohol grants using 402 and 410 funding as outlined in the 2011 Highway Safety Performance Plan. Solicited ideas and assisted in coordinating grants and alcohol programs in conjunction with other program managers and state partners. Aside from our normal collaboration efforts with outside partners, the Bureau gathers information to solicit input from stakeholders such as at the Traffic Safety Commissions, meetings, conferences, and many other informal opportunities. BOTS replaced the alcohol state program manager and lost the youth state program manager in 2011.

## PREVENTION

### Activities

Develop relationships with targeted high-risk occupations organizations and businesses to develop, design and implement a program focusing on the impact of employers who employ staff with drinking problems especially as it relates to impaired driving, missed work time, and additional health and societal costs as a result of drinking.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-30-02-AL	\$50,000	\$0.00	\$0.00

### Accomplishments

No activity was completed in this area.

## PROMOTE TRANSPORTATION ALTERNATIVES

Provide alternative transportation programs in the communities during special events that serve alcohol, so that people may safely return home after drinking. Collaborate with the Tavern League of Wisconsin and other municipalities to administer the state funded Safe Ride Program throughout the state of Wisconsin. Pub Pilots - Designated driver program. Provide publicity for designated driver programs around the state. Utilize the "Zero in Wisconsin" campaign on all marketing and advertising materials.

Provide access to up-to-date educational materials and current data to the public.

Funds	Budget Acct	Planned	Obligated	Expended
531	2011-39-W1	\$443,000	\$443,000	\$431,539.44
410	2011-31-04-K8	\$160,000	\$51,180	\$44,621.69

## Accomplishments

BOTS continues to collaborate with the Wisconsin Tavern League using state funds for the Safe Ride program. A statewide Safe Ride program continues with over 48 participating leagues. The Tavern League provided more than 62,000 rides last year.

A total of seven community grants were provided to pay for the cost of rides home from special events where alcohol was served throughout the summer.

## CRIMINAL JUSTICE SYSTEM

### Enforcement

#### Activities

Plan statewide participation, encourage voluntary participation and provide overtime funding for the HVE Labor Day alcohol enforcement crackdown. Encourage agencies to make OWI a priority by writing citations, sponsoring media events, and working overtime in geographical areas where impaired is highest. Overtime and equipment funding for high-visibility sustained “Alcohol Saturation Patrols.” Provide guidance to agencies on how to properly execute saturation patrols.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-30-05-AL	\$745,000	\$515,000	\$472,660.61
410	2011-31-05-K8	\$1,200,000	\$1,719,360	\$1,440,844.11

#### Accomplishments

In Federal Fiscal Year 2011, 63 targeted agencies received OWI grant funding. Agencies were required to participate in both the CIOT Mobilization and the Drunk Driving Over the Limit Under Arrest alcohol crackdown.



In addition to participation in those two events, agencies were required to do monthly deployments upon grant approval, and at least one High Visibility Enforcement (HVE) deployment per quarter including media.

#### Activities

Continue to coordinate and partner with the Department of Justice on the Standardized Field Sobriety Testing (SFST) certification for the 520-hour training curriculum and SFST 8 Hour Drug Block Training. Support SFST training including instructor wages, printing, postage and workshops. Compensate instructors and committees on travel, meals, and lodging. Pay costs related to recertification for SFST personnel as deemed necessary by DOJ/BOTS.

Funds	Budget Acct	Planned	Obligated	Expended
410	2011-31-03-K8	\$30,000	\$30,000	\$16,276.65

**Accomplishments**

SFST Program–Memorandum of Understanding between DOT/BOTS and the Department of Justice has contributed to a very successful SFST Program in the State of Wisconsin. Wisconsin Police Academies and Technical Colleges continue to work well with both state agencies.

**Activities**

DRE (Drug Recognition Expert) including instructor wages, printing, postage, lodging and meals for students and instructors. Provide DRE Program Oversight Committee support. Contractor position.

Funds	Budget Acct	Planned	Obligated	Expended
410	2011-31-03-K8	\$75,000	\$75,000	\$142,884.91

**Accomplishments**

DRE training for fiscal year 2011 was much more active than we had anticipated.

**Activities**

Provide equipment for agencies conducting enhanced year round enforcement including the Mobilization and Crackdown. Expand collaborative enforcement efforts between law enforcement agencies.



Funds	Budget Acct	Planned	Obligated	Expended
402	2011-30-06-AL	\$125,000	\$244,989	\$236,759.38
410	2011-31-06-K8	\$175,000	\$28,000	\$28,000.00

**Accomplishments**

Unfunded agencies also participated in the Drunk Driving. Over the Limit. Under Arrest. crackdown that included 168 agencies reporting with 15,048 hours of enforcement with 11,920 traffic stops and 13,314 citations and written warnings. From those stops there were 415 OWI arrests and 1,930 speeding tickets issued. Unfunded agencies are eligible for drawings for traffic equipment grants but do not receive enforcement overtime funding. Sixty-seven agencies were awarded grants.

Wisconsin also conducted its own pre-holiday initiative, Booze and Belts, from December 10th-18th 2010. A total of 130 unfunded agencies participated resulting in 3,612 hours of enforcement with 3,856 traffic stops and 4,304 citations and written warnings. From those stops, there were 124 OWI and 411 speeding tickets issued. For all initiatives, each reporting agency completed a press release, and/or media or community activity to publicize the upcoming event.





## PUBLICIZE HIGH VISIBILITY ENFORCEMENT

### Activities

Plan and contract for Paid Media for the national Labor Day Alcohol Crackdown.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-30-07-PM	\$500,000	\$25,000	\$25,000.00
410	2011-31-07-K8P	\$250,000	\$250,000	\$248,658.69

## PROSECUTION

### Activities

UW Law School Resource Center on Impaired Driving partnership.

Funds	Budget Acct	Planned	Obligated	Expended
410	2011-31-03-K8	\$180,000	\$162,847	\$141,240.27

### Accomplishments

Over 250 participants attended the 17th annual Traffic and Impaired Driving Conference with national speakers. The Circuit Court Judge Traffic Law program training was conducted in conjunction with the Office of Judicial Education. The staff at the University of Wisconsin Law School developed and disseminated the quarterly Traffic Beat newsletter focusing on relevant traffic safety topics and provided technical assistance to requests through a web site, email or a toll free phone number.



## TRAFFIC SAFETY RESOURCE PROSECUTOR

### Activities

Salary and fringes for state expert as a Traffic Safety Resource Prosecutor. Provide specialized training to prosecutors, judges, and others in the community. Expert resources in legal questions and serve as a resource for others.

Funds	Budget Acct	Planned	Obligated	Expended
410	2011-31-03-K8	\$180,000	\$180,000	\$144,955.97

**Accomplishments**

The Wisconsin TSRP position works out of the Department of Justice office—aligned with the national TSRP model. Funding for salary, fringes and other program costs provided.

TSRP attorney attended national trainings, provided legal updates at law enforcement in-services, worked with Dane County Prosecution Collaboration Group, and responded to over 250 technical assistance request from prosecutors, law enforcement officers and other miscellaneous entities.

**ADJUDICATION**

**Activities**

Contract for a dedicated vehicular crimes prosecutor to prosecute vast majority of fatal and serious injury vehicular crimes in Dane County serving as a primary point of contact for law enforcement agencies charged with the investigation of these crashes. Develop consistent protocols and lead training of LE and prosecutors.

Funds	Budget Acct	Planned	Obligated	Expended
410	2011-31-03-K8	\$150,000	\$150,000	\$112,571.32

**Accomplishments**

Dane County Sheriff's Office hired a special County Prosecutor to work with state TRSP prosecutor to provide technical assistance and training to law enforcement officers/team investigating fatal crashes in the Dane County area. This is similar to the Indiana F.A.C.T. team.

**Activities**

OWI Courts. Start up costs for an OWI/drug court and implementing the program. Utilize best practices and lessons learned from the LaCrosse OWI drug court. Provide funding for community teams to attend DWI Court training. Travel costs include airfare, lodging, meals, and ground transportation (reimbursement process).



Funds	Budget Acct	Planned	Obligated	Expended
410	2011-31-03-K8	\$200,000	\$39,366	\$21,586.14

**Accomplishments**

BOTS provided travel funding as requested to assist county teams in attending the training.

**Activities**

Drug and alcohol testing at the Wisconsin State Lab of Hygiene (WSLH).

Funds	Budget Acct	Planned	Obligated	Expended
410	2011-31-03-K8	\$0.00	\$17,000	\$16,641.00

**Accomplishments**

The WSLH leased a Liquid Chromatograph Dual Tandem Mass Spectrophotometer (LC/MS/MS) used for detecting and quantifying drugs in impaired driving cases as part of a multiyear agreement. During the grant period the WSLH Toxicology Section completed validation, prepared and approved written method, and began routine testing of blood samples for THC (cannabinoids) testing of impaired driver samples. The result is a forensically acceptable testing procedure that will improve sample throughput and ultimately reduce the very large backlog of blood samples waiting for THC testing. The WSLH became one of the few laboratories in the country capable of analyzing whole blood samples from suspected impaired drivers utilizing this technology.



**COMMUNICATION PROGRAM**

**Activities**

Develop statewide public information and education campaign to reduce OWI problem

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-30-02-AL	\$100,000	\$150,000	\$149,032.52
410	2011-31-02-K8	\$100,000	\$0.00	\$0.00

**Accomplishments**

Dubs of videos and tapes were made for TV and radio stations for the paid media ads and a print ad for the Crackdown was placed. Staples Marketing continued the “Zero In WI” campaign materials. Educational materials were updated. New Zero in Wisconsin alcohol TV and radio ads were developed

**ALCOHOL AND OTHER DRUG MISUSE: SCREENING, ASSESSMENT, TREATMENT, AND REHABILITATION**



**Activities**

Provide training statewide for trauma centers in the implementation of Screening and Brief Intervention (SBIR) practices and ongoing management of the program.

Funds	Budget Acct	Planned	Obligated	Expended
410	2011-31-03-K8	\$100,000	\$0.00	\$0.00

ISP (Intensive Supervision Programs): This is a pretrial court intervention program designed to monitor, supervise and connect the repeat OWI offender with assessment and treatment.

Funds	Budget Acct	Planned	Obligated	Expended
568	2011-39-04-K8	\$715,600	\$715,600	\$0.00



**Accomplishments**

Twelve programs in 14 counties continued with state provided funding for the ISP programs. Progress was made in the development of a statewide risk assessment tool for all agencies. Formal policies and procedures were implemented to bring more uniformity, and increased efficiencies within the ISP program. Note that expenditures were not available at the writing of this report. No work was completed on either the trauma centers or the coalition/governing board.

**PROGRAM EVALUATION AND DATA**

**Activities**

Develop tools to assess a community’s Knowledge, Attitudes, and Behaviors (KAB) relative to impaired driving, evaluate resources currently being used to affect change, and prescribe an informed “treatment” to change KABs of community.

Funds	Budget Acct	Planned	Obligated	Expended
410	2011-31-09-K8	\$40,000	\$40,000	\$14,000.00

**Accomplishments**

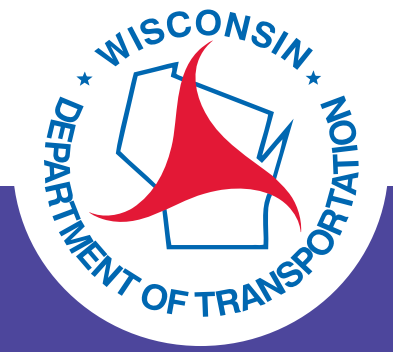
Eighty-six percent of drivers say they have not driven a motor vehicle within two hours after drinking alcoholic beverages in the past thirty days, 6% say they have done it once, 5% twice, and 4% three or more times.

