



STATE OF WISCONSIN FFY 2016



Highway Safety Plan

Scott Walker
GOVERNOR OF WISCONSIN

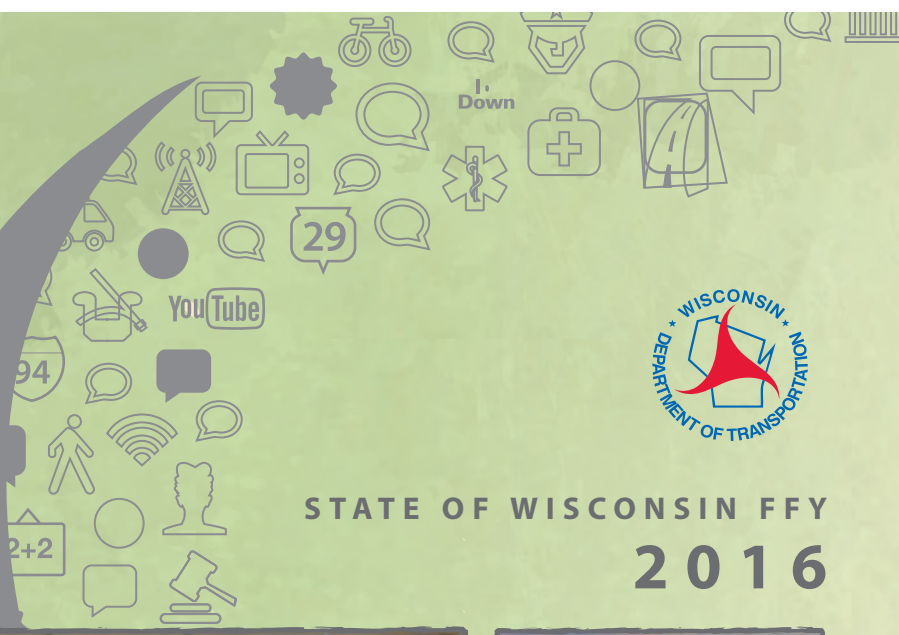
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State of Wisconsin Federal Fiscal Year 2016 Highway Safety Plan

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STATE OF WISCONSIN FFY
2016



Highway Safety Plan

SECTION I

MISSION STATEMENT

Our mission is simple: zero fatalities on Wisconsin's roadways.

Our transportation system is essential to society's continuing prosperity and an inescapable component to everyday life in Wisconsin; as a society we should not accept casualties as a foregone consequence of that system. Wisconsin citizens and state policymakers work toward achieving zero fatalities and incapacitating injuries on our roadways. Our belief is that any death is one too many, and we work toward saving as many lives as possible using the resources available.

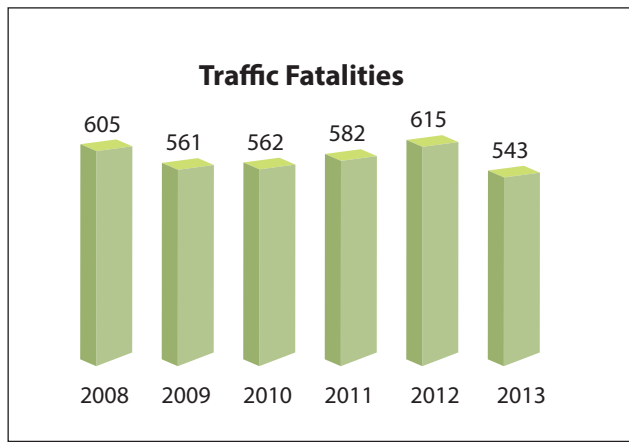


Figure 1: Traffic Fatalities (FARS)

Goal C1: To decrease traffic fatalities 5 percent each year from the 2009-2013 five-year rolling average to 519 by December 31, 2016.

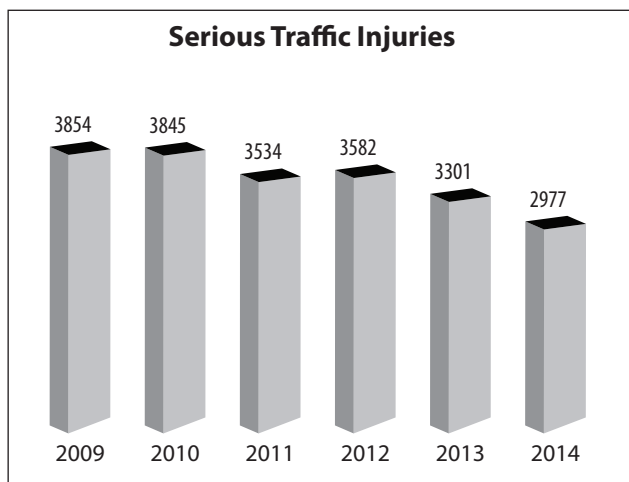


Figure 2: Serious Traffic Injuries (State Crash Data)

EXECUTIVE SUMMARY

The Bureau of Transportation Safety (BOTS) coordinates a statewide behavioral highway safety program, using federal funds given back to the state through the National Highway Traffic Safety Administration (NHTSA), state funds, and other resources. Funds are primarily used to change system users' behaviors by enforcing traffic laws, increasing drivers' perception of the risk of being ticketed for non-compliance, increasing public awareness of the dangers of high risk behavior, and informing system users of the best way to avoid or reduce the injury severity of a crash.

Through analysis and targeting, BOTS works to provide leadership, innovation, and program support in partnership with state, county, and community traffic safety leaders, professionals, and organizations.

Though not obvious from figure 1, the number of traffic fatalities has trended downwards over the previous seven years. 2013 saw a significant decrease from the prior year and remained below the 5-year (2009-2013) moving average of 575.

As figure 2 indicates, serious injury crashes have steadily decreased since 2008. 2013 saw 3,301 serious injuries, which was a 14% reduction from the 5-year average of 3,834.

Wisconsin achieved the national goal of one fatality per 100 million Vehicle Miles Traveled (VMT) in 2009, two years ahead of the national target date. As figure 3 indicates, Wisconsin was slightly above the goal in 2012, but 2013 produced a significant drop to our lowest level at .089 fatalities per 100 million VMT.

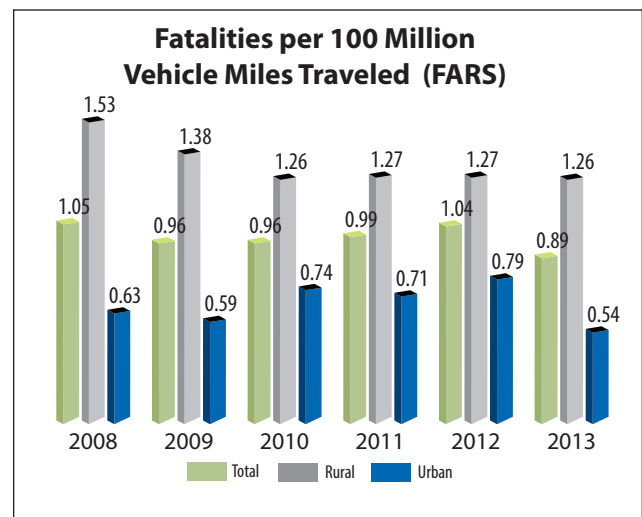


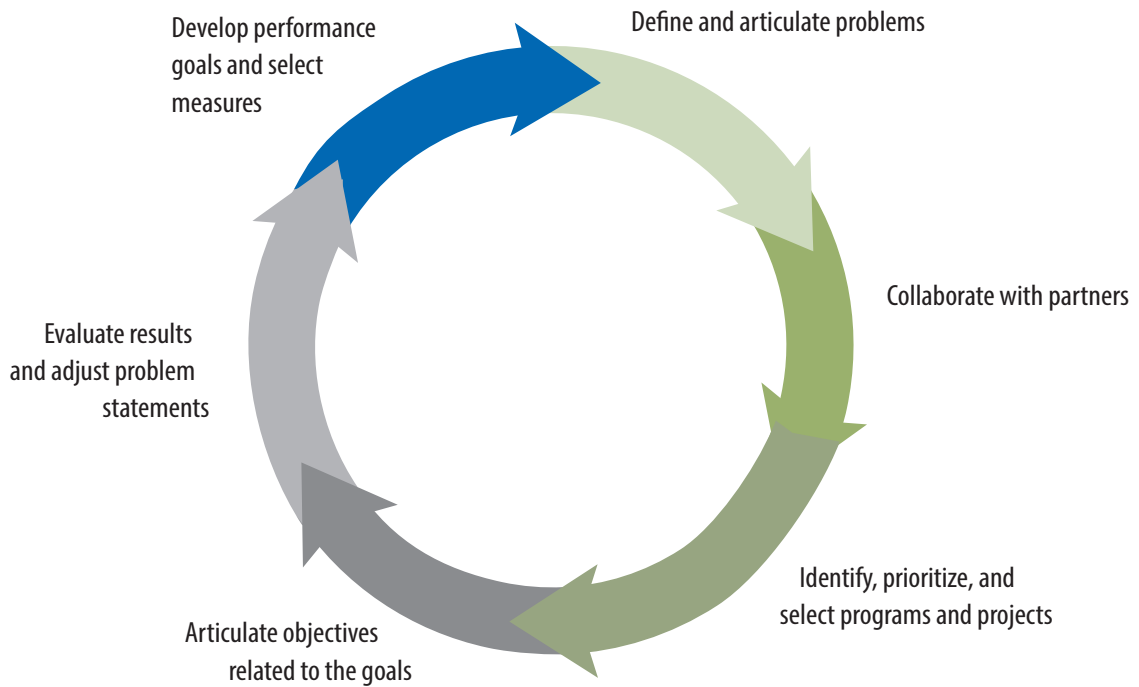
Figure 3: Column chart of fatalities per 100m VMT

Figure 4 provides the remaining performance measures and goal statements developed by the GHSA and NHTSA.