Sixty-one percent of respondents say they have read, seen, or heard about drunk driving enforcement by the police during the past 30 days.

Thirty-eight percent of respondents think it is very likely someone will be arrested if they drive after drinking, while 43% think it is somewhat likely, 19 % think it is either somewhat unlikely or very unlikely.

<b>IMPAIRED DRIVING—BUDGET SUMMARY</b>					
<b>Account</b>	<b>Fund</b>	<b>Program Activity</b>	<b>Planned</b>	<b>Obligated</b>	<b>Expended</b>
2011-30-01-AL	402	Program Management/Delivery	\$180,000	\$180,000	\$140,834.33
2011-30-02-AL	402	PI&E – 402 funded	\$150,000	\$150,000	\$149,032.52
2011-31-02-K8	410	PI&E	\$100,000	\$0.00	\$0.00
2011-31-03-K8	410	Training & Support Technical	\$910,000	\$654,213	\$596,156.26
2011-31-04-K8	410	Training & Support Community	\$160,000	\$51,180	\$44,621.69
2011-30-05-AL	402	Enforcement	\$745,000	\$515,000	\$472,660.61
2011-31-05-K8	410	Enforcement	\$1,200,000	\$1,719,360	\$1,440,844.11
2011-30-06-AL	402	Equipment	\$125,000	\$244,989	\$236,759.38
2011-31-06-K8	410	Equipment	\$175,000	\$28,000	\$28,000
2011-30-07-PM	402PM	Paid Media	\$500,000	\$25,000	\$25,000.00
2011-31-07-PM	410PM	Paid Media	\$250,000	\$250,000	\$248,658.69
2011-31-09-K8	410	Evaluate–Paid Media	\$40,000	\$40,000	\$14,000.00
2011-39-04-W8	568	Pre-trial Intervention Community Project	\$715,600	\$0.00	\$0.00
2011-39-04-W1	531	Tavern League Safe Ride Program	\$443,000	\$443,000	\$431,539.44
		<b>Total 402</b>	<b>\$1,200,000</b>	<b>\$1,089,989</b>	<b>\$999,286.84</b>
		<b>402PM</b>	<b>\$500,000</b>	<b>\$25,000</b>	<b>\$25,000</b>
		<b>Total 410</b>	<b>\$2,585,000</b>	<b>\$2,492,753</b>	<b>\$2,123,622.06</b>
		<b>410PM</b>	<b>\$250,000</b>	<b>\$250,000</b>	<b>\$248,658.69</b>
		<b>Total State</b>	<b>\$1,158,600</b>	<b>\$443,000</b>	<b>\$431,539.44</b>
		<b>Program Total</b>	<b>\$5,693,600</b>	<b>\$4,300,742</b>	<b>\$3,828,107.03</b>



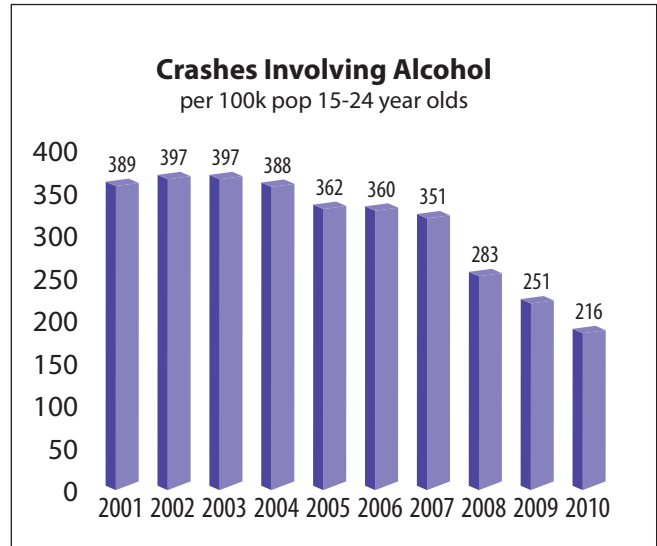
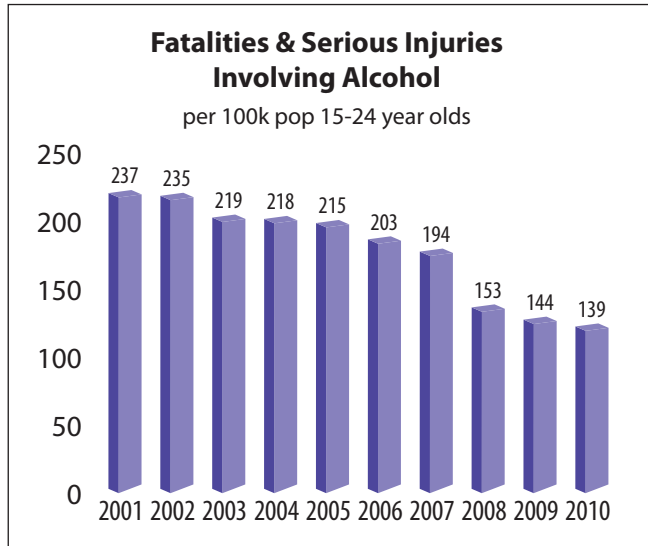


# Youth Alcohol & Enforcing Underage Drinking Laws (EUDL)

Drive recklessly and you could lose your license. Just think — more time with mom and dad!



## PERFORMANCE GOALS and MEASURES



Combined Fatality and 'A' Injuries (all ages combined)	
2004-08 Baseline	197.11/100K pop.
2010 Goal	187.26/100K pop.
2010 Status	139.48/100K pop.

Crashes Involving Alcohol (all ages combined)	
2004-08 Baseline	348.56/100K pop.
2010 Goal	331.13/100K pop.
2010 Status	215.61/100K pop.

### Compliance Checks

Work to establish compliance check baselines.

In FFY year 2011 there were 1,380 officers deployed for 6,008 deployment hours to 2,791 locations which yielded the following:

- 755 citations to adults over 21.
- 13 citations to youth for false/borrowed/altered ID.
- 644 citations to youths for underage drinking.
- 794 other citations were issued.
- Approximately 14,615 youths were contacted.



## PROGRAM MANAGEMENT

### Activities

Coordinate, plan, and manage the state Youth Alcohol and Enforcing Underage Drinking Laws program.

*Funds included in Impaired Driving Program Plan Section.*

### Accomplishments

The State Program Managers for the youth and adult alcohol programs continued to work together for the majority of the fiscal year. As of June 2011 the tasks have been completed by one program manager as the youth program manager retired. Program managers attended meetings and participated in training sessions with the Department of Public Instruction (DPI), the Department of Health and Family Services (DHFS), and other state agencies. Community program involvement continues to expand statewide.



## PUBLIC INFORMATION AND EDUCATION

### Activities

Social Norms Marketing: Continue support for the University of Wisconsin System’s partnerships with their two- and four-year campuses and with Wisconsin private and technical colleges to provide a network for distributing a toolbox of strategies, materials and program ideas addressing high-risk youth behaviors. Provide access to up-to-date educational and/or motivational materials and current data to the general public, youth, and community prevention organizations that will assist them to develop successful prevention programs. Develop and provide materials and supplies to the Wisconsin—“Parents That Host Lose The Most” program. Maintain supplies of window clings, stickers, and posters for community distribution at DOT Materials Safety Distribution Center.

Funds	Budget Acct	Planned	Obligated	Expended
EUDL	2011-37-02-JX	\$115,000	\$153,000	\$143,852.50

### Accomplishments

BOTS continued to work with the University of Wisconsin System Administration to combat underage drinking on their campuses using social norms marketing techniques to address student perceptions of drinking behaviors and to dispel the unhealthy myths that many students held about drinking on their campus. Mini-grants were awarded to campuses. 2010/11 multimedia shows continued. Presentations were to over 75,000 students in schools throughout the State of Wisconsin. BOTS continues to work with the public and community organizations to provide various PI&E materials (“Parents That Host Lose The Most” materials purchased for local coalitions). Also, provided conference support and updated safety information to be shared with local prevention partners.



**Activities**

UW Law School Resource Center on Impaired Driving/DHFS-Alcohol Policy support position

Funds	Budget Acct	Planned	Obligated	Expended
EUDL	2011-37-03-JX	\$45,000	\$106,663	\$29,239.03

**Accomplishments**

The role of this position has expanded to include the role public policy plays in shaping the alcohol environment as it relates to the underage drinker in Wisconsin. A large body of research indicates the public policy and private practices of a community exert significant influence over the amount and style of underage drinking within the community. Changes in public and private policies have proven effective in remediating drinking behaviors leading to drunk driving, specifically underage drinking and binge drinking. Shared position with DHFS.

**Activities**

Develop and provide educational training materials to local communities, Regional Program Managers, various divisions of the DOT, local law enforcement, DHS, DCF, DPI, as well as educational tools for programs.

Funds	Budget Acct	Planned	Obligated	Expended
410	2011-31-02-K8	\$50,000	\$0.00	\$0.00

**Accomplishments**

No 410 funds were used to accomplish this task.

**Activities**

Partner with DPI to make a video for teens and people in their early twenties about high-risk behavior (no seatbelts, impaired driving, etc)

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-30-02-AL	\$75,000	\$0.00	\$0.00

**Accomplishments**

No 402 funds were used to accomplish this task.



**TRAINING, SUPPORT, AND OUTREACH**

**Activities**

Provide support to the Regional Prevention Training Centers of the Alliance for Wisconsin Youth, working to provide training to local law enforcement, prosecutors, teachers, parents, and young people on youth alcohol issues.

Funds	Budget Acct	Planned	Obligated	Expended
EUDL	2011-37-03-JX	\$10,000	\$0.00	\$0.00

**Accomplishments**

No EUDL funds were used to accomplish this task.

**Activities**

**Community Programs** Coordinate efforts with DHS, DCF, DPI, Wisconsin colleges, and the Wisconsin Prevention Network to work with local communities to promote evidence based and best practices program enhancements.

Funds	Budget Acct	Planned	Obligated	Expended
EUDL	2011-37-04-JX	\$10,000	\$0.00	\$0.00

**Accomplishments**

No EUDL funds were used to accomplish this task.

**Activities**

Alternatives to drugs and alcohol: Statewide conference sponsorship, speaker support, developing and printing conference specific materials.

Funds	Budget Acct	Planned	Obligated	Expended
EUDL	2011-37-03-JX	\$12,000	\$0.00	\$0.00

**Accomplishments**

No additional EUDL funds were used to accomplish this task as it was included above in the PI&E grant.

**Activities**

Pay costs for training related to Drug Impairment Training for Educational Professionals (DITEP) and partners training as deemed necessary to BOTS/DPI. Support the National Highway Traffic Safety Administration and BOTS related training and conference expenditures for DOT/Chemical Test Unit/BOTS personnel, community partners, state and local advocates, and enforcement/educational professionals.

Funds	Budget Acct	Planned	Obligated	Expended
410	2011-31-03-K8	\$35,000	\$60,000	\$27,944.72

**Accomplishments**

The DITEP Program is very successful; BOTS continues to partner with Department of Public Instruction (DPI) to provide training at the Wisconsin CESA level and related educational conferences.

**LAW ENFORCEMENT**

**Activities**

Enforcement (CARD, Compliance Checks) CARD/Compliance Check Program has proven very successful. Studies clearly demonstrate a relationship between age, risk factors and crash involvement. Wisconsin has implemented compliance check programs statewide as a part of its youth enforcement OJJDP Program strategy. Many of these grants include alcohol enforcement-related equipment.



Funds	Budget Acct	Planned	Obligated	Expended
EUDL	2011-37-05-JX	\$350,000	\$502,776	\$308,768.37
410	2011-31-04-K8	\$125,000	\$0.00	\$0.00

**Accomplishments**

Grants were awarded to 42 law enforcement agencies. Accomplishments are summarized above in the beginning of this section.

**EVALUATION PROGRAMS**

**Activities**

Surveys, Assessments, Research

Funds	Budget Acct	Planned	Obligated	Expended
410	2011-31-09-JX	\$50,000	\$0.00	\$0.00

**Accomplishments**

No additional 410 funds were used to accomplish this task. Surveys on youth were included in the impaired driving section.

YOUTH ALCOHOL & ENFORCING UNDERAGE DRINKING LAWS SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2011-30-02-AL	402	PI&E	\$75,000	\$0.00	\$0.00
2011-31-02-K8	410	PI&E	\$50,000	\$0.00	\$0.00
2011-37-02-JX	EUDL	PI&E	\$115,000	\$153,000	\$143,852.50
2011-31-03-K8	410	Training and Support Technical	\$35,000	\$60,000	\$27,944.72
2011-37-03-JX	EUDL	Training and Support Technical	\$67,000	\$106,663	\$29,239.03
2011-31-04-K8	410	YA – Enforcement Program	\$125,000	\$0.00	\$0.00
2011-37-04-JX	EUDL	Training and Support Community	\$10,000	\$0.00	\$0.00
2011-37-05-JX	EUDL	Enforcing Underage Drinking	\$350,000	\$502,776	\$308,768.37
2011-31-09-K8	410	Evaluation	\$50,000	\$0.00	\$0.00
		<b>402 Total</b>	<b>\$75,000</b>	<b>\$0.00</b>	<b>\$0.00</b>
		<b>410 Total</b>	<b>\$260,000</b>	<b>\$60,000</b>	<b>27,944.72</b>
		<b>Total USDOJ-EUDL</b>	<b>\$542,000</b>	<b>\$762,439</b>	<b>\$481,859.90</b>
		<b>Program Total</b>	<b>\$877,000</b>	<b>\$822,739</b>	<b>\$509,804.62</b>
		<b>Additional EUDL Award</b>	<b>\$360,000</b>		

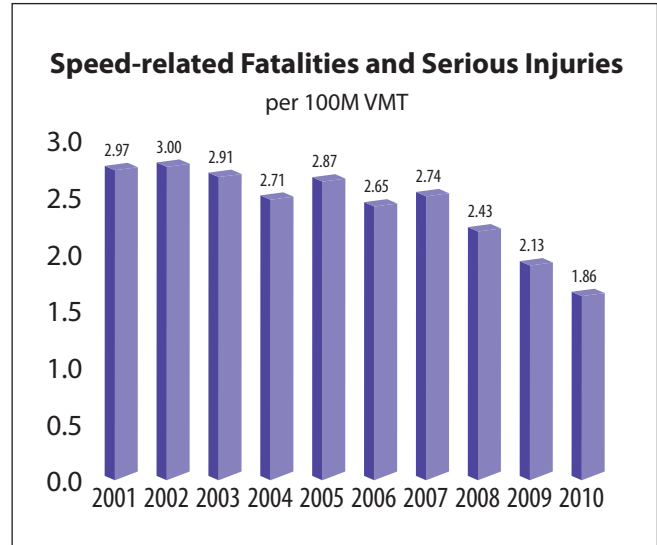
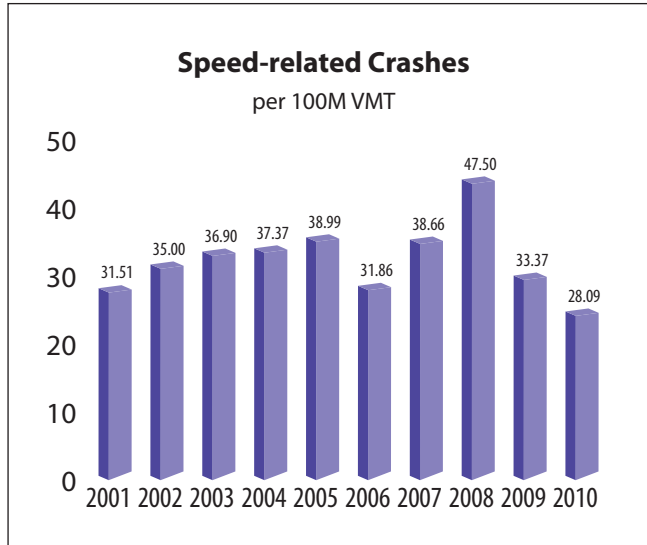




# Police Traffic Services



## PERFORMANCE GOALS and MEASURES



Speed-related Crashes	
2004-08 Baseline	38.81/100M VMT
2010 Goal	36.87/100M VMT
2010 Status	28.09 /100M VMT

Combined Fatalities and Serious 'A' Injuries	
2004-08 Baseline	2.68/100M VMT
2010 Goal	2.55/100M VMT
2010 Status	1.86/100M VMT

### Driver Possible Contributing Circumstances (PCC)

Perception of risk of being ticketed for a speed violation will increase and speed will drop from the second most common driver PCC in 2000 to only 10% of driver PCC by 2010.



Driver Possible Contributing Circumstances	
2000 Baseline	16.2% of driver PCCs
2010 Status	13.8% of driver PCCs

## PROGRAM MANAGEMENT

### Activities

Coordinate, plan, and manage the state Enforcement and Aggressive Driving Program. Wage and fringe, DP costs, M&S, training and travel, printing and postage.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-40-01-PT	\$75,000	\$75,000	\$68,108.20
State	2011-49-01	\$11,000	\$0.00	\$0.00

### Accomplishments

This position worked with Regional Program Managers, Law Enforcement Liaisons, and law enforcement agencies of all sizes to coordinate enforcement efforts, encourage safe and effective High Visibility Enforcement, and participation in mobilizations.

## PUBLIC INFORMATION, EDUCATION AND OUTREACH

### Activities

Work with partners (law enforcement professional organizations, Wisconsin Highway Safety Coordinators Association and others) to develop handouts, posters, presentations, conferences, other media campaigns and assure that information is up to date and meets needs.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-40-02-PT	\$150,000	\$0.00	\$0.00

### Accomplishments

Continued Zero in WI branding to be used in all of highway safety materials and campaigns – captured in other areas of Annual Report.

### Activities

Support Law Enforcement Liaison outreach to enforcement agencies to encourage participation in mobilizations and other safety activities.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-40-02-PT	\$500,000	\$485,000	\$204,604.88

### Accomplishments

Five Law Enforcement Liaison's (LEL's) provided outreach to law enforcement to participate as unfunded agencies in the December "Booze & Belts", CIOT & DDOLUA initiatives. Many of these agencies are smaller and might not otherwise be involved in statewide programs. A required press/media contact by each agency also resulted in broad coverage of each program at the local level. They also participated in highway safety exhibits at safety fairs, conferences and conventions and other community events as needed. They provided input to agencies during their enforcement efforts and provided feedback to BOTS staff.

**Activities**

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

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-40-02-PT	\$50,000	\$0.00	\$0.00

**Accomplishments**

No 402 funds were used to accomplish this task.

**TRAINING AND CAPACITY**

**Activities**

Develop a training and evaluation plan, and support training for advanced traffic enforcement skills development. Provide speed-management program information and training opportunities for traffic court judges and prosecutors that outline the negative effects of speeding on the quality of life in their communities. Possible attendance at conferences.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-40-03-PT	\$50,000	\$0.00	\$0.00



**Accomplishments**

No 402 funds were used to accomplish this task.

**LAW ENFORCEMENT**

**Activities**

Plan statewide participation, encourage voluntary participation and provide overtime funding for the speed and aggressive driving enforcement campaign. DDACTS grants.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-40-05-PT	\$1,630,000	\$1,556,540	\$1,401,289.47

**Accomplishments**

In Federal Fiscal Year 2011, 54 targeted agencies received speed enforcement grant funding. Agencies were required to participate in both the National CIOT Mobilization, and the National DDOLUA Alcohol Crackdown. In addition to participation in those two events, agencies were required to do monthly deployments upon grant approval, and at least one HVE deployment per quarter (including media).

BOTS also funded three DDACTS grants in Wisconsin; DDACTS overlays traffic crash data with reported crime data to identify “hot spots”. This concept has been tried by a number of agencies across the country with considerable success. The goal is to reduce crash and crime incidents by using high visibility traffic enforcement in these areas.



**Activities**

Non-overtime Equipment Grants and Recognition for LE event.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-40-06-PT	\$300,000	\$115,000	\$114,175.23

**Accomplishments**

Recognition to agencies for participating in programs.

**PAID MEDIA**

Paid media using speed message to targeted audiences. Following NHTSA Guidelines, plan for statewide, intense broadcast media to increase perception of stepped up enforcement and likelihood of being cited for speeding, aggressive driving, and distracted driving.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-40-07-PM	\$500,000	\$0.00	\$0.00

**Accomplishments**

No additional 402 funds were used to accomplish this task.



**EVALUATION PROGRAMS**

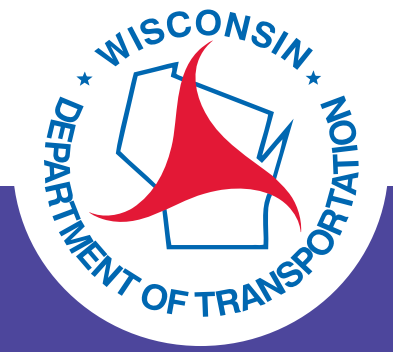
**Activities**

Surveys included in CIOT and Alcohol surveys



<b>POLICE TRAFFIC SERVICES—BUDGET SUMMARY</b>					
<b>Account</b>	<b>Fund</b>	<b>Program Activity</b>	<b>Planned</b>	<b>Obligated</b>	<b>Expended</b>
2011-40-01-PT	402	Program Management - Federal	\$75,000	\$75,000	\$68,108.20
2011-49-01	State	Program Management - State	\$11,000	\$0.00	\$0.00
2011-40-02-PT	402	PI&E	\$700,000	\$485,000	\$204,604.88
2011-40-03-PT	402	Training & Support - Technical	\$50,000	\$50,000	\$0.00
2011-40-05-PT	402	Enforcement	\$1,780,000	\$1,556,540	\$1,401,289.47
2011-40-06-PT	402	Equipment	\$300,000	\$115,000	\$114,175.23
2011-40-07-PM	402PM	Paid Media	\$500,000	\$0.00	\$0.00
		<b>402 Total</b>	<b>\$2,905,000</b>	<b>\$2,281,540</b>	<b>\$1,788,177.78</b>
		<b>Total 402PM</b>	<b>\$500,000</b>	<b>\$0.00</b>	<b>\$0.00</b>
		<b>Total State</b>	<b>\$11,000</b>	<b>\$0.00</b>	<b>\$0.00</b>
		<b>Program Total</b>	<b>\$3,416,000</b>	<b>\$2,281,540</b>	<b>\$1,788,177.78</b>





# Traffic Records Improvement

al Facility, Version 0.0.2, JULY 5, 2008

Crash reports are available for 2003 and 2004. Click on the green download icon to download a crash report available. To download more than one report at a time (ZIP format) click the **Help** link for more information.