MEASURE	2009	2010	2011	2012	2013	2009-2013 AVG	2015 GOAL <small>Estimate using 2009-2013 average with 5% reductions</small>	2016 GOAL <small>2015 Goal with 5% reduction</small>
C1. Traffic Fatalities (FARS)	561	572	582	615	543	574.6	546	519
C1. To decrease traffic fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 575 to 519 by December 31, 2016.								
C2. Serious Traffic Injuries (State Crash Data Files)	3,854	3,845	3,534	3,582	3,301	3,623.2	3,442	3,270
C2. To decrease serious traffic injuries 5 percent each year from the 2009-2013 calendar year rolling average of 3,623 to 3,270 by December 31, 2016.								
C3a. Fatalities/VMT (FARS)	0.96	0.96	0.99	1.04	0.89	0.97	0.92	0.87
C3a. To decrease total fatalities/VMT, by 5 percent each year from the 2009-2013 calendar year rolling average of 0.97 to 0.87 by December 31, 2016.								
C3b. Rural Fatalities/VMT (FARS)	1.38	1.26	1.27	1.27	1.17	1.25	1.19	1.13
C3b. To decrease rural fatalities/VMT, by 5 percent each year from the 2009-2013 calendar year rolling average of 1.25 to 1.13 by December 31, 2016.								
C3c. Urban Fatalities/VMT (FARS)	0.59	0.74	0.71	0.79	0.63	0.69	0.66	0.62
C3c. To decrease urban fatalities/VMT, by 5 percent each year from the 2009-2013 calendar year rolling average of 0.69 to 0.62 by December 31, 2016.								
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	231	178	189	201	191	198.0	188	179
C4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent each year from the 2009-2013 calendar year rolling average of 198 to 179 by December 31, 2016.								
C5. Alcohol Impaired Driving Fatalities (FARS)	209	203	197	200	172	196.2	186	177
C5. To decrease alcohol impaired driving fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 196 to 177 by December 31, 2016.								
C6. Speeding Related Fatalities (FARS)	203	202	195	209	151	192.0	182	173
C6. To decrease speeding-related fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 192 to 173 by December 31, 2016.								
C7. Motorcyclist Fatalities	84	105	88	117	83	95.4	91	86
C7. To decrease motorcyclist fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 95 to 86 by December 31, 2016.								
C8. Un-helmeted Motorcyclist Fatalities (FARS)	55	82	78	87	61	72.6	69	66
C8. To decrease un-helmeted motorcyclist fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 73 to 66 by December 31, 2016.								
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	92	91	83	81	58	81.0	77	73
C9. To decrease drivers age 20 or younger involved in fatal crashes 5 percent each year from the 2009-2013 calendar year rolling average of 81 to 73 by December 31, 2016.								
C10. Pedestrian Fatalities (FARS)	38	52	57	45	36	45.6	43	41
C10. To reduce pedestrian fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 46 to 41 by December 31, 2016.								
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	73.80%	79.20%	79.00%	79.90%	82.39%	78.86%	82.80%	86.94%

HIGHWAY SAFETY PLANNING PROCESS

The highway safety planning process is continuous. At any one time during the year, BOTS may be working on previous, current, and upcoming fiscal year plans. The flowchart below illustrates the components of the planning process.



Prepare the prior year's Annual Report.



This document is the companion report to the same year's Highway Safety Performance Plan. The report provides NHTSA and the public with a summary of how funds were actually spent in that fiscal year.

January and Continuing

Wisconsin is unique in that we have a law (s. 83.013, Wis. Stat.) that requires all 72 of its counties to have a Traffic Safety Commission. The law further defines who is supposed to participate at the quarterly meetings. A commission is required to include: Chief traffic law enforcement officer, Highway Safety Coordinator, Highway Commissioner, a DOT engineer from the regional office, the Regional Program Manager from BOTS, a State Patrol Trooper/Inspector, as well as a representative from education, medicine, and legal professions. We recognize what a fantastic opportunity this requirement gives us to reach out and solicit ideas and input into our planning process, and we utilize this opportunity. In addition, each State Program Manager (SPM) obtains formal and informal recommendations, resources, and information from traditional and non-traditional partners and stakeholders, including public health, emergency medical services,

WisDOT Leadership

enforcement and adjudication, not-for-profit organizations, businesses, and community coalitions. This activity continues throughout the year (see Appendix 2: Partners, Committees, and Organizations). During the first quarter of each year, BOTS program analysts and managers review the prior year's data and study the effectiveness of prior year's projects. They also perform literature reviews and review best practices from other states.



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Highway Safety
Coordinator



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



Superintendent
Stephen
Fitzgerald,
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State Patrol

Another valuable committee is our Traffic Safety Council. This is a multi-disciplinary group that meets on the first Thursday of each month. Representatives from FHWA, FMCSA, BOTS, the Division of Motor Vehicles, the Division of Transportation Investment Management, the Division of Transportation System Development, the WisDOT Secretary's Office, and the University of Wisconsin-Madison serve on the committee. This group is responsible for authoring the Wisconsin Strategic Highway Safety Plan (SHSP) required by USDOT for federal Highway Safety Improvement Plan (HSIP) funds.

As an offshoot of Wisconsin's Traffic Safety Council and in compliance with MAP-21, a Statewide Impaired Driving Task Force was chartered. This Task Force, while very young has accomplished a lot. As mentioned, the group assembled a broad variety of stakeholders, developed a formal charter, approved a statewide impaired driving report by agreeing to work on five signature items going forward, helped us to qualify for federal funding, assisted with the development of the federally required SHSP, and began work on signature items.

January to May

Preliminary crash data for the prior calendar year are available by April. In most cases, the most recent ten years of crash data are used to determine the magnitude of the problem posed by each crash type and to develop trend lines. Goals are set using five-year rolling averages. In addition, conviction, medical, demographic, survey, program effectiveness, and other relevant data are analyzed and used as appropriate to generate rates, identify



disproportionate representation of subgroups and trends for each program area. At the end of May, BOTS utilizes the data to generate targeting lists for enforcement grants. Grantees for the coming FFY are notified of their eligibility and BOTS' Regional Program Managers assist grantees with identifying their agency capacity (see Appendix 3: Targeting used for Speed, Occupant Protection, and Alcohol Enforcement Grants).





BOTS evaluates the nature and magnitude of each type of state-level and program area problem and each target location or group; establishes the effectiveness of proposed program activities in addressing the problem; and determines the availability of resources to be applied to the problem and availability of data and information to be used to determine progress toward goals. Recommendations from state program assessments are integrated into program objectives and funded activities. A committee of the Bureau of Transportation Safety discusses project ideas suggested and determines which are feasible and will be included in this year's HSP.

The annual HSP is coordinated with state and national strategic plans and related operational plans and guidelines, and especially with the WisDOT Strategic Highway Safety Plan. The ten items of highest priority in the Department's 2014-16 Strategic Highway Safety Plan are listed below (HSP-related goals bolded):

1. Improve Design and Operation of Intersections
2. **Reduce Speed-Related Crashes/Curb Aggressive Driving**
3. Reduce Head-On and Cross-Median Crashes – Prevent/Mitigate Roadway Departure Crashes
4. **Provide Safe Pedestrian and Bicycle Travel**
5. **Reduce Alcohol/Drug Impaired Driving**
6. **Improve Driver Alertness / Reduce Driver Distraction**
7. **Reduce the Number of Unbelted Fatalities and Serious Injuries**
8. **Improve Teen Driver Performance – Ensure Drivers are Licensed and Competent – Sustain Proficiency in Older Drivers**
9. **Improve Motorcycling Safety**
10. Improve Incident Management/Safe Travel in Bad Weather

Failure to be ranked in the high priority highway safety issue areas for the 2014-2016 SHSP does not mean the topic is unimportant nor does it mean WisDOT will discontinue planned or on-going initiatives that have yielded results. Initiatives such as **curbing aggressive driving**, **enhancing EMS to Increase Survivability**, **making walking/street crossing safer**, making truck travel safer, **ensuring safer bicycle travel**, and reducing deer and other animal crashes will still be pursued.

Discussion for the Wisconsin's 2017-19 Strategic Highway Safety Plan will begin next year. Priorities will be set as part of that process, but it is expected they will be similar to the priorities in our current plan. As with prior plans, performance measures will be reviewed and adjusted as participants see fit.



Ongoing

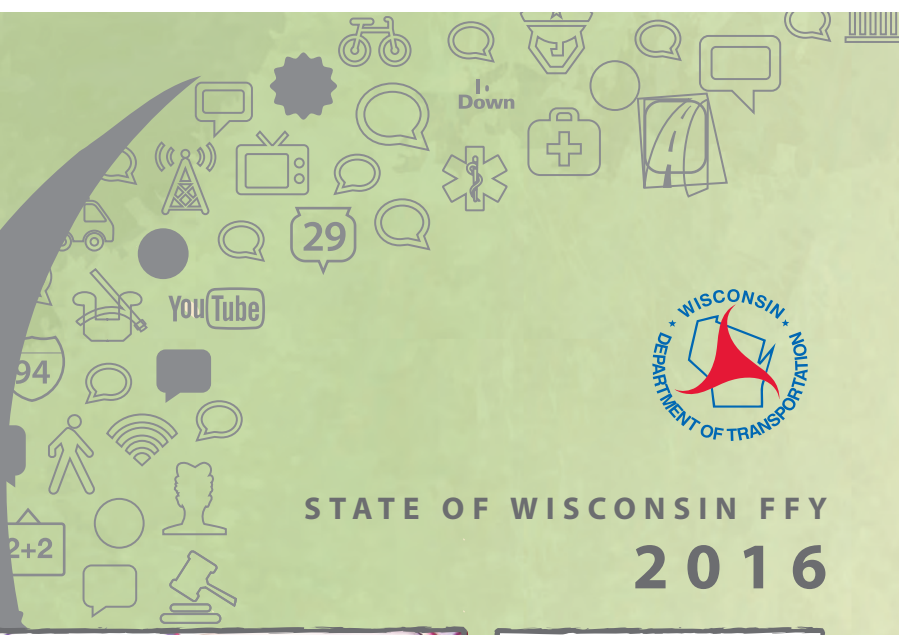
Feedback from NHTSA management reviews, such as the Traffic Records in Review 2015 and the Management Review 2012, is reviewed and incorporated into the planning process as well. Other strategic plans are incorporated such as the 2015-2019 Wisconsin Traffic Records Strategic Plan. Priority is given to the NHTSA Administrator's Motor Vehicle and Highway Safety Priorities, as well as overlapping FHWA and FMCSA safety priorities and goals. The latest version of NHTSA's Countermeasures That Work is used as part of project development.

End of June

Internal approval of the plan is received and the HSP is submitted to NHTSA.