Records for this Query is 384.

[Download Selected Reports \(ZIP\)](#)

Rows Per Page:  Order By:  Result Set:

DOCTNMBR	MCFLNMBR	ACCDDATE	COUNTY	MUNICIPALITY	MUNITYPE	OBJECTID
06460	03060310526	01/19/2003	BAYFIELD	BAYFIELD	C	01
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03057	03090490193	02/12/2003	BAYFIELD	BAYFIELD	C	
02176	03191060105	04/01/2003	BAYFIELD	BAYFIELD	C	
03010	03191070465	04/07/2003	BAYFIELD	BAYFIELD	C	
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06777	03512790069	09/19/2003	BAYFIELD	BAYFIELD	C	
06010	03211180698	04/19/2003	BAYFIELD	HUGHES	T	
12865	03613211964	10/29/2003	BAYFIELD	KEYSTONE	T	
05509	03623280537	11/12/2003	BAYFIELD	KEYSTONE	T	00
00733	03030141674	01/09/2003	BAYFIELD	GRAND VIEW	T	
06458	03060310522	01/23/2003	BAYFIELD	CABLE	T	
06469	03060310544	01/24/2003	BAYFIELD	MASON	T	
06584	03060310548	01/25/2003	BAYFIELD	CABLE	T	
07224	03160901574	03/22/2003	BAYFIELD	CABLE	T	
00150	03060310022	01/13/2003	BAYFIELD	KEYSTONE	T	00



## PERFORMANCE GOALS and MEASURES

### Goal

Implement a statewide-integrated data collection and transmission system that improves the timeliness, consistency, completeness, accuracy, accessibility and linkage of transportation safety information and thus allows for comprehensive analysis of all traffic crashes for use in policy and program development and analysis. Approximately 81% of traffic crashes and 82% of citations are presently being reported electronically, as opposed to paper in the past. This electronic transmission of traffic crashes improves the timeliness, consistency, completeness, accuracy, accessibility, and linkage of traffic crash information.



### Goal

The 2010-2014 Traffic Records Strategic Plan (TRSP) will be coordinated with Wisconsin's Strategic Highway Safety Plan (SHSP) and the Highway Safety Performance Plan (HSPP) to create and market a statewide integrated data collection network, analytical tools, and expertise available to highway safety stakeholders. We are in the process of including in our next strategic plan the components (TRSP, SHSP, HSP) and their integration. These components have

been discussed, but have not as yet been implemented. The TRCC group is currently working on updating our TRSP for the next grant application.

### Goal

Surveys will be completed and program baselines will be established and updated as part of the 2010-2014 Strategic Plan process. Monthly reports (aka surveys) and baselines have been completed and updated.

## PROGRAM MANAGEMENT/ANALYSIS

### Activities

Coordinate, plan and manage the traffic records program. TRCC meetings and strategic plan development. Program evaluation analyst position.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-50-01-TR	\$117,000	\$92,000	\$91,760.11

### Accomplishments

Held four TRCC meetings. Developed 2010, 408 grant application and updated Traffic Records Strategic Plan. Federal 402 money funded the Program Evaluation Analyst.

## AUTOMATION/ BADGER TraCS (TRAFFIC AND CRIMINAL SOFTWARE) IMPLEMENTATION

### Activities

Administer Grants to local and state agencies for Badger TraCS Suite and acquisition and installation of equipment.

Funds	Budget Acct	Planned	Obligated	Expended
406	2011-54-06-K4	\$900,000	\$50,148	\$45,290.87
408	2011-58-06-K9	\$200,000	\$113,789	\$106,693.08
1906	2011-56-06-K10	\$749,000	\$445,292	\$432,774.10

### Accomplishments

Administered fifty-two grants to local law enforcement agencies for the acquisition and installation of hardware to support electronic crash reporting through Badger TraCS.



## SAFETY RESOURCE DATA PORTAL

### Activities

Update the Resource Guide organizing the six core types identified in the GAO report, adding a catch all category for other items. Build on the current Resource Guide, making the data more readily available and enhancing usability. Making the guide readily updatable, facilitate linkages with data contacts/resources, and providing web portal access for users.

Funds	Budget Acct	Planned	Obligated	Expended
408	2011-58-03-K9	\$35,800	\$36,427	\$27,707.82

### Accomplishments

Resource guide was successfully updated.

## CODES DATA LINKAGE

### Activities

Support DHS linkage of 2009 data. Support 2009 CODES analyses, reports, and updates to Internet site. Improve CODES query reports, data distribution, and interstate coordination.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-50-03-TR	\$25,000	\$0.00	\$0.00
408	2011-58-03-K9	\$74,000	\$182,220	\$145,758.86

### Accomplishments

The Board of Regents Center for Health Systems Research and Analysis (CHRSA) created the basic CODES file linkage between Wisconsin traffic crash records and both hospital Inpatient records and ER visits for 2008. 2008 and 2009 data was linked – ER, hospital discharge, and crash data was linked. Standard and ad hoc reports were generated. Major goal of matching records for victims in crashes occurring in 2008 has been completed.

## SAFETY DATA INFORMATION SYSTEM

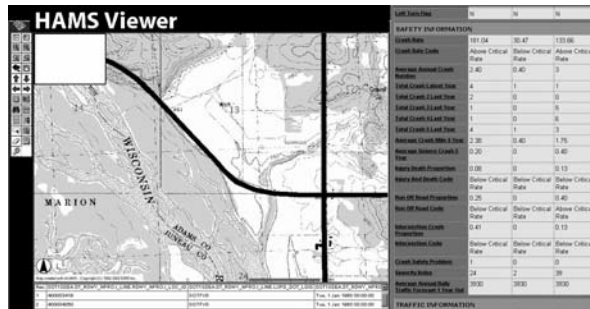
### Activities

UW TOPS Lab – Extend and improve the use of Wisconsin crash data to state and local agencies, improving awareness of the system across the state and to provide better resources to end-users of the data. The project will increase the overall average access to the system and the percentage of outside users on the system.

Funds	Budget Acct	Planned	Obligated	Expended
408	2011-58-03-K9	\$50,000	\$0.00	\$0.00

### Accomplishments

No 408 funds were used to accomplish this task.



### Activities

UW TOPS Lab- MV4000 data quality assessment. Review set of crashes (at least 50) in Dane/Rock County area to check the accuracy of the information provided. This project will identify geometric factors that are frequently miscoded which will help address the accuracy and completeness of the data set, which will be updated in the MV4000 training manual.

Funds	Budget Acct	Planned	Obligated	Expended
408	2011-58-03-K9	\$50,000	\$50,000	\$49,881.80

### Accomplishments

Data quality assessment was completed, draft report prepared, and PowerPoint presentation prepared.

### Activities

UW TOPS Lab: Data Warehouse pilot and Automate Crash Facts book.

Funds	Budget Acct	Planned	Obligated	Expended
408	2011-58-02-K9	\$250,000	\$86,087	\$43,348.82

### Accomplishments

General architecture of data warehouse completed. Crash data archiving began as well as the inclusion of citations and warnings.



**Activities**

UW TOPS Lab- Investigate CODES, CIREN and MV4000 crash data. Examine certain crash types and link the vehicle types to the CODES and CIREN databases checking the outcomes expected according to CIREN, match the real world performance of the vehicles in crashes and identify trends in the real world performance and direct CIREN for further areas of development.

Funds	Budget Acct	Planned	Obligated	Expended
408	2011-58-03-K9	\$75,000	\$0.00	\$0.00

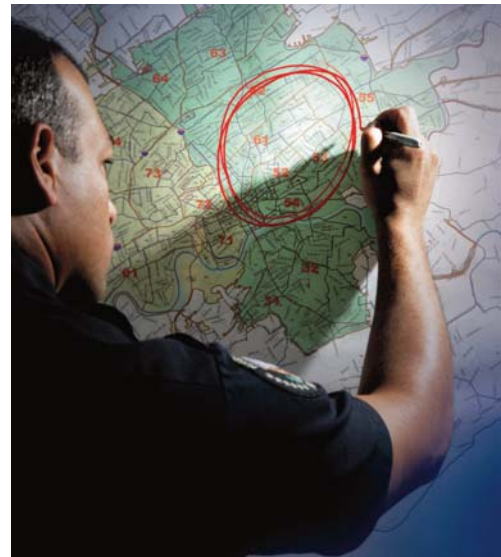
**Accomplishments**

No 408 funds were used to accomplish this task.

**MOBILE LASER SCANNING (LiDAR)**

**Activities**

Support DTIM/Bureau of State Highway Programs through a pilot project to gauge the feasibility in terms of both collection and use of mobile laser scanning to determine the viability of Light Detection and Ranging (LiDAR) datasets. Mobile laser scanning technology can potentially provide an efficient means for calculating shoulder slope and identifying encroachments to the “clear zone”, minimizing rollovers, impacts and injuries when a vehicle leaves the roadway.



Funds	Budget Acct	Planned	Obligated	Expended
408	2011-58-03-K9	\$125,000	\$0.00	\$0.00

**Accomplishments**

This effort was denied as a fundable activity using highway safety monies.



<b>TRAFFIC RECORDS PROGRAM—BUDGET SUMMARY</b>					
<b>Account</b>	<b>Fund</b>	<b>Program Activity</b>	<b>Planned</b>	<b>Obligated</b>	<b>Expended</b>
2011-50-01-TR	402	Program and Planning	\$117,000	\$92,000	\$91,760.11
2011-58-02-TR	408	PI&E	\$250,000	\$86,087	\$43,348.82
2011-50-03-TR	402	CODES Support	\$25,000	\$0.00	\$0.00
2011-58-03-K9	408	Training, Support, and Development	\$409,800	\$268,647	\$223,348.48
2011-58-06-K9	408	TraCS Hardware-Equipment	\$200,000	\$113,789	\$106,693.08
2011-54-06-K4	406	TraCS Hardware-Equipment	\$900,000	\$50,148	\$45,290.87
2011-56-06-K10	1906	TraCS Hardware-Equipment	\$749,000	\$445,292	\$432,774.10
		<b>402 Total</b>	<b>\$142,000</b>	<b>\$92,000</b>	<b>\$91,760.11</b>
		<b>406 Total</b>	<b>\$900,000</b>	<b>\$50,148</b>	<b>\$45,290.87</b>
		<b>408 Total</b>	<b>\$859,800</b>	<b>\$468,523</b>	<b>\$373,390.08</b>
		<b>1906 Total</b>	<b>\$749,000</b>	<b>\$445,292</b>	<b>\$432,774.10</b>
		<b>Program Total</b>	<b>\$2,650,800</b>	<b>\$1,055,963</b>	<b>\$943,215.16</b>





# EMS Improvement



## PERFORMANCE GOALS and MEASURES

Injury to Death Ratios	
2007-09 Statewide 3-year average Baseline	74.4 to 1
2010 Goal	78.2 to 1
2010 Status	73.0 to 1

Safety Belt Use Rate in rural media markets and use rate in personal injury and fatal crashes will increase	
2004-08 Statewide 5-year average Baseline	74.1%
2010 Goal	77.8%
2010 Status	79.2%



## PUBLICITY AND OUTREACH (EMERGENCY RESPONSE)

### Activities

With the Department of Health Services and the Wisconsin Division of the American Trauma Society (WATS), develop an EMS PI&E Plan with a focus on recruitment and retention; educate the general population and emergency responders about the state Trauma System. Review and duplicate highway safety materials for distribution locally by EMS/trauma care personnel.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-60-02-EM	\$25,000	\$0.00	\$0.00

### Accomplishments

Worked with DHS on their request to fund a NHTSA assessment of the EMS system in Wisconsin.