State-level Problem Identification

The Problem ID Process is integral to the Planning Process. Information used in Problem ID includes WisDOT state crash, conviction, vehicle, roadway, traffic and survey data, BOTS program effectiveness studies, demographic and other census data, emergency department, hospital discharge and death data from the state Department of Health, national surveys and other relevant data. These data are used, as appropriate, in trend, factor, disproportion and other analyses of each program area. The ID process is identified under the justification sections of each program plan. In the individual program areas, further program need and justification is identified. Several program areas include plans for enforcement activities. It should be noted that law enforcement grants require individual grantees to set performance measures that take into account all contacts (citations, warning, and stops with no action) with the motoring public. Overall, BOTS attempts to fund the programs that will have the biggest impact on traffic fatalities.

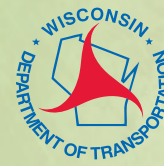


STATE OF WISCONSIN FFY
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Highway Safety Plan

SECTION II



STATE OF WISCONSIN FFY
2016

THE POWER OF ZERO

You have the power to make a difference in your life - and the power to save someone else's.

What would happen if you chose not to get in the car with someone who's been drinking and is about to drive? Think about what could happen if others followed your lead. That's the power you have - The Power of Zero. It's how you go from bad things happening, to zero. Take the pledge today and let everyone know, "I AM THE POWER OF ZERO."

Take the Pledge here or online:
ZeroInWisconsin.gov/power



Planning & Administration

PLANNING AND ADMINISTRATION

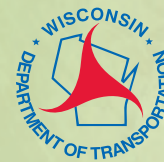
The management of the Bureau of Transportation Safety and the planning of activities are executed using both state and federal funds. Federal funds cover salaries and benefits of the Grants Management Supervisor, the Policy and Program Supervisor, two full-time Operations Program Associates, and two Limited Term Employees. Funds also cover out of state travel and training for each of these staff members.

State money for this program covers the salary and fringe of the Director, the Section Chief, and two full-time analysts.

Responsibilities of the staff that are categorized as Planning Administration are to:

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

PLANNING AND ADMINISTRATION—BUDGET SUMMARY	
(402) 2016-10-01-PA	\$340,000
(State) 2016-19-01	\$530,000
Program Total	\$870,000



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Occupant Protection Program

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

This section serves as Wisconsin's occupant protection program plan as required under MAP-21.

In 2000 (base year), Wisconsin's observed statewide seat belt use was very low at 65.4%. 1,148 people were ejected or partially ejected in crashes and 40.5% of crash victims who were not belted were either killed or incapacitated.

In 2014, observed average statewide seat belt use was 84.7%. While higher than 14 years ago, it is still low compared to the rest of the country (87% national usage rate). The 15.3% of our population that does not buckle up accounts for over 31% of our fatalities. Our low usage rate means that Wisconsin is required to meet more criteria in order to be eligible to receive funding. The first criterion which we meet is that we have a primary enforcement law for all seating positions. Legal citation: 2009 Wisconsin Act 28, s. 347.48(2m), Wis. Stat. See appendix supplement OP-1, pages 14-15: Chapter 347 Equipment of Vehicles.

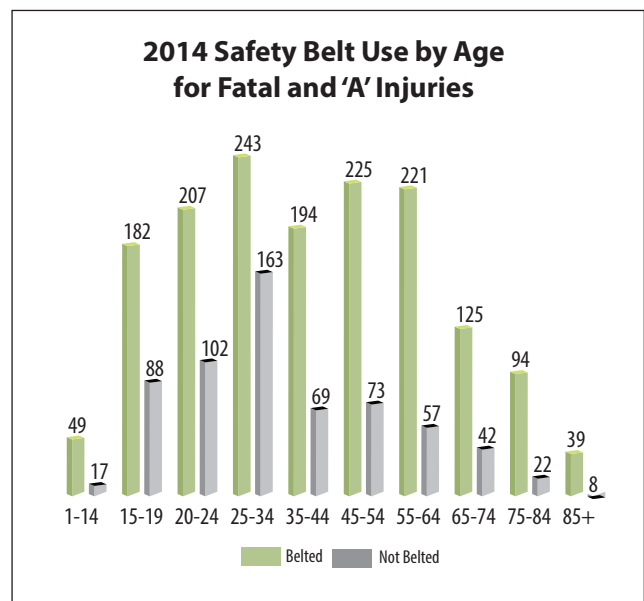
An additional criterion Wisconsin meets is enforcement for two high-risk populations. For seat belt enforcement grants, 50% of enforcement must be conducted during hours of darkness. Additionally, counties with a high number of pickup truck registrations are targeted specifically for seat belt enforcement funding. More details can be found in appendix supplement OP-2: Law Enforcement Grant Targeting Methodology, in the discussion on how grants are targeted.

Another requirement under MAP-21 is that Wisconsin submits a seat belt plan that documents how law enforcement will participate in sustained seat belt enforcement to cover at least 70% of the state's population. This section serves as that plan. The percentage of the population targeted by enforcement programs is as follows:

Targeting Type	Population	Wisconsin Census Population	Percentage Targeted
General (night-time) Seasonal	1,920,856	5,686,986	33.78%
Truck Registrations	2,417,623	5,686,986	42.51%
Total	4,338,479	5,686,986	76.29%

In 2014, there were 55,824 convictions for failure to fasten seat belts, a 22% decrease over 2013; there were 3,367 convictions for child restraint violations, a 10% decrease over 2013. For the period 1994-2014, individuals not wearing a seat belt were 50.3 times more likely to be ejected from their vehicle. In addition, they were 11.4 times more likely to be killed than someone wearing a shoulder and lap belt at the time of the crash. A 13.70% fatality rate equates to approximately a one in seven chance of being killed, given the restraints.

Seat belt usage lags with our most inexperienced drivers, those between the ages of 15 and 34.





Program Management

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. Continue to provide leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in occupant protection education and training. Integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs. Encourage communities and grantees to view occupant protection as a sustained effort rather than an occasional enforcement mobilization.

(402) 2016-20-01-OP \$90,000

Law Enforcement

Plan for statewide participation, voluntary, and overtime-funded enforcement for the national high-visibility "Click It or Ticket" Mobilization, expanded mobilizations, and nighttime enforcement and pilot programs. The participation in Click It or Ticket is required under MAP-21, and Wisconsin has always had outstanding participation from our partners. Plan and implement multi-agency corridor projects providing overtime funding to increase enforcement of Wisconsin's primary seat belt law.

(405b) 2016-25-05-M2 \$500,000*

*Should additional dollars be available, more occupant protection enforcement will occur.

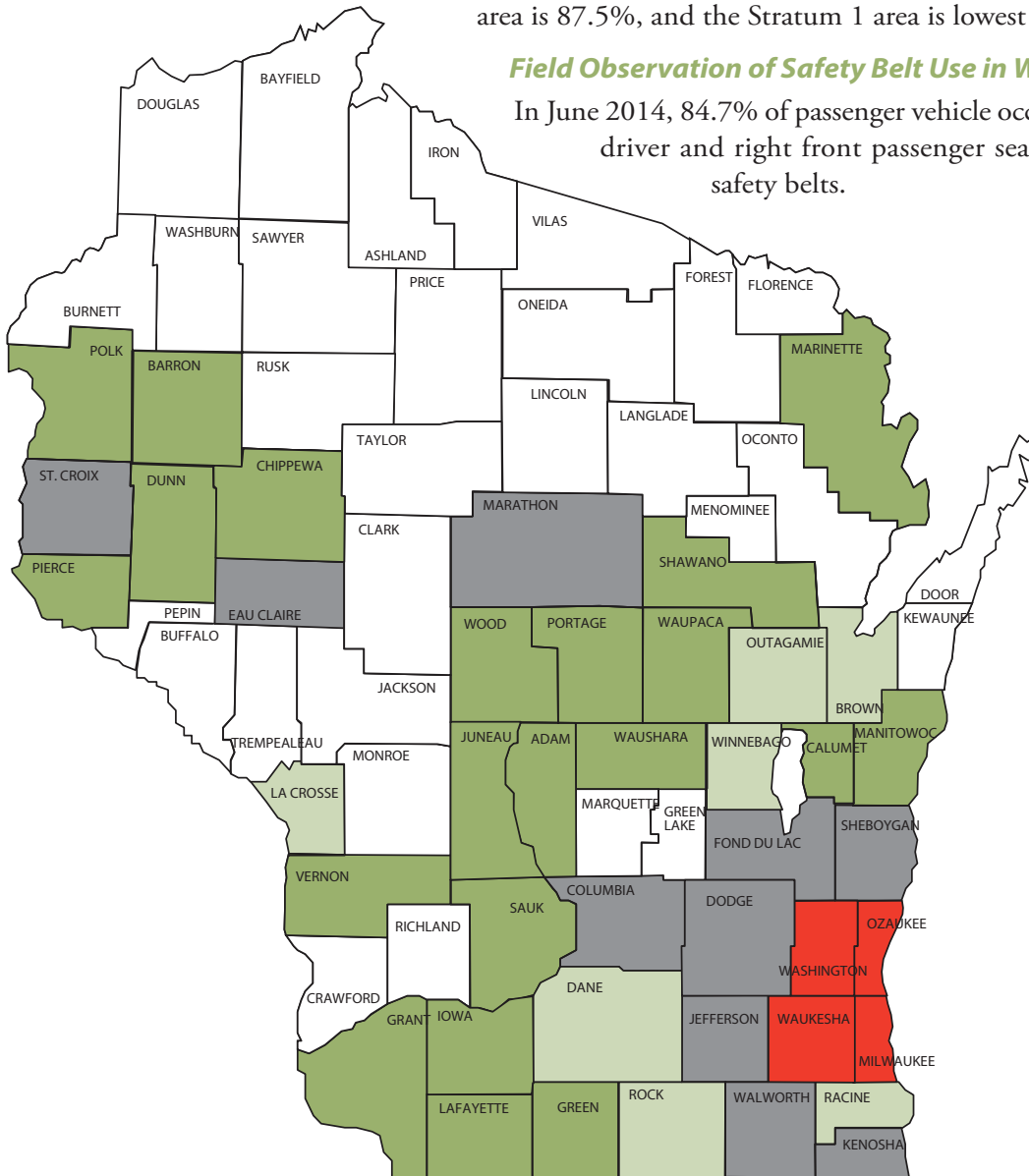
WISCONSIN SAFETY BELT SURVEY STRATA

Belt Use by Region

In 2014, belt use varied by 4.3% across the state. The Stratum 3 area is 87.5%, and the Stratum 1 area is lowest at 83.2%.

Field Observation of Safety Belt Use in Wisconsin

In June 2014, 84.7% of passenger vehicle occupants (front driver and right front passenger seats) used their safety belts.



Strata	Belt Usage 2014
Stratum 1	83.2%
Stratum 2	83.6%
Stratum 3	87.5%
Stratum 4	84.5%

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

Source: WisDOA Demographic Services



Mobilization Grants: Non-overtime Equipment Grants.

(402) 2016-20-06-OP \$200,000

Child Passenger Safety (CPS)

Support and administrative costs for statewide Child Passenger Safety Advisory Committee. Partnership with Wisconsin Information Network for Safety (WINS) to support and administer statewide CPS Training, ensuring that we recruit, train, recertify, and maintain a sufficient number of child passenger safety technicians. BOTS will work with WINS also to provide additional CPS training materials to community partners and local events.

(405b) 2016-25-03-M2 \$132,000

Grants for community programs offering child safety restraints.

(405b) 2016-25-06-M2 \$225,000

CPS Training for law enforcement agencies, judges and other safety partners with community programs.

(405b) 2016-25-03-M2 \$40,000

Youth and senior seat belt initiatives including training opportunities for law enforcement.

(405b) 2016-25-03-M2 \$10,000

Data and Program Evaluation

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

(405b) 2016-25-09-M2 \$110,000

Data and Program Evaluation

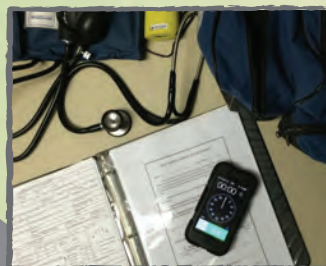
Contract for Knowledge, Attitude, and Behavior (KAB) mail surveys to evaluate the effectiveness of paid media and performance measure survey required for HSP.

(405b) 2016-25-09-M2 \$75,000

OCCUPANT PROTECTION—BUDGET SUMMARY			
402	2016-20-01-OP		\$90,000
402	2016-20-06-OP		\$200,000
405b	2016-25-03-M2		\$182,000
405b	2016-25-05-M2		\$500,000
405b	2016-25-06-M2		\$225,000
405b	2016-25-09-M2		\$185,000
Total			\$1,382,000



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Impaired Driving & Youth Program

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

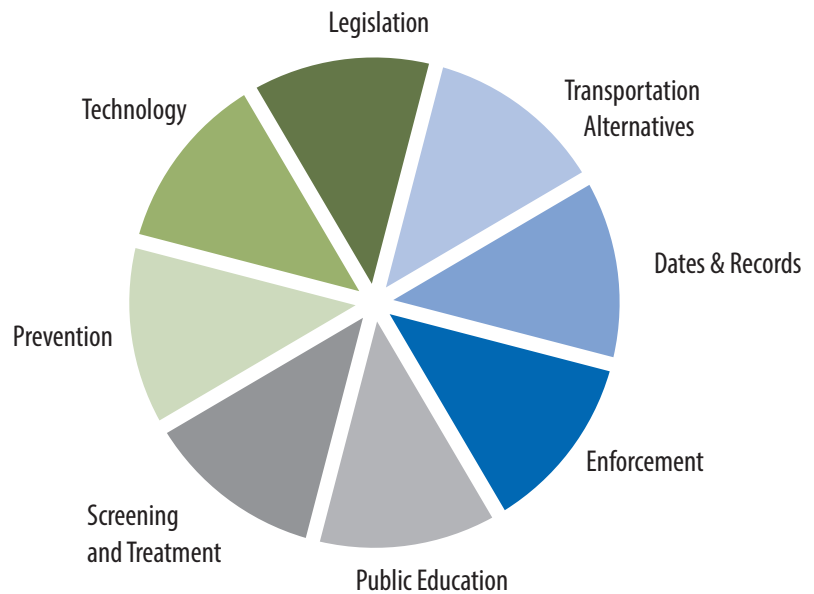
As in years past, impaired driving continues to be a serious problem in Wisconsin.

The pie chart represents WisDOT’s belief that no one solution for this problem exists and illustrates the comprehensive approach that needs to be considered in each community. The size of the pie pieces does not reflect their relative importance, which varies depending on where a community is located within the state.

In 2003 (Wisconsin’s base year), 9,007 alcohol related crashes resulted in 348 deaths (42% of all deaths) and 6,445 injuries. Wisconsin has seen an improvement—in 2014, 4,889 alcohol-related crashes resulted in 146 deaths and 2,659 injuries—but alcohol remains a factor in 29.3% of all deaths.

As the graph to the left illustrates, combined alcohol-related fatalities and incapacitating (‘A’) injuries have declined since 2004, with a significant decrease in fatalities each year between 2008 and 2013. In 2004, the alcohol fatality rate was 0.54 per 100M VMT compared to 0.30 per 100M VMT in 2013, a 44 percent decrease.

Comprehensive Approach to Addressing Impaired Driving

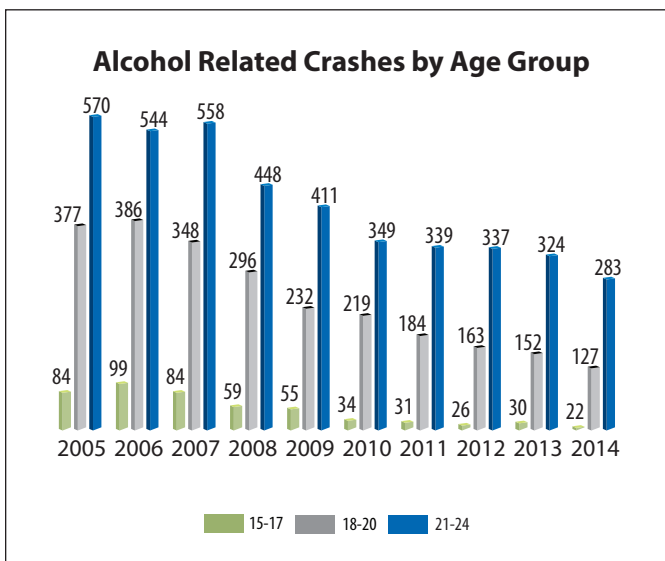


Economic Loss from Traffic Crashes, 2014

CRASH SEVERITY	TOTAL CRASHES	COST PER CRASH	TOTAL COST
Fatality (K)	146	\$1,523,000	\$222,358,000
Incapacitating (A)	431	\$76,000	\$32,756,000
Non-incapacitating (B)	1,275	\$24,400	\$31,110,000
Possible Injury (C)	953	\$13,800	\$13,151,400
Property Damage	4,889	\$9,400	\$45,956,600
Total Economic Loss			\$345,332,000

Impaired driving has a high economic cost to the state, as determined using national cost estimates obtained from the National Safety Council (NSC). Applying this approach to 2014 crash statistics demonstrates the significant cost to the state.

**Note that the injury categories are actual people injured, unlike the property damage crashes, which are events. All crashes—injury or not—have a property damage element. For a more complete explanation of items included in per occurrence estimates, visit www.nsc.org.*



The next graph provides the actual number of drivers killed each year since 2004 in crashes in which their alcohol concentration was above 0.08.

In 2014, 33,660 convictions for operating a motor vehicle while intoxicated were entered into driver records, compared to 33,328 in 2013. Please note that the final number of convictions in 2014 may yet increase, given the time it can take for the legal and technical processes to complete, before the actual conviction is posted to the Division of Motor Vehicles database.

Underage drinking and driving is also a problem that warrants a special, more tailored approach. In 2014, teen drivers accounted for 5% of all drivers in crashes who were listed as had been drinking and 11% of those suspected of using other drugs.

The graph entitled Alcohol-Related Crashes by Age Group breaks younger drivers into three age groups. Until recently in Wisconsin, the number of alcohol related crashes in these three age groups has remained rather constant when weighted by the population of each age group.

Wisconsin remains high in self-reported underage alcohol consumption and binge drinking. According to the National Survey on Drug Use and Health (NSDUH) more than one quarter (26.6 percent) of persons aged 12 to 20 drank alcohol in the past month and 8.75% of those under 20 were able to purchase the alcohol themselves. Wisconsin was above the national average in both categories at 29.39% drinking in the past month and 9.76% able to purchase on their own. BOTS will continue to aggressively address underage drinking as it relates to impaired driving.

Under MAP-21, Wisconsin is considered a mid-range state. As with other mid-range states, Wisconsin was required to convene a statewide impaired driving taskforce and develop a statewide impaired driving plan. Wisconsin's taskforce convened on August 6, 2013, established a charter, set priorities, and submitted the necessary report by September 1, 2013. See supplemental appendix AL-1 for this report. In addition to the description of our BOTS program to follow this section, the task force chose five signature initiatives to work on and has made progress.

- Cultural Acceptance of Drinking
- Drinking among youth <25
- Streamline OWI Process
- Drugged Driving Recognition
- Data collection, sharing, and distribution

Program Management and Strategic Planning

Coordinate, plan, and manage the state impaired driving programs. Goals include enhancing volunteer agency



participation, increasing community involvement, working with community organizations and non-profit programs to expand impaired driving activities and efforts, and encouraging state and local input into the HSP development process. Wage and fringe, data processing, materials and supplies, training and travel, printing, and postage are included.

(405d) 2016-31-01-M5

\$90,000

Promote Transportation Alternatives

Collaborate with the Tavern League of Wisconsin and other municipalities to administer the Safe Ride Program throughout the State of Wisconsin.

(State 531) 2016-39-04

\$400,000



As an enhancement to law enforcement grants and efforts, additional funds will be provided to law enforcement agencies that coordinate alternative transportation in communities. Covered activity includes publicity, transportation costs and advertising, including the “Zero in Wisconsin” campaign on all marketing and advertising materials. Targeted enforcement aimed to direct impaired event attendees to alternative transportation will also be considered.