## RURAL EMERGENCY RESPONSE PROGRAMS, EQUIPMENT & TRAINING

### Activities

Fund initial equipment and training for rural first responder groups in targeted high-risk areas.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-60-03-EM	\$150,000	\$0.00	\$0.00

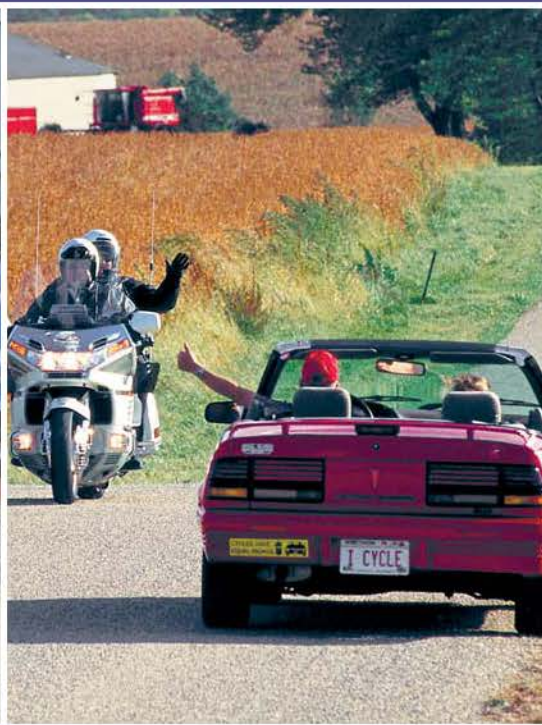
### Accomplishments

Began to work with DHS to create a comprehensive plan to disperse new equipment and training materials to new first responders.

EMS IMPROVEMENT—BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2011-60-02-EM	402	PI&E	\$25,000	\$0.00	\$0.00
2011-60-03-EM	402	Training–Equipment	\$150,000	\$0.00	\$0.00
<b>Program Total</b>			<b>\$175,000</b>	<b>\$0.00</b>	<b>\$0.00</b>



# Motorcycle Safety

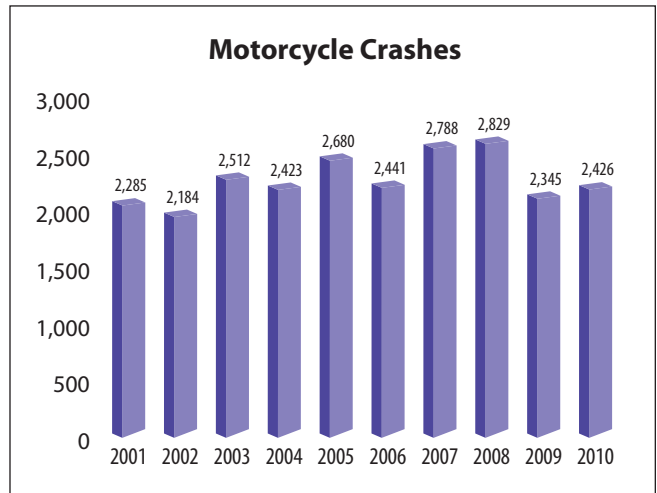


Transportable High-End Rider Education Facility

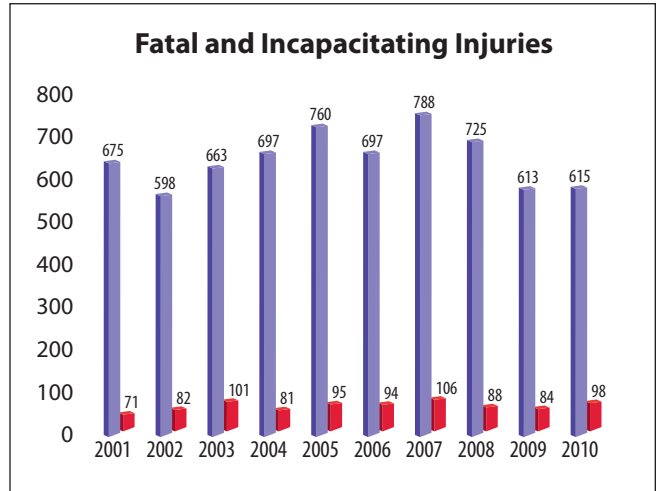


## PERFORMANCE GOALS and MEASURES

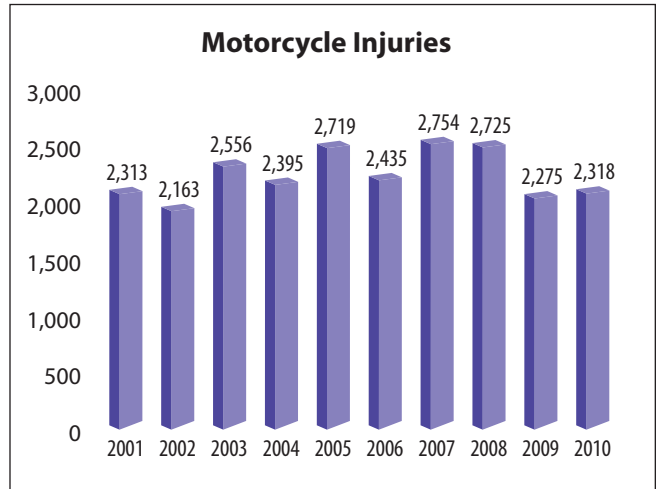
Motorcycle Crashes	
2004-08 Baseline	2,632
2010 Goal	2,501
2010 Status	2,426



Combined Fatalities & Serious 'A' Injuries	
2004-08 Baseline	826
2010 Goal	785
2010 Status	713



Motorcycle Injuries	
2004-08 Baseline	2,606
2010 Goal	2,475
2010 Status	2,318





## PROGRAM MANAGEMENT: STATE & FEDERAL

### Activities

Coordinate, plan, and manage the state Motorcycle Rider Safety program.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-70-01-MC	\$65,000	\$65,000	\$0.00
562	2011-79-01	\$110,000	\$110,000	\$81,838.82

### Accomplishments

The full-time Wisconsin Motorcycle Safety Program Administrative Assistance has been replaced by a part-time staff member with significant experience in the Wisconsin Department of Transportation. This new individual is providing clerical support, budgetary and bookkeeping assistance, preparation of reports and documents, as well as support for the various motorcycle rider education sites throughout the state.

## PERSONAL PROTECTIVE EQUIPMENT, CONSPICUITY, AND MOTORIST AWARENESS

### Activities

Encourage motorcycle operators and passengers to use protective equipment through an aggressive communication campaign.

Funds	Budget Acct	Planned	Obligated	Expended
562	2011-79-02	\$5,000	\$5,000	\$0.00

### Accomplishments

As opposed to a stand-alone activity, this initiative was accomplished primarily through participation in motorcycle events and activities involving the Transportable High-End Rider Education Facility (THE REF) that traveled throughout Wisconsin during the entire 2011 calendar year. The promotion of appropriate personal protective equipment for motorcyclists is one of the primary focus areas for THE REF and its staff of motorcycle rider education professionals.



### Activities

Expand “May is Motorcyclist Awareness & Safety Month”

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-70-02-MC	\$50,000	\$50,000	\$0.00

### Accomplishments

As above, this initiative was accomplished primarily through participation in motorcycle events and activities involving THE REF. One of the two primary goals and objectives of THE REF is the promotion of motorcycle awareness to the general motoring public. THE REF attended a significant number of events that were primarily intended for the general public during 2011.

## MOTORCYCLE RIDER EDUCATION AND TRAINING

### Activities

Professional Development of RiderCoaches, Lead RiderCoaches, Quality Assurance Specialists, and RiderCoach Trainers through a statewide conference and/or regional Professional Development Workshops.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-70-03-MC	\$90,000	\$110,000	\$43,838.13

### Accomplishments

During the 2011 rider education training season, the Wisconsin Motorcycle Safety Program (WMSP) RiderCoach Trainers in collaboration with staff from the Motorcycle Safety Foundation (MSF) conducted a series of qualification courses for WMSP RiderCoaches and THE REF Staff, training over 30 participants in the new Introductory Motorcycle Experience and the SMARTrainer curriculums. In addition, Certification Courses for WMSP RiderCoaches were also conducted for the Advanced RiderCourse (ARC) and the Introduction to Scooters/Scooter Basic RiderCourse (IS/SBRC). For 2011 the collaborative effort continued between the WMSP, the MSF, and Waukesha County Technical College (WCTC) to develop and conduct the Ultimate Bike-Bonding RiderCourse – Plus. Nearly one third of Wisconsin’s RiderCoaches and all RiderCoach Trainers have participated in this professional development and advanced skills course since its inception in 2010. WMSP RiderCoach Trainers also conducted one RiderCoach Preparation Course for the 2011 season.



The WMSP now once again has all four rider education regions of the state (northeast, southeast, southwest, and northwest) staffed by a regional RiderCoach Trainer and may be considering a fifth RiderCoach Trainer at large for 2012. These RiderCoach Trainers assist the

WMSP Manager with the administration of the WMSP on both a regional and state-wide basis.

In 2011 three of the WMSP RiderCoach Trainers attended the first MSF International Rider Education Training Systems conference in Kentucky, affording these individuals the opportunity to get up-to-speed on the latest techniques in motorcycle rider education.

### Activities

Wisconsin Motorcycle Rider Education Program: Administer state-funded classroom and hands-on training program through the Wisconsin Technical College System and other approved vendors that meets MSF requirements for novice and experienced riders.

Funds	Budget Acct	Planned	Obligated	Expended
State 562	2011-79-04	\$414,000	\$414,000	\$436,096.96

### Accomplishments

Once again, as in 2009 and 2010, overall the calendar year 2011 motorcycle rider education training season experienced a decline in both Basic RiderCourse and Basic RiderCourse-2 enrollments. In addition, and as it was in 2009 and 2010, the number of enrollments and demand for courses fell off dramatically as July of each of these years came to a close. Demand however for the Scooter Basic RiderCourse (SBRC) has increased, filling a large portion of the enrollment void left by the (motorcycle) Basic RiderCourse.



**Activities**

Section 2010 Training and Outreach Incentive Grants are to be used for purchase of training cycles, scooters, state-of-the-art Motorcycle and/or other motorcycle simulators, as well as other training and support equipment and materials.

Funds	Budget Acct	Planned	Obligated	Expended
2010	2011-72-06-K6	\$250,000	\$250,000	\$2,366.22

**Accomplishments**

Purchase of a state-of-the-art motorcycle simulator has been postponed due to initial cost and since further investigation into this type of unit disclosed that this type of simulator does not “travel” well, making it impractical for installation into THE REF. Some support equipment and materials were purchased, however additional purchase of motorcycle, scooters, and possibly some three-wheel (trikes) has been postponed until 2012.