(405d) 2016-31-04-M5

\$100,000

Enforcement

Plan statewide participation, encourage voluntary participation, and provide overtime funding for the high visibility Labor Day alcohol enforcement crackdown. Encourage law enforcement agencies to make OWI a priority by writing citations, sponsoring media events, and working overtime in geographical areas where impaired driving is highest. Provide overtime and equipment funding for sustained Alcohol Saturation Patrols consisting of at least monthly High Visibility Enforcement (HVE) overtime patrols, including nighttime enforcement, accompanied by media in targeted jurisdictions covering at least 65% of the states’ population using 2012 population estimates.

Communities that can demonstrate an underage drinking problem that creates a threat to youth and the public at large on Wisconsin roadways will be invited to submit proposals to prevent underage drinking and driving. Checklists and assessment tools will be provided for communities to use when planning local festivals.

(405d) 2016-31-05-M5

\$2,500,000



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

(402) 2016-30-06-AL \$300,000

Non-overtime Equipment Grants and recognition for law enforcement agencies.

(405d) 2016-31-06-M5 \$30,000

Drug Recognition Expert (DRE)

The DRE Program supports a contracted coordinator position and includes expenses to train new DREs. In addition, costs are covered to provide continuous training and re-certification for existing DREs. DRE expenses, including instructor wages, travel to conferences, supplies (such as DRE kits), printing, postage, lodging and meals for students and instructors are covered. BOTS also supports DRE callouts to assist other agencies where a DRE evaluation is needed. In the case of a DRE evaluation where synthetic cannabinoids are suspected, BOTS will pay for the cost of the test.

Funding covers related programs including Advanced Roadside Impaired Driving Enforcement (ARIDE), Drugs That Impair Driving (8 hour drug block), Drug Impairment Training for Educational Professional (DITEP), and Standard Field Sobriety Testing (SFST). For FY 2016, BOTS intends to expand the ARIDE program by increasing the number of classes to accommodate demand and to align with this state and national focus.

(405d) 2016-31-03-M5 \$220,000



Traffic Safety Resource Prosecutor

Salary and fringes for a state expert as the statewide Traffic Safety Resource Prosecutor as it relates to legal issues, OWI and prosecuting those offenders. Provide specialized training to prosecutors, judges, law enforcement, and others in the community. The “Traffic Safety Resource Prosecutor,” as defined by the federal rule, “means an individual or entity used by the State on a full-time basis to enhance the performance of a State’s judicial system by providing education and outreach programs and technical assistance to enhance the capability of prosecutors to effectively prosecute across-the-State traffic safety violations.” This position also provides technical assistance to a wide variety of professionals such as law enforcement officers, Drug Recognition Experts, blood and alcohol testing staff, and policy development staff.

(405d) 2016-31-03-M5 \$200,000



Dane County Special Prosecutor on Traffic Crimes

BOTS funds a specialized prosecutor to review, consult and prosecute serious and fatal crashes in Dane County. The dedicated prosecution team consists of members from the Dane County Sheriff's Office, Madison Police Department, Wisconsin State Patrol, DOJ Victim Services, the Dane Co. DA's Office, the Dane Co. Coroner's Office. The team also works in conjunction with the NHTSA funded Traffic Safety Resource Prosecutor. Coordination of efforts result in consistent procedures for investigation and prosecution of crashes involving criminal charges. The purpose of this program is to not only provide better service in Wisconsin, but to disseminate lessons learned throughout the state of Wisconsin through outreach and prosecutor trainings and conferences. This program also focuses heavily on earned and paid media to inform the public about the consequences of driving under the influence and other risky behaviors that could lead to prosecution for serious crimes.

(405d) 2016-31-03-M5 \$120,000

Adjudication

Work with DHS to fund start-up costs for OWI/drug court and implementing the program. Utilize best practices and lessons learned from the LaCrosse OWI drug court. Work with DHS to create a judicial liaison position modeled after the Traffic Safety Resource Prosecutor program. Partner with DHS to provide training for Screening and Brief Intervention and Treatment (SBIRT) practices targeting new and innovative programs.

(405d) 2016-31-03-M5 \$200,000

24-7 Sobriety Programs

BOTS will create 24-7 sobriety pilot programs in selected Wisconsin counties. These will be post-conviction programs. These programs will require an individual convicted of driving under the influence of alcohol to abstain from alcohol and be subject to testing for alcohol at least twice per day. Funding will be used for start-up projects only. Programs will be proportionally-funded to ensure NHTSA funds will be used for that proportion of the program whose participants have convictions related to impaired driving. The goal is for the programs to become self-sufficient.

(405d) 2016-31-04-M5 \$50,000



Alcohol and Other Drug Misuse: Screening, Assessment, Treatment, and Rehabilitation Intensive Supervision Programs (ISP)

This pretrial court intervention program provides funding to monitor, supervise and connect the repeat OWI offender with an assessment and treatment as soon as possible after the arrest and before conviction. Implement a standardized risk assessment tool at all agencies. Research how to decrease the workload by using continuous monitoring such as Scram or other technology.

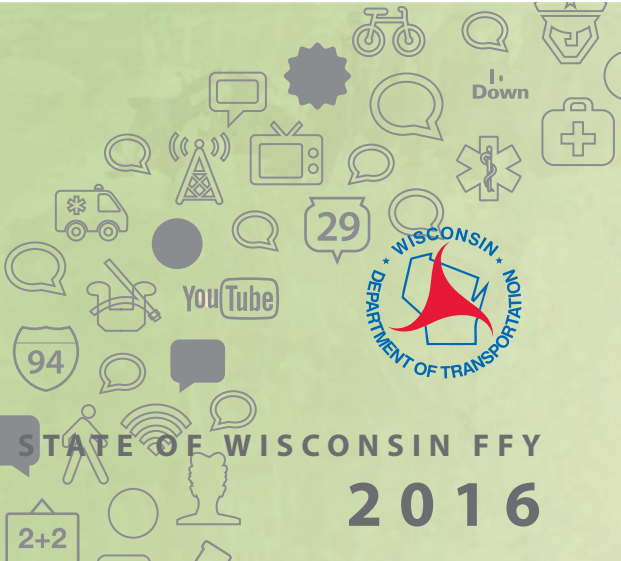
(State 568) 2016-39-04 \$731,600

Drugged Driving Pilot Data

BOTS will collect data with regard to driving under the influence of drugs in Dane County for the purpose of identifying the size and scope of the state’s drugged driving program.

(405d) 2016-31-09-M5 \$10,000

IMPAIRED DRIVING—BUDGET SUMMARY			
402	2016-30-06-AL		\$300,000
405d	2016-31-01-M5		\$90,000
405d	2016-31-03-M5		\$740,000
405d	2016-31-04-M5		\$150,000
405d	2016-31-05-M5		\$2,500,000
405d	2016-31-06-M5		\$30,000
405d	2016-31-09-M5		\$10,000
State 531	2016-39-04		\$400,000
State 568	2016-39-04		\$731,600
Total			\$4,951,600



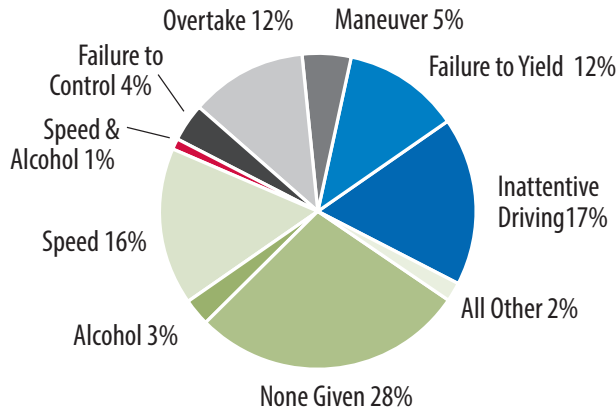
STATE OF WISCONSIN FFY
2016



Police Traffic Program

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

2014 Possible Contributing Circumstances



The number of crashes for which speed is recorded as a Possible Contributing Circumstance (PCC) is assumed to be far fewer than the number of crashes for which speed actually played a factor. This assumption is based on data that shows that speeding is the most commonly cited driver behavior and the most common type of driver-caused crash. Speed-related crashes resulted in 33% of all deaths and 20% of all injuries in 2014. In addition, 164 people died and 8,102 were injured in 20,870 speed-related crashes. In total, there were 150,322 convictions for speeding violations in 2014.

Program Management

Coordinate, plan, and manage the state Enforcement and Aggressive Driving Program. Wage and fringe, data processing costs, materials and supplies, training and travel, printing and postage are included. Work 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.

(402) 2016-40-01-PT \$75,000

(State) 2016-49-01 \$11,000

Law Enforcement

Plan statewide participation, encourage voluntary participation, and provide overtime funding for the speed and aggressive driving enforcement campaign and encourage coordination between county and local law enforcement by supporting HVE task forces. Support statewide Wisconsin State Patrol Air Support Unit HVE deployments from May through September in partnership with local law enforcement agencies.

(402) 2016-40-05-PT \$675,000





Toward the middle of 2015, management recognized that by not capturing the mobilization activities of targeted law enforcement agencies that were getting overtime funding (aside from their OT funded deployments), we were missing a lot of the activity that was actually occurring during the national mobilizations. It was decided that by expanding what was formerly known as our “Unfunded Grants” program – now known as “Mobilization Grants” program – we could capture and report a more accurate picture of the activities across the state. Aside from the new Mobilization Grants program, this area will also fund our Law Enforcement Recognition Luncheon and awards. In an effort to save money and better align our program the luncheon will be held on the last day of our Governor’s Conference.

(402) 2016-40-06-PT \$300,000

Evaluation Programs

Evaluate the number of crashes, fatalities, and injuries and compare to prior data. Identify counties that have low conviction rates for speeding tickets. Conduct surveys to determine program effectiveness and public knowledge and attitudes about the speed management program. Evaluate the effectiveness of the funding provided. Attempt to determine if speed related crashes were reduced in areas where agencies were funded.

Surveys are included in the Impaired Driving section.

POLICE TRAFFIC PROGRAM— BUDGET SUMMARY			
402	2016-40-01-PT		\$75,000
State	2016-49-01		\$11,000
402	2016-40-05-PT		\$675,000
402	2016-40-06-PT		\$300,000
Total			\$1,061,000



STATE OF WISCONSIN FFY
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Traffic Records Improvement Plan

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

MAP-21 requires states to have a Traffic Records Coordinating Committee (TRCC) and a Traffic Records Coordinator to administer the Traffic Records Program. Members of the TRCC include owners, operators, collectors, and users of traffic records and public health and injury control data systems. The TRCC also includes representatives from organizations related to highway safety, highway infrastructure, law enforcement, adjudication, public health, EMS, and others. A list of the TRCC members can be found in appendix TR-1. The members of the TRCC have review and approval authority with respect to state highway safety data and systems. The TRCC members make decisions concerning membership, the Coordinator, changes to the state's multi-year Strategic Plan, and performance measures used to demonstrate progress. Appendix TR-2 provides a copy of the Strategic Plan and appendix TR-3 is a Progress Report. All documents for prior 12 months and a schedule for coming 12 months are contained in appendix TR-4. The TRCC Charter is in appendix TR-5.

States are allowed to use grant funds for making data program improvements to core highway safety databases related to quantifiable, measurable, progress in any of the significant data program attributes of accuracy, completeness, timeliness, uniformity, accessibility, or integration. Following are a list of the project concepts that the TRCC has approved for grant funding.

Program Management/Analysis

Coordinate, plan, and manage the traffic records program. Administer Integrated TRSP and SHSP Data Sections. TRCC meetings, Strategic Plan Development, and travel to national conference.

(405c) 2016-58-01-M3 \$10,000

Program Evaluation Analyst 1.0 FTE

(402) 2016-50-01-TR \$90,000

Data Requirements – Database Linkages

This is a continuing project at the Department of Health Services that is linking the Wisconsin Ambulance Run Data System (WARDS) database with an existing trauma database. The WARDS database is an ImageTrend product and the Trauma database is a Digital Innovations product.

(405c) 2016-58-03-M3 \$55,000

Trauma Registry Database

The Department of Health Services, Office of Preparedness and Emergency Health Care (OPHEC) will implement an electronic data system in which pre-hospital data compliant with National EMS Information System (NEMSIS) standards autopopulates the patient's hospital trauma registry record. EMS providers will have access to hospital disposition data. This will allow for a seamless, electronic transfer of data between EMS and hospitals eliminating duplication of data entry, avoiding data entry errors and saving resources.

(405c) 2016-58-03-M3 \$125,000

CODES: Enhancement/Report Generation and Analysis

Wisconsin's Crash Outcome Data and Evaluation System (CODES) provides linked crash/health care data in order to more completely evaluate the injury and cost impacts associated with motor vehicle crashes in Wisconsin. This project will continue to provide crash/health information in a variety of formats, including online statewide

Location							
Map	DMV County			DMV Municipality			
On Hwy Type	On Hwy #	On Hwy Dir	On Street Name				
Estimated Distance From Intersection				Direction From Intersection			
From/At Hwy Type	From/At Hwy #	From/At Hwy Dir	From/At Street Name				
Structure Type			Structure Number				
Latitude	Longitude	X Coordinate		Y Coordinate			
Access Control			Traffic Way				
Travel Lanes		Road Curvature	Roadway Terrain		Roadway Zones		
Fed Muni Code	Urban Rural Fed #	Urban Rural Class	Hwy Class	Hwy Dist#	Pop Class	St Patrol Dist#	
Muni Type	On Roadway ID#		On Roadway Link Offset				

reports and online municipality/county-specific reports, through a comprehensive online reporting system accessible to governmental, educational, and non-profit organizations.

(405c) 2016-58-03-M3 \$125,000

CODES Traffic Crash Record Linkage

Wisconsin's CODES is the primary injury surveillance system for the medical consequences of traffic crashes since the 1990s. This project will match 2015 traffic crash reports to hospital inpatient and emergency department records, updating CODES. The project will also match the state's ambulance-run records (WARDS data) to hospital patients and to traffic crash reports.

(405c) 2016-58-03-M3 \$50,000

Hospital Patient Data Archive Improvement

This project will enhance the timeliness, accessibility, uniformity, and completeness of Wisconsin's hospital patient data through improvements in the quarterly processing of new records, the acquisition of records from other states, the addition of new fields for injury surveillance, and the conversion of diagnosis codes from the ICD-9 standard to the ICD-10.

(405c) 2016-58-03-M3 \$50,000

Automation/BadgerTraCS (Traffic and Criminal Software) Implementation

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

(405c) 2016-58-06-M3 \$50,000

Operation and maintenance for Community maps, including implementation of additional enhancements to improve user experience.

(405c) 2016-58-03-M3 \$40,000

Development of prototype law enforcement traffic records data warehouse and retrieval system.

(405c) 2016-58-03-M3 \$40,000

Work Zone Crash Data Integration

This project will implement the improvements that will be identified in a current project. The current project is reviewing records where the construction zone flag in the police report is unmatched to a specific work zone, which does not allow for an analysis of crashes with specific work zone attributes. This project will develop an automated process to integrate crash records with respect to both active and completed highway work zones in the state with the existing Wisconsin Lane Closure System (WisLCS).

(405c) 2016-58-03-M3 \$18,500

Guide on Accurate Assessment of KABCO Crash Severity Levels for Law Enforcement Officers

The KABCO decision by law enforcement officers can be improved by incorporating a greater sample size during analysis and adding crash type and vehicle type information to the analysis. This project will increase KABCO rating accuracy by increasing the sample size, adding 2013 and 2014 crash and CODES data, and adding vehicle type and crash type information. KABCO stands for K-fatality, A-incapacitating injury, B-nonincapacitating injury, C-possible injury, and O-no injury. Using this information, a decision tree will be developed to aid law enforcement. Severity rating guides will be developed for different crash types. An Excel spreadsheet-based tool that implements this guide will be developed.

(405c) 2016-58-03-M3 \$60,000

Study of the Relation between Alcohol-Related Crashes and Alcohol-Serving Establishments

This project will study spatial relationships between alcohol-serving establishments and alcohol-related crashes and citations. This study will be used to develop more effective countermeasures. This pilot project will be limited to Dane County.

(405c) 2016-58-09-M3 **\$15,000**

MV4000 Crash Database Training

This project will help rollout the new crash report form. This project will help the various committees in the development of training for law enforcement as well as the help screen and instruction manual.

(405c) 2016-58-02-M3 **\$12,500**

Crash Database Project

This project involves updating the WisDOT crash database system, which is currently 20 years old, in conjunction with updating the MV4000 planning and implementation process. The updated database system will meet the 2010 NHTSA assessment indicating that WisDOT should update the crash form, will add fields and attributes to be MMUCC compliant and will increase data quality.

(405c) 2016-58-03-M3 **\$400,000**

National Model Steering Committee Meeting Travel

This will fund the travel of two people to attend the February and August 2016 National Model Steering Committee meetings.

(405c) 2016-58-01-M3 **\$6,000**

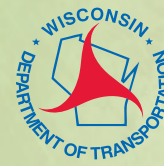
Equipment–Scanner and GPS Technologies

This would provide advanced technologies to forensically map serious injury and fatal traffic crash scenes to improve timeliness, accuracy, completeness, uniformity, accessibility, and integration of traffic crash data and crash reconstruction reports. The data collected will be utilized by state patrol, county, and municipal law enforcement personnel for traffic crash reconstruction analysis and reports. GPS mapping systems will be purchased to reduce traffic crash scene processing times. Long-range laser scanning systems will be purchased to collect highly accurate crash data at extraordinary speeds. Data collected from these technologies will be used by law enforcement personnel throughout the state for traffic reconstruction analysis and reports.

(405c) 2016-58-06-M3 **\$275,620**

(state) 2016-59-06 **\$69,000**

TRAFFIC RECORDS IMPROVEMENTS—BUDGET SUMMARY			
state	2016-59-06		\$69,000
402	2016-50-01-TR		\$90,000
405c	2016-58-01-M3		\$16,000
405c	2016-58-02-M3		\$12,500
405c	2016-58-03-M3		\$963,500
405c	2016-58-06-M3		\$325,620
405c	2016-58-09-M3		\$15,000
Total			\$1,491,620



STATE OF WISCONSIN FFY
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EMS Improvement Plan

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES



Performance Goals and Measures

Injury to Death Ratios	
2011-2013 Statewide 3-year average Baseline	70.5 to 1
2014 Actual	78.7 to 1
2015 Goal	74.0 to 1
Safety Belt Use Rate in personal injury and fatal crashes will increase.	
2000 Statewide Baseline	65.4%
2014 Statewide Usage	84.7%
2015 Goal	82.8%

Justification

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

It is important to improve traffic crash survivability and injury outcome by improving the availability, timeliness and quality of pre-hospital care, especially in high-risk rural areas of the state.

Regional Program Managers will work with rural counties that have a low injury to death ratio to provide funding for training and equipping local first responders.

Publicity and Outreach (Emergency Response)

With the Department of Health Services and the Wisconsin Division of the American Trauma Society (WATS), the Bureau of Transportation Safety will develop an EMS PI&E Plan with a focus on recruitment and retention and 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.