**MOTORCYCLE OPERATION UNDER THE INFLUENCE OF ALCOHOL OR OTHER DRUGS**

**Activities**

Distribute motorcycle specific DVD alcohol and drug related training-aid/audio visual materials—Bars to Bars and Your Ultimate Nightmare.

Funds	Budget Acct	Planned	Obligated	Expended
410	2011-31-02-K8	\$100,000	\$100,000	\$88,423.23

“The Passenger” aka “The Grim Reaper” public service announcement throughout Wisconsin. The Blue Knights Motorcycle Club 5=ZERO and Green, Yellow, Red contracted initiative was concluded in January of 2011... the momentum of this alcohol-free riding initiative was picked up and carried on by THE REF. Alcohol and drug-free riding is a message conveyed through all WMSP rider education opportunities, and in 2011 the WMSP is now providing eight different rider education curriculums as outlined in a new brochure produced this year.

**Activities**

Expand the 5=ZERO initiative and impaired motorcycle campaign.



Funds	Budget Acct	Planned	Obligated	Expended
402	2011-70-02-MC	\$300,000	\$305,300	\$9,850.23

### Accomplishments

This activity was not specifically pursued under this banner in favor of applying available resources to the significantly increased number of activities and events that THE REF participated in throughout 2011. The 5=ZERO initiative is however a key component toward accomplishing the goals and objectives of THE REF.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-70-03-MC	\$20,000	\$20,000	\$0.00

## LAW ENFORCEMENT

### Activities

Communicate the role played by law enforcement personnel in motorcycle safety by acting as a source of information to communities and LE agencies.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-70-03-MC	\$20,000	\$20,000	\$0.00

### Accomplishments

Wisconsin hosted the NHTSA Region 5 Law Enforcement train-the-trainer and trainer training held in Madison in March addressing motorcycle safety and enforcement for motorcycle activity focused law enforcement officers.

### Activities

Participate in High Visibility Enforcement and deterrence activities where there is the highest occurrence of motorcycle fatalities.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-70-05-MC	\$100,000	\$34,535	\$25,468.37
410	2011-31-02-K8	\$0.00	\$23,510	\$17,943.56

### Accomplishments

During 2011 local, county, and state law enforcement agencies participated in a wide variety of motorcycle specific activities and events, many in conjunction with THE REF activities, promoting motorcycle awareness, motorcycle safety and training, and providing motorcycle skills riding demonstrations. These activities, many of which were conducted at locations such as the Road America motorcycle races, the Wisconsin Harley Owners

Group state rally, and the Tomahawk Fall Color Ride for MDA, promoted the ZERO In Wisconsin and 5=ZERO initiatives in collaboration with THE REF and local community organizations. One shining example of motorcycle related community involvement on the part of a small local law enforcement agency, was the transformation of a mid-sized sportbike to a police motorcycle. This vehicle was then employed to develop a bridge between sportbike riders and law enforcement within the community.



## COMMUNICATION

### Activities

Expand the role of the Mobile Classroom and the number of activities it participates in to promote all aspects of motorcycle safety and awareness.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-70-04-MC	\$250,000	\$250,000	\$156,145.53

### Accomplishments

During 2011 “THE REF”, the Wisconsin Motorcycle Safety Program’s Transportable High-End Rider Education Facility, participated in over 40 events and activities state-wide between February and October. Many of these events and activities were motorcycle specific, however many were also events and activities that attract the general motoring public. The primary goals and objectives of THE REF are to promote public awareness of motorcyclists and motorcycling within Wisconsin as well as promote motorcycle safety and motorcycle rider education opportunities. Other objectives are the promotion of alcohol and drug free riding and/or driving as well as the promotion of distraction free driving. It is estimated that over 12,000 motorcyclists and other individuals visited THE REF and met with staff members, while nearly 2,000 took a turn on the SMARTrainers, THE REF’s motorcycle traffic simulators. In addition, it is estimated that the events attended, attracted over 130,000 motorcycling and general public attendees.

## EVALUATION

### Activities

Evaluate Wisconsin’s motorcycle rider education program.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-70-09-MC	\$15,000	\$15,000	\$6,693.44

### Accomplishments

For 2011 the ongoing in-depth analysis of Wisconsin motorcycle fatalities which began in 2009 is being continued. Results of this ongoing in-depth analysis continue to provide the WMSP and the WisDOT with invaluable insight into the profile of those involved as well as the circumstances that surround fatal motorcycle crashes. This information is then employed to develop appropriate countermeasures to work towards that goal of ZERO In Wisconsin.



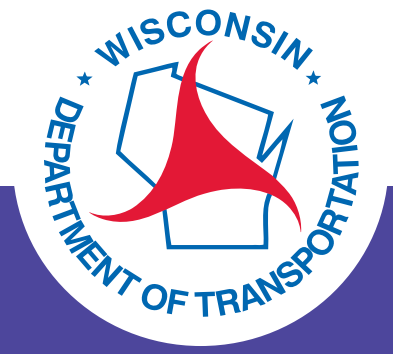


In 2011 the WMSP continued to develop and train its cadre of twenty Quality Assurance Specialists (QAS) through an ongoing partnership with the Motorcycle Safety Foundation. This group of WMSP and MSF trained RiderCoaches, in conjunction with the Regional RiderCoach Trainers, is working to maintain a high level of consistent and accurate delivery of the wide variety of WMSP rider education curriculums. The number of on-site Quality Assurance Visits by QAS staff was expanded in 2011, and will be expanded further in 2012.

**MOTORCYCLE SAFETY PROGRAM—BUDGET SUMMARY**

Account	Fund	Program Activity	Planned	Obligated	Expended
2011-70-01-MC	402	Program Management - Federal	\$65,000	\$65,000	\$0.00
2011-79-01	562	Program Management - State	\$110,000	\$110,000	\$81,838.82
2011-70-02-MC	402	PI&E Alcohol & Awareness	\$300,000	\$305,300	\$9,850.23
2011-31-02-K8	410	Training & Support-Technical-Federal	\$100,000	\$123,510	\$106,366.79
2011-79-02	562	Protective Gear Promotion PI&E	\$5,000	\$5,000	\$0.00
2011-70-03-MC	402	Training & Support-Technical-Federal	\$110,000	\$110,000	\$43,838.13
2011-70-04-MC	402	Training & Support-Community-Federal	\$250,000	\$250,000	\$156,145.53
2110-79-04	562	Training & Support-Community	\$414,000	\$414,000	\$436,096.96
2011-70-05-MC	402	Law Enforcement	\$100,000	\$34,535	\$25,468.37
2011-72-06-K6	2010	Equipment	\$250,000	\$250,000	\$2,366.22
2011-70-09-MC	402	Evaluation & Quality Assurance	\$15,000	\$15,000	\$6,693.44
<b>Total 402</b>			<b>\$840,000</b>	<b>\$779,835</b>	<b>\$241,995.70</b>
<b>Total 410</b>			<b>\$100,000</b>	<b>\$123,510</b>	<b>\$106,366.79</b>
<b>Total 2010</b>			<b>\$250,000</b>	<b>\$250,000</b>	<b>\$2,366.22</b>
<b>Total State</b>			<b>\$1,719,000</b>	<b>\$1,682,345</b>	<b>\$436,096.96</b>
<b>Program Total</b>			<b>\$1,719,000</b>	<b>\$1,682,345</b>	<b>\$786,825.67</b>





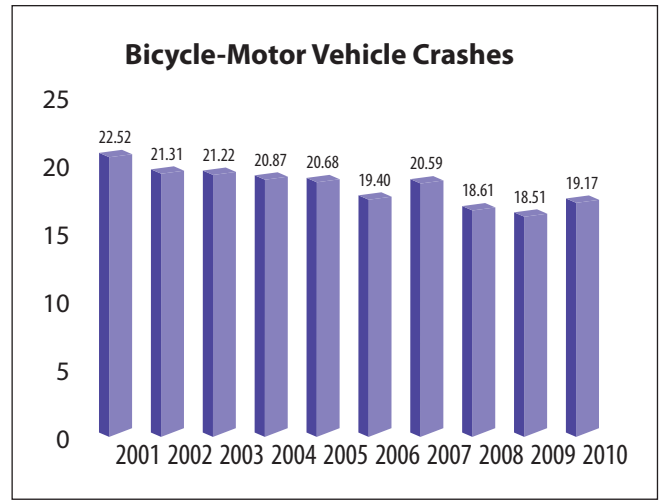
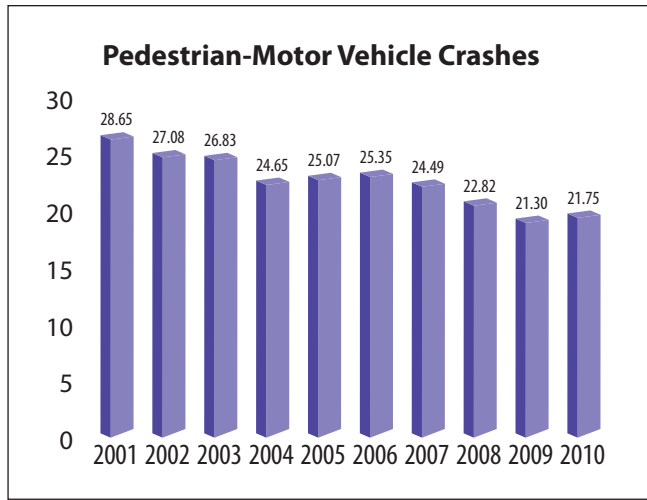
# Pedestrian & Bicycle Safety





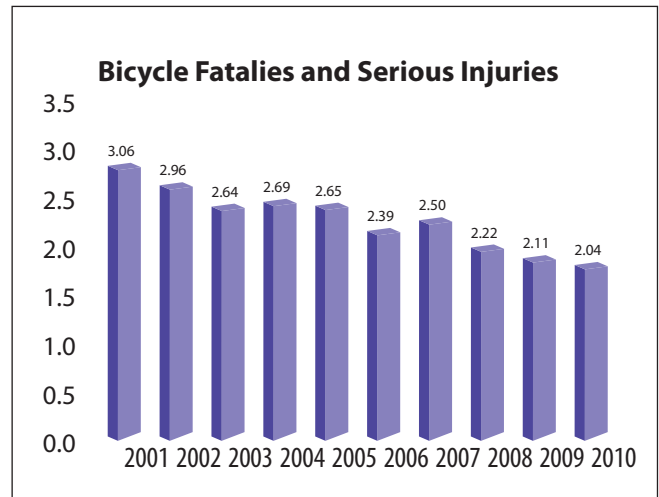
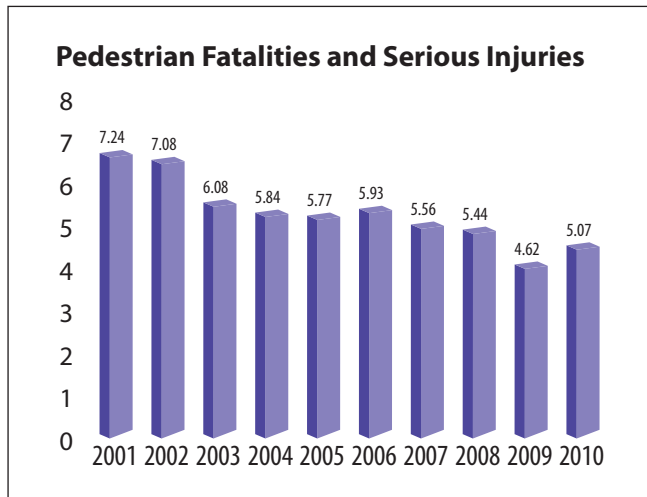
## PERFORMANCE GOALS and MEASURES

STATE OF WISCONSIN FFY 2011 HIGHWAY SAFETY PROGRAM ANNUAL REPORT • Pedestrian & Bicycle Safety



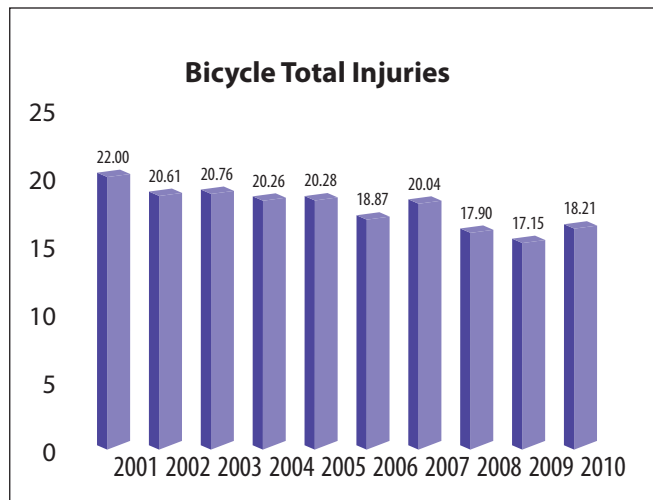
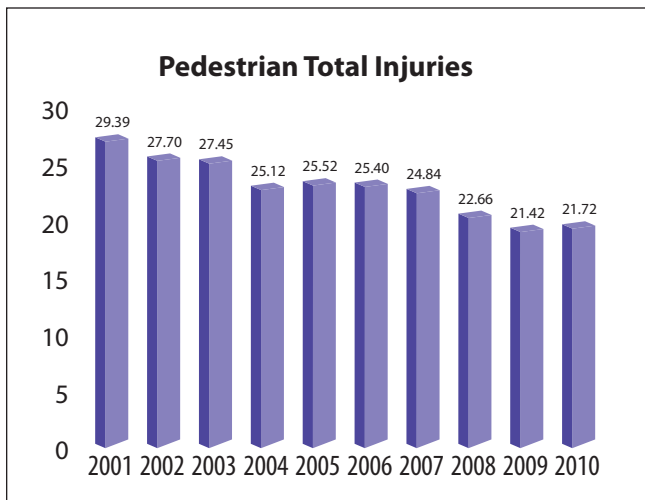
Pedestrian-Motor Vehicle Crashes	
2004-08 Baseline	24.47/100K pop.
2010 Goal	23.25/100K pop.
2010 Status	21.75/100K pop.

Bicycle-Motor Vehicle Crashes	
2004-08 Baseline	20.03/100K pop.
2010 Goal	19.02/100K pop.
2010 Status	19.17/100K pop.



Pedestrian Combined Fatalities and Serious 'A' Injuries	
2004-08 Baseline	5.71/100K pop.
2010 Goal	5.42/100K pop.
2010 Status	5.07/100K pop.

Bicycle Combined Fatalities and Serious 'A' Injuries	
2004-08 Baseline	2.49/100K pop.
2010 Goal	2.36/100K pop.
2010 Status	2.04/100K pop.



Pedestrian Injuries	
2004-08 Baseline	24.70/100K pop.
2010 Goal	23.47/100K pop.
2010 Status	21.72/100K pop.

Bicycle Injuries	
2004-08 Baseline	19.47/100K pop.
2010 Goal	18.49/100K pop.
2010 Status	18.21/100K pop.

## PROGRAM MANAGEMENT

### Activities

Coordinate, plan, and manage the state Pedestrian & Bicycle Safety Programs.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-80-01-PS	\$5,000	\$0.00	\$0.00
State	2011-89-01	\$75,000	\$75,000	\$80,833.07

### Accomplishments

Planned and managed the State Pedestrian/Bicycle Safety Program. Worked with a number of agencies and programs to increase the number of people trained and educated on pedestrian and bicycle safety and rules of the road, including, Teaching Safe Bicycling, Pedestrian Safety Action Plan Training (both community training and planners/engineer training), Advanced Pedestrian Crash Reconstruction Training, Bicycle Rodeos, and Walking Workshops. Served as Chair of Wisconsin Safety Patrol Inc. and worked with a number of different agencies and non-profit programs to educate and improve safety. Worked with the Safe Routes to School program providing safety information and met with other programs interested in pedestrian and bicycle safety. Oversaw all Pedestrian and Bicycle grants, including law enforcement grants, training programs, bicycle rodeo, and walking workshop funding.



## PUBLIC INFORMATION AND EDUCATION

### Activities

Work with partners to keep information up-to-date, add training brochures/information to DOT website. Continue to work with the variety of Drivers Education Programs to ensure beginning drivers receive the correct pedestrian/bicycle training. Work closely with DMV, AAA, AARP, law enforcement, and other programs to educate veteran motorists, pedestrians, and bicyclists on pedestrian and bicycle laws. Continue to develop new material that educates all people involved in pedestrian/bicycle safety.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-80-02-PS	\$80,000	\$70,000	\$22,600
State	2011-89-02	\$41,000	\$0.00	\$0.00

### Accomplishments

BOTS updated and copied brochures on educational/safety information. Regional Program Managers talked with a number of Driver Education Instructors and provided pedestrian and bike DVDs that will be used during driver education classes. Provided DVDs and educational materials to each participant to use in their course.

## TRAINING AND OUTREACH PROGRAM

### Activities

Work with Teaching Safe Bicycling (TSB) instructors and the Safe Routes to School (SRTS) program to develop a detailed bicycle and a pedestrian training course that will train elementary and middle school teachers to include



Bicycle and Pedestrian safety training sessions in their classes. Assist local communities in the organization and implementation of Walking Workshops. Train community members to organize and run walking workshops in their communities. Provide two pedestrian safety training workshops, working with engineers, law enforcement, health, planners, and advocacy programs defining and improving pedestrian safety issues in communities that have not received the training to date.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-80-03-PS	\$30,000	\$14,150	\$12,790.86

### Accomplishments

We succeeded in holding five Teaching Safe Bicycling courses in different communities around the state. Approximately 150 people attended the courses, including EMT/EMS, Park Rangers, Safe Kids, Physical Education teachers, youth organizations, after school programs, law enforcement personnel, public health nurse, and future bicycle rodeo instructors on teaching bicycle safety. Provided two 2-day Pedestrian Safety Action Plan Training courses, one in La Crosse and one in Appleton, to assist community planners and engineers in creating a pedes-

trian safety plan. Training included a wide variety of organizations and programs throughout the community to help lay out the safety action plan as they move forward. Working with the Bicycle federation of Wisconsin on a Share and Be Aware program to educate and train bicyclists, pedestrians and motorists. We held two Pedestrian Safety Action Plan training courses, one in La Crosse and one in Appleton. Provided two day workshops through the Highway Safety Research Center, including sessions aimed at planners/engineers and pedestrian advocates. Training objectives included:



Learning how pedestrians belong in all geometric design, operations, and safety operations, site design in making a safer pedestrian environment, discussing the interaction of people and motor vehicles, and discussing roundabouts and other traffic calming measures.



**Activities**

Schedule Teaching Safe Bicycling workshops for after school program facilitators, youth organizations, non-profits, law enforcement, and other programs that will be or have the opportunity to instruct bicycling training courses/rodeos. Work with local communities and organizations to hold bicycle training courses and rodeos. Pedestrian Safety targeted neighborhood model projects based on Complete Street, Walking Workshops, facilities mapping, and NHTSA pilot projects.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-80-04-PS	\$35,000	\$13,352	\$5,597.05

**Accomplishments**

BOTS provided funding for two Bicycle Safety Rodeos: one in the City of Fitchburg and one in the Village of Deforest. The rodeos taught approximately 150 participants and their parents how to inspect their bicycle, the rules of the road, and hands on bicycle safety.

**LAW ENFORCEMENT**

**Activities**

Collaborate with law enforcement agencies to increase quality pedestrian and bicycle safety enforcement and education.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-80-05-PS	\$80,000	\$73,657	\$64,555.18



**Accomplishments**

Worked with and monitored thirteen bicycle enforcement and seventeen pedestrian enforcement grants for communities with a high number of bicycle or pedestrian injuries and fatalities over the past three years (2007-2010). The projects were set-up with the goals and objectives of reducing/eliminating crashes, injuries, and fatalities. The grants ran from \$2,000 to \$6,000 per grant. A few law enforcement agencies turned down grant funding due to lack of staff available to work overtime.

**Activities**

Train law enforcement personnel so they can instruct the Wisconsin Pedestrian & Bicycle Law Enforcement Training Course.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-80-03-PS	\$10,000	\$0.00	\$0.00

**Accomplishments**

BOTS worked with a number of law enforcement agencies to set-up a Pedestrian-Bicycle Law Enforcement training course. Due to tight budgets and lack of officer time, we could not get commitment from the administration in all areas that we would like to hold the class.

**EVALUATION PROGRAM**

**Activities**

Evaluate the number of crashes, fatalities, and injuries and compare to prior data. Track the use of the safety materials provided, eliminate materials that are not being used. Evaluate the effectiveness of the funding provided.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-80-09-PS	\$5,000	\$0.00	\$0.00

**Accomplishments**

No 402 funds were used to accomplish this task.



At the State Patrol Academy, crash reconstruction training includes learning about pedestrian/vehicle crashes.



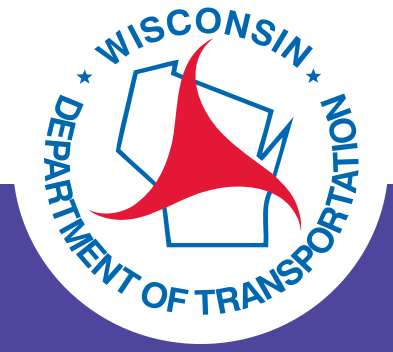
## NOTABLE ACTIVITIES

BOTS has a representative on the Governors Bicycle Coordinating Council, the Wisconsin Safety Patrol Inc., Wisconsin Safety Patrol Congress, the Traffic Records Coordinating Committee, and the Wisconsin Partnership for Activity and Nutrition. Each of the programs plays a role or provides information/data that is related to increasing/improving pedestrian and bicycle safety issues. We have worked with the City of Green Bay and the state of Wisconsin, providing two Pedestrian Safety Action Plan training courses. BOTS continues to work and build relationships with a number of partners including: Safe Routes to School, AAA, AARP, Bicycle Federation of Wisconsin, Wisconsin Walks, UW-Madison, School Safety Patrol programs, non-profit organizations, local law enforcement agencies, and the general public. BOTS continues to provide assistance on pedestrian/bicycle training and educational information wherever needed.