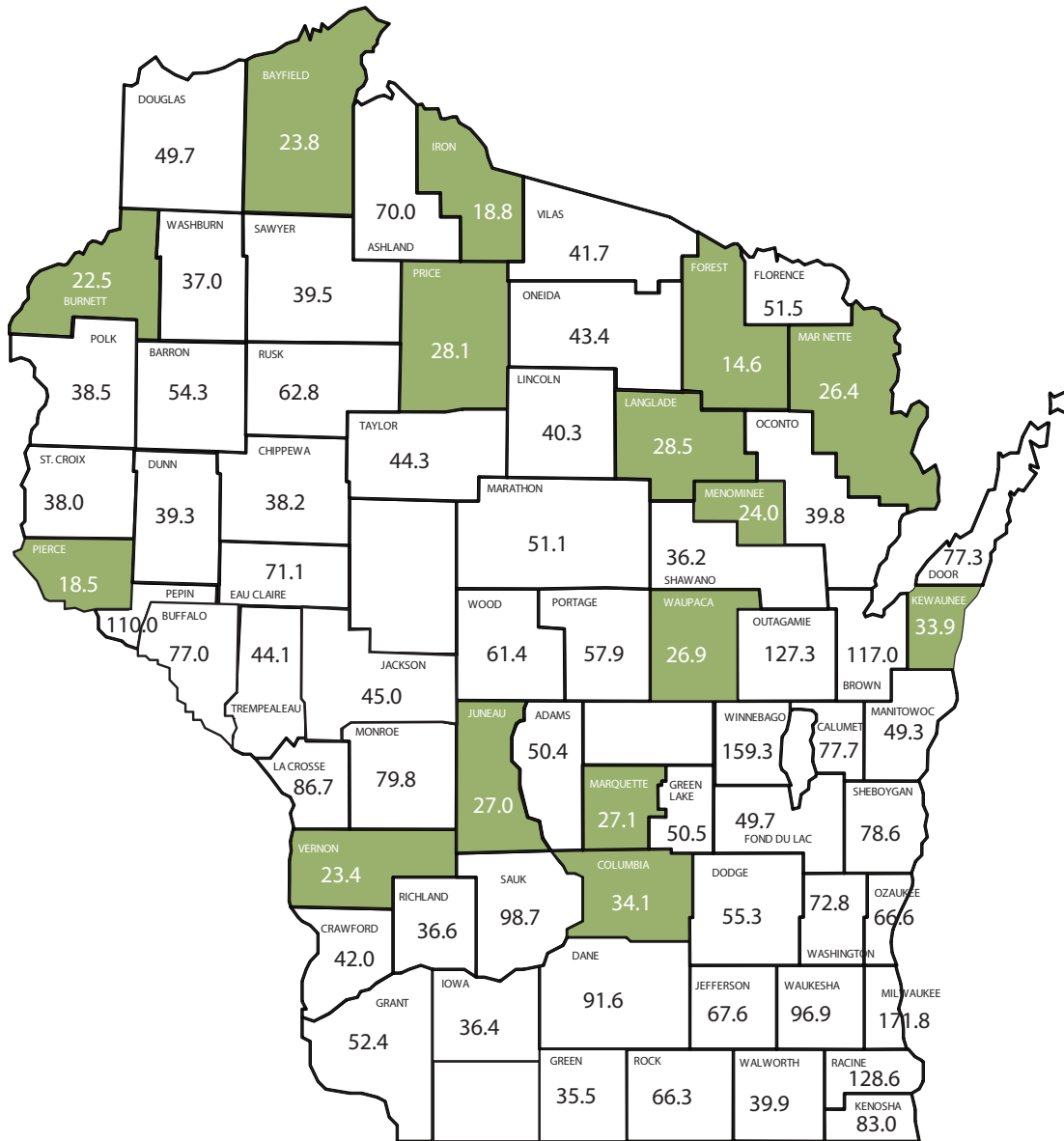
(402) 2016-60-02-EM \$50,000

Rural Emergency Response Programs, Equipment & Training

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

(402) 2016-60-03-EM \$50,000

2011-2013 3-Year Average Injury-to-Death Ratios



State Average Injury-to-Death Ratio	
2014	78.7
2011-2013	70.5

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

Source: WisDOT Crash Database

EMERGENCY MEDICAL RESPONSE—BUDGET SUMMARY			
402	2016-60-02-EM	PI&E	\$50,000
402	2016-60-03-EM	Training – Equipment	\$50,000
Program Total			\$100,000



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Ride Right. Ride Straight. Ride Licensed.

Ride Endorsed.



37 Average percent of unendorsed motorcycle fatalities 2006-2012

43 In 2012, 43 percent of motorcycle fatalities were not licensed or endorsed to ride

BEFORE USING YOUR BIKE ON THE STREET, MAKE SURE YOU ARE PROPERLY LICENSED AND ENDORSED!

Proper training greatly improves your chances to arrive at your destination alive and safe.

If you are unable to schedule a training or testing appointment that is convenient for you, please visit endorseWisc.com



www.dot.wisconsin.gov



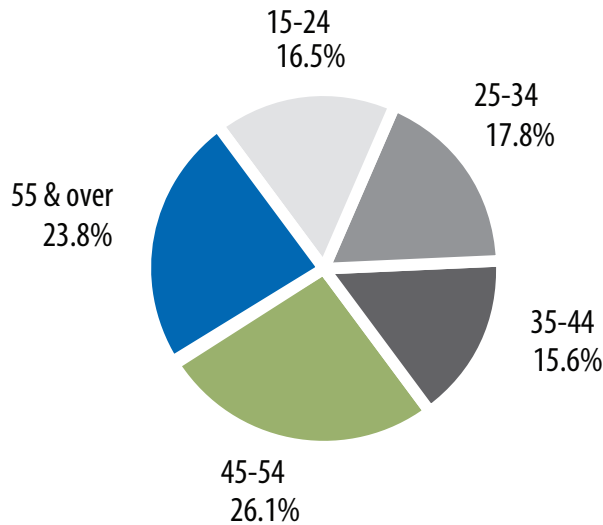
Motorcyclist Safety Program

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Using a five-year rolling average (2009-2013), 96 people die and 644 people are seriously injured in motorcycle and moped crashes in Wisconsin annually. In 2014, 529 persons were seriously injured and 72 were killed in 2,321 reported crashes involving motorcycles and mopeds. If you were a rider in a reportable motorcycle or moped crash in 2014, you were most likely injured—only 367 motorcycle and moped crashes did not result in injury.

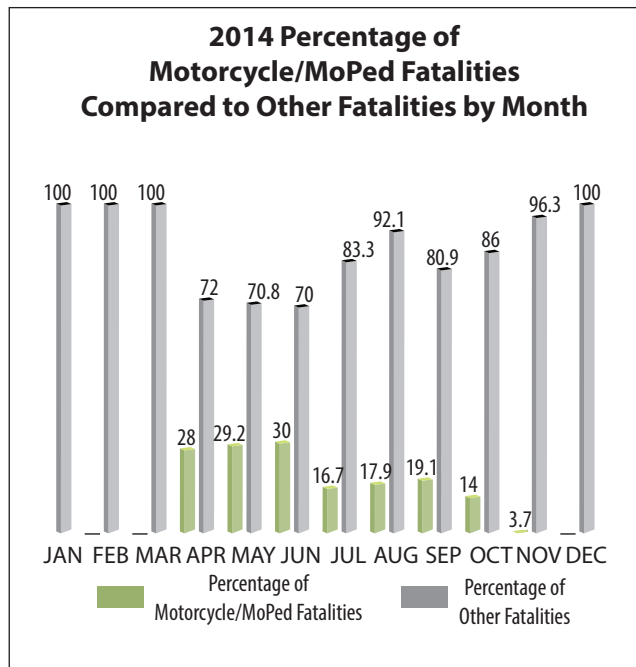
The majority of these injuries are to people over the age of 35 years old. The chart below shows that 66% of the motorcycle fatalities and incapacitating injuries occur to individuals 35 years old and older.

2014 'K' & 'A' Injuries by Age Group



Riding motorcycles and mopeds for the vast majority of riders is a seasonal endeavor. Very rarely does Wisconsin have a warm enough winter for even the most avid rider to continue around-the-year use. Motorcycle fatalities nonetheless accounted for 14% of total fatalities on Wisconsin roads in 2014. The following graph illustrates when those fatalities occurred and what a large share of the total fatalities, motorcyclists were (and are each year) during those months.

2014 Percentage of Motorcycle/MoPed Fatalities Compared to Other Fatalities by Month



As discussed in the impaired driving section, alcohol is also a significant concern in the motorcycle community. Of the 65 motorcycle and moped operators killed in 2014, 62 (95.4%) were tested for alcohol, and 22 (35.5%) of them had a positive blood alcohol content. The most disturbing part about motorcycle crashes is that injuries (including fatalities) happen in 95.4% of motorcycle crashes. Over the prior five years, 85% of motorcycle/moped crashes resulted in fatality or injury.

Another interesting thing that Wisconsin has been working on is the proper licensing of motorcyclists. As indicated below, the percent of improperly licensed motorcyclist/moped operators killed in fatal crashes has increased since last year.

Wisconsin's Motorcycle Rider Education Program has been a successful program for 34 years as of 2014. Five RiderCoach Trainers, 2 Lead RiderCoaches-at-Large, a Quality Assurance Coordinator/Lead RiderCoach, 12 Quality Assurance Specialists, and over 250 RiderCoaches must routinely be updated and

Percentage of Known Improperly Licensed Motorcycle/Moped Operators Riders Killed in Fatal Crashes 2011 2013

Year	Percentage
2011	39%
2012	42%
2013	34%



kept current on Motorcycle Safety Foundation (MSF) and Wisconsin Motorcycle Safety Program curriculum and policy and procedure changes as well as quality improvement initiatives. Funding applied for by the Wisconsin Technical College System and ABATE training sites has increased in 2015, creating an additional workload for the Motorcycle Safety Program. The success of the program is reflected in the results of past surveys, which indicate that 51% of respondents are familiar with our PSAs, billboards, Dynamic Message Boards, brochures, posters, bumper and helmet stickers.

MAP-21 applications require that states provide the following about motorcycle riding training courses:

1. A copy of the official state document identifying the designated state authority over motorcyclist safety issues – A copy of Wisconsin’s relevant Transportation Administrative Manual, Section RS-110 is located in appendix MC-1
2. Document showing that the designated State authority approved the training curriculum that includes instruction in crash avoidance and other safety-oriented operational skills for both in-class and on-the-motorcycle is included in Wisconsin Administrative Code in chapter TRANS 129. A copy is located in appendix MC-2
3. Document regarding locations of the motorcycle rider training course being offered in the State is documented in appendix MC-3
4. Document showing that certified motorcycle rider training instructors teach the motorcycle rider training course is included in TRANS 129 in appendix MC-2
5. Description of the quality control procedures to assess motorcycle rider training courses and instructor training courses and actions taken to improve courses is included in section of the Wisconsin Motorcycle Safety Program Policy and Procedure Manual included in appendix MC-4. A narrative of the improvements that the Wisconsin Motorcycle Safety Program has made to its quality control procedures is included in Appendix MC-8.

Percentage of Riders in Fatal Crashes Not Wearing a Helmet 2005 2014									
2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
76%	74%	76%	78%	65%	77%	92%	78%	76%	71%

The chart above indicates that the percentage of riders in fatal crashes that chose not to wear a helmet remains high.