PEDESTRIAN & BICYCLE SAFETY BUDGET SUMMARY					
Account	Fund	Program Activity	Planned	Obligated	Expended
2011-80-01-PS	402	Program Management - Federal	\$5,000	\$0.00	\$0.00
2011-89-01	562	Program Management - State	\$75,000	\$75,000	\$80,833.07
2011-80-02-PS	402	PI&E - Federal	\$80,000	\$70,000	\$22,600
2011-89-02	562	PI&E - State	\$41,000	\$0.00	\$0.00
2011-80-03-PS	402	Training and Support Technical	\$40,000	\$14,150	\$12,790.86
2011-80-04-PS	402	Training and Support Community	\$35,000	\$13,352	\$5,597.05
2011-80-05-PS	402	Enforcement	\$80,000	\$73,657	\$64,555.18
2011-80-09-PS	402	Evaluation	\$5,000	\$0.00	\$0.00
<b>402 Total</b>			<b>\$245,000</b>	<b>\$171,159</b>	<b>\$105,543.09</b>
<b>State</b>			<b>\$116,000</b>	<b>\$75,000</b>	<b>\$80,833.07</b>
<b>Program Total</b>			<b>\$361,000</b>	<b>\$246,159</b>	<b>\$186,376.16</b>





# Community Traffic Safety



**A VISION**  
WE CAN ALL LIVE WITH

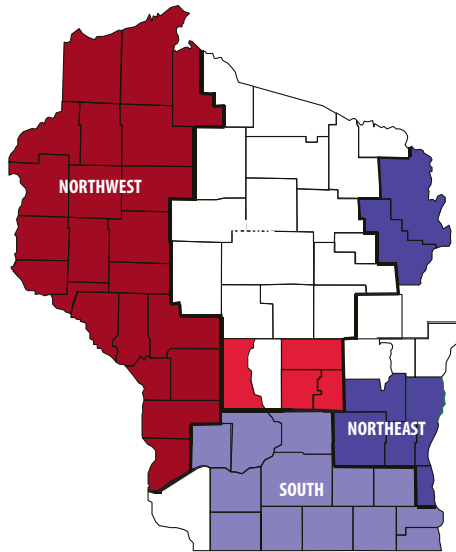
**ZERO**  
IN WISCONSIN

Visit [ZeroInWisconsin.gov](http://ZeroInWisconsin.gov) to learn how you can turn more than 500 annual deaths into zero.

Wisconsin Department of Transportation

The graphic features a road stretching into the distance under a blue sky. Below the road, the text "A VISION WE CAN ALL LIVE WITH" is displayed in large, bold letters. Underneath is a logo for "ZERO IN WISCONSIN" which includes a red steering wheel with a target symbol in the center, set against a blue outline of the state of Wisconsin. At the bottom, there is a call to action to visit ZeroInWisconsin.gov and a small logo for the Wisconsin Department of Transportation.

## PERFORMANCE GOALS and MEASURES



Attendance at County/City Traffic Safety Commission Meetings
93% of meetings scheduled in 72 counties and City of Milwaukee.
Grant Monitoring by BOTS staff
100% of law enforcement and other contracts entered into with local units of government.
Overall Goal
Increase local participation in state-administered and locally developed highway safety activities.

## PROGRAM MANAGEMENT

### Activities

BOTS Field Program Outreach (4.0 FTE): coordinate, plan, and manage the state Community Traffic Safety Program. Wage and fringe, vehicles and mileage, data processing costs, materials and supplies, training and travel, printing and postage. Continue to provide leadership, training, information, and technical assistance to agencies, organizations, and non-profit programs involved in community traffic safety. Work closely with all law enforcement agencies involved in the community safety grant program. Act as liaisons between local communities,

law enforcement agencies, engineers, planners, and various divisions of the DOT. Collaborate with these groups, sharing information on various grant opportunities. Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.



Funds	Budget Acct	Planned	Obligated	Expended
402	2011-90-01-OP	\$340,000	\$340,000	\$325,537.10



### Accomplishments

Regional Program Managers attended more than 92% of county Traffic Safety Commission meetings and participated in wide variety of local community-based traffic safety initiatives. Monitored funded law enforcement activities and equipment contracts with local units of government. BOTS Regional Program Managers negotiated multi-jurisdictional law enforcement activities in Milwaukee and Brown County. Organized press events and assisted law enforcement agencies and local units of government in the grant application process and instructed grantees in submitting timely and accurate activity reports and reimbursement requests. Tagged equipment and performed a number of on-site monitoring activities.



CPS award winners at the 2011 Governor’s Conference on Highway Safety.

### OUTREACH PROGRAM

#### Activities

Targeted single- or multiple-issue local programs in targeted communities.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-90-04-OP	\$62,000	\$190,172	\$153,744.80

Expanded roll-out of Community Maps as a tool for locals to gather information and frame their discussion of fatalities and serious injuries during Traffic Safety Commission meetings.

### PUBLIC INFORMATION AND EDUCATION

#### Activities

Community PI & E (development, reproduction, mailing).

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-90-02-OP	\$350,000	\$630,730	\$424,131.65



### Accomplishments

Continued partnership with Fox 47 and American Family Insurance in our annual contest for teens to develop traffic safety PSA's targeting teens on risky driving behavior. Ad agency developed no texting while driving messages for radio and TV in English, Spanish and for the urban demographic, continued to expand the Zero in WI message, developed traffic safety messages for delivery vehicles, cinemas, websites sporting events and print. Duplicated videos, CDs, MP3s, and print materials. Formatting of Highway Safety Performance Plan and Annual Reports. Published quarterly Traffic Safety Reporter newsletter and annual Governor's Conference materials.



## CONFERENCES AND MEETINGS

### Activities

Governor's Conference on Highway Safety.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-90-04-OP	\$52,000	\$52,000	\$13,642.18

### Accomplishments

Coordinated the annual Governor's Conference on Highway Safety, attended by over 300 participants.

Volunteer Outreach and support for Wisconsin Association of Women Highway Safety Leaders (WAWHSL), the Wisconsin Traffic Safety Officers Association (WTSOA), and the Wisconsin Highway Safety Coordinators Association (WHSCA). Maintenance and support for electronic grant management system.

Funds	Budget Acct	Planned	Obligated	Expended
402	2011-90-04-OP	\$116,000	\$143,850	\$85,828.49

### Accomplishments

Conference and association group support accomplished. WIsegrants maintenance for fiscal year.

<b>COMMUNITY TRAFFIC SAFETY BUDGET SUMMARY</b>					
<b>Account</b>	<b>Fund</b>	<b>Program Activity</b>	<b>Planned</b>	<b>Obligated</b>	<b>Expended</b>
2011-90-01-CP	402	Program Management	\$340,000	\$340,000	\$325,537.10
2011-90-02-CP	402	PI&E	\$350,000	\$630,730	\$424,131.65
2011-90-04-CP	402	Training & Support-Community	\$230,000	\$386,022	\$253,215.48
<b>Program Total</b>			<b>\$920,000</b>	<b>\$1,356,752</b>	<b>\$1,002,884.25</b>





# Appendix

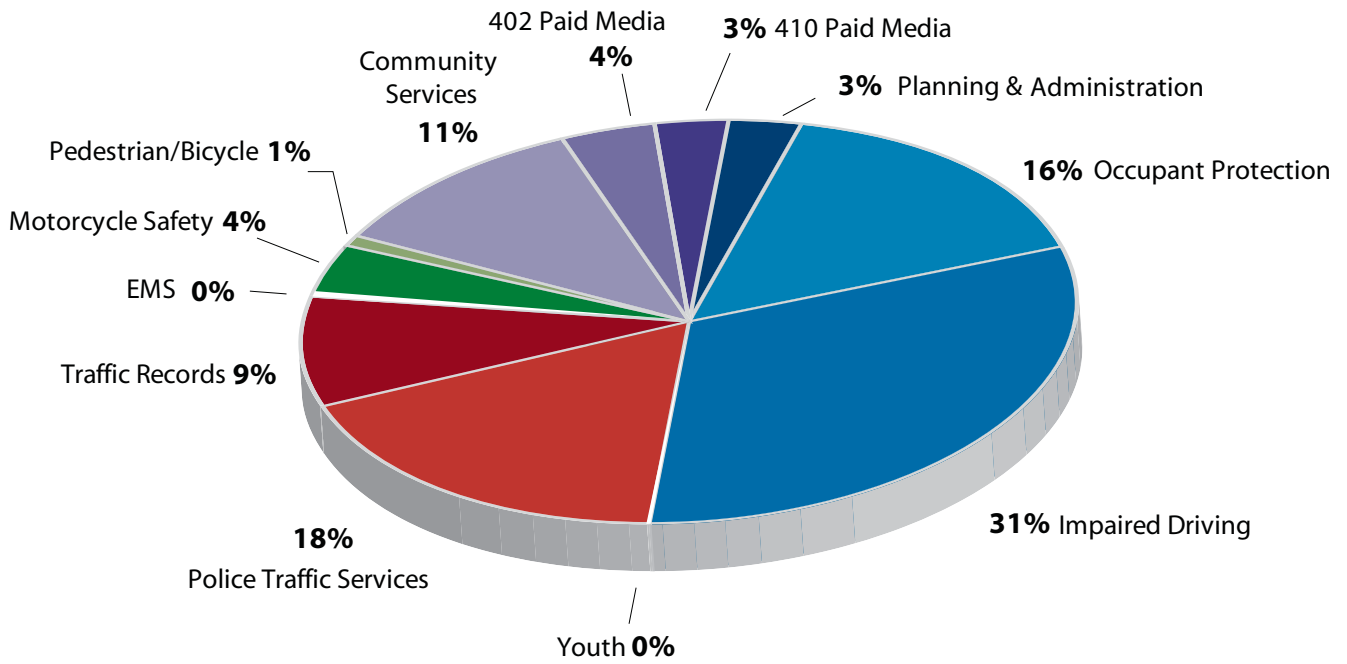


## 2011 Federal Funds

Programs	402	405	406	408	410	1906	2010	2011	403	EUDL	Total NHTSA Funding
Planning & Administration	\$256,182.47										\$256,182.47
Occupant Protection	\$786,197.77	\$557,780.10							\$265,978.00		\$1,609,955.87
Impaired	\$999,286.84				\$2,123,622.06						\$3,122,908.90
Driving Youth					\$27,944.72					\$481,859.90	\$27,944.72
Police Traffic Services	\$1,788,177.78										\$1,788,177.78
Traffic Records	\$91,760.11		\$45,290.87	\$373,390.08		\$432,774.10					\$943,215.16
EMS										\$0.00	
Motorcycle Safety	\$241,995.70				\$106,366.79		\$2,366.22				\$350,728.71
Pedestrian/ Bicycle	\$105,543.09										\$105,543.09
Community Services	\$1,002,884.25								\$102,708.57		\$1,105,592.82
402 Paid Media	\$374,766.79										\$374,766.79
410 Paid Media					\$248,658.69						\$248,658.69
<b>Total</b>	<b>\$5,272,028.01</b>	<b>\$557,780.10</b>	<b>\$45,290.87</b>	<b>\$373,390.08</b>	<b>\$2,257,933.57</b>	<b>\$432,774.10</b>	<b>\$2,366.22</b>	<b>\$265,978.00</b>	<b>\$102,708.57</b>	<b>\$481,859.90</b>	<b>\$9,933,675.00</b>



## 2011 NHTSA Fund Distribution



STATE OF WISCONSIN FFY 2011

# Annual Report