Requirements under MAP-21 also include the following requirements for the Motorcyclist Awareness Program:

1. Copy of official State document identifying the designated State authority over motorcyclist safety issues is included in Wisconsin's Transportation Administrative Manual, Section RS-110 is located in appendix MC-1.
2. Letter from the Governor's Representative for Highway Safety regarding the development of the motorcyclist awareness program is provided in appendix MC-5
3. Data used to identify and prioritize the State's Motorcycle Safety Program areas is provided in appendix MC-6.
4. Description of how the State achieved collaboration among agencies and organizations regarding motorcyclist safety issues and organizations regarding motorcyclist safety issues is provided in appendix MC-5.
5. Director David Pabst's letter in appendix MC-7 discusses the strategic communications plan and further discusses the Wisconsin Motorcycle Safety Program's collaboration among agencies and organizations on motorist education.



Program Management

Coordinate, plan, and manage the Wisconsin Motorcycle Safety Program (WMSP). Assist the Wisconsin rider education program and WMSP through continued clerical support to training sites. This includes wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage, and SMSA Membership Dues and Insurance.

(State 562) 2016-79-01

\$191,000

Motorist Awareness and Motorcyclist Conspicuity

This will fund media campaigns that address "May is National Motorcycle Safety Awareness Month" and in Wisconsin "May is Motorcycle Awareness Month." These campaigns will promote motorists' awareness of motorcycles in a campaign to "look twice for motorcycles" via billboards, radio and television PSAs, posters, and other means. This will also fund the duplication and distribution of the informational Wisconsin Motorcycle Safety Program DVD.

(402) 2016-70-02-MC

\$50,000

Motorcycle Rider Education and Training

The Wisconsin Motorcycle Safety Program will expand rider education courses to address novice, intermediate, and seasoned motorcyclists. It will also implement the new (BRC - novices) Basic RiderCourse (Update) curriculum and the WMSP (BRC2 - intermediate) Basic Rider Course-2 as a waiverable rider education course.

(405f) 2016-72-03-M9

\$85,000

Professional development of RiderCoach Trainers and train-the-trainer staff including curriculum updates, motorcyclist safety conferences and workshops.

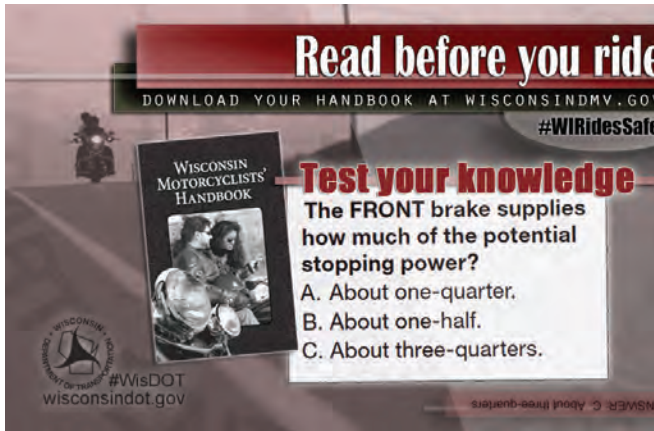
(405f) 2016-72-03-M9

\$15,000

Wisconsin Motorcycle Safety Program/Rider Education Program: Administer classroom and hands-on rider training programs through the Wisconsin Technical College System (WTCS)/Funded training sites, Private/Non-Funded training sites, and Harley-Davidson Riding Academy/Non-Funded training sites, that meet the MSF and WMSP requirements for basic motorcycle/scooter, new, seasoned, and advanced motorcycle riders.

(State 562) 2016-79-04

\$463,000



Section 405f funds will be used for the purchase of training motorcycles, three-wheel motorcycles- trikes, scooters, traffic (motorcycle) simulators and/or other motorcycle trainers and/or traffic simulators, as well as new training and support equipment, materials and motorcycle awareness.

(405f) 2016-72-06-M9

\$100,000

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

Participate in impaired driving High Visibility Enforcement (HVE) and deterrence activities where there is the highest occurrence of motorcycle crashes and fatalities involving motorcyclists impaired by drugs or alcohol.

(410) 2016-31-05-K8

\$100,000

Communication and Outreach

Continue expansion of the role the Transportable High-End Rider Education Facility (THE REF) plays and the number of activities it participates in to promote all aspects of motorcycle awareness, safety, and rider education. Offer a variety of motorist and motorcyclist-related training and awareness activities as well as promote appropriate Class M Endorsement for owners of all on-road motorcycles. Placement and promotion of SMARTrainers

(402) 2016-70-04-MC

\$220,000

Program Evaluation

Evaluate the effectiveness of grant funding provided. Develop a method by which activity levels can be measured. Require the reporting of rider education staff attendance at various grant funded activities and events.

(405f) 2016-72-09-M9

\$25,000

Motorcycle Awareness and Motorist Education

Using revenue generated from the sale of specialized Harley-Davidson license plates for automobiles and trucks, the Wisconsin Motorcycle Safety Program will develop a specific media campaign to promote motorist awareness of motorcycles. This campaign will be targeted to coincide with major motorcycling activities taking place during the most active segment of the riding season.

(State 562) 2016-79-07

\$50,000

MOTORCYCLE SAFETY—BUDGET SUMMARY			
State	562	2016-79-01	\$191,000
State	562	2016-79-04	\$463,000
State	562	2016-79-07	\$50,000
Federal	402	2016-70-02-MC	\$50,000
Federal	402	2016-70-04-MC	\$220,000
Federal	405f	2016-72-03-M9	\$100,000
Federal	405f	2016-72-06-M9	\$100,000
Federal	405f	2016-72-09-M9	\$25,000
Federal	410	2016-31-05-K8	\$100,000
Total			\$1,299,000



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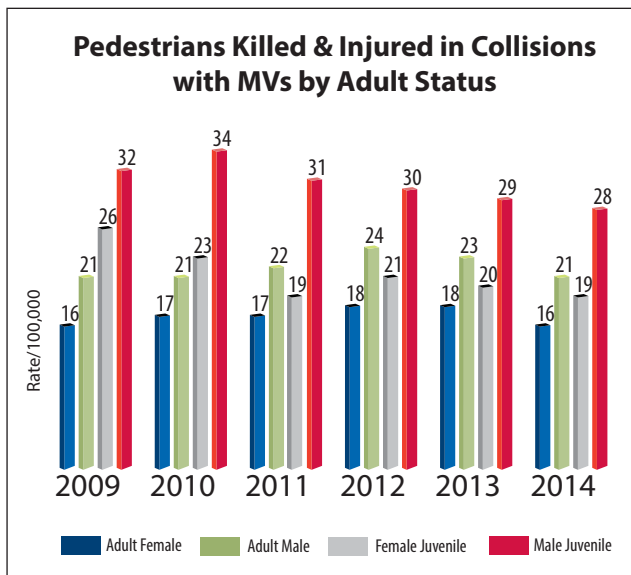
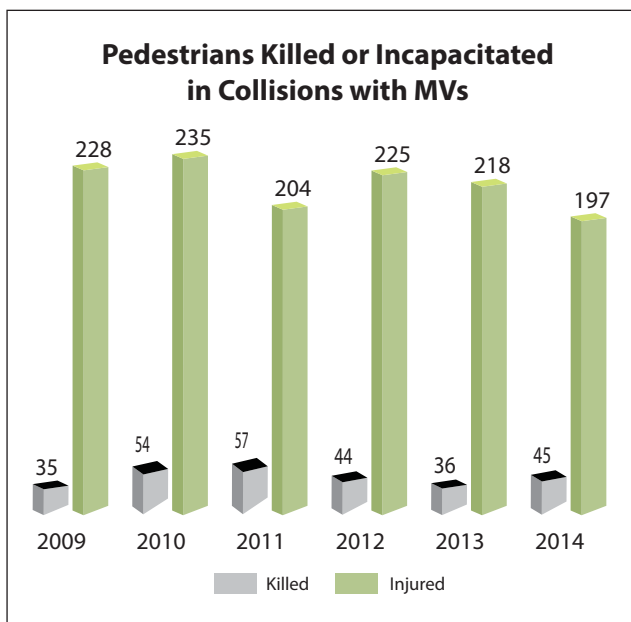
Pedestrian and Bicyclist Safety

PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

In 2014, 45 pedestrians died in pedestrian-motor vehicle crashes. This is equal to the most recent 5-year average. Fatalities increased by 29% from 2013. As illustrated in the graph, pedestrians killed or incapacitated in 2014 totaled 242 people. This represents a 9.4% decrease from the most recent 5-year average. It should be noted that while the majority of ‘A’ injuries and deaths occur in urban areas—presumably where the majority of the activity is—a person in a rural area is two times more likely to die in a serious accident than a person in an urban area. It is likely that the combination of higher speeds and a delay in transport to a trauma center explains this difference.



There were 1,115 pedestrian injuries reported in 2014, which is a 7.1% decrease from the most recent five-year average. Adult men and women make up the largest number of pedestrians injured in collisions, but the proportion of male and female juvenile pedestrians who become injured is higher than that proportion for adults. This is determined as a rate per 100,000 for each group.



For motor vehicles, a rate is calculated using vehicle miles traveled (VMT); and for pedestrians and bicyclists, there is no reliable method of determining the activity rate. In setting goals and measures, a rate per 100,000 vehicles is used.

In 2014, 4 bicyclists died in bicycle-motor vehicle crashes. This is a 59.2% decrease from the most recent 5-year average. Fatalities decreased 60.0% from 2013. As illustrated in the graph, bicyclists killed or incapacitated in 2014 totaled 93 people. This represents a 17.0% decrease from the most recent 5-year average.

There were 845 total bicyclist injuries reported in 2014, which is a 13.4% decrease from the most recent 5-year average. Adult and juvenile males make up the largest number of bicyclists injured in collisions, but as a rate per 100,000 for each group, male juveniles are clearly overrepresented in injuries as indicated in the chart to the left.

Program Management



This position will coordinate, plan, and manage the state pedestrian and bicyclist safety programs. This amount includes wage and fringe, data processing costs, materials and

supplies, training and travel, printing and postage. This position will coordinate, plan, and manage the Traffic Records Program. The person in this position will work closely with all agencies involved in traffic records grant funding that collect and make crash data information available.

(State 562) 2016-89-01 \$87,000

Training and Outreach Program

Schedule Teaching Safe Bicycling (TSB) workshops for afterschool 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 TSB instructors and the Safe Routes to School program to train elementary and middle

school teachers on bicyclist and pedestrian safety to present sessions in their classes.

(402) 2016-80-03-PS \$15,000

Work with the Ped/Bike Coordinator and the Share and Be Aware program to develop a neighborhood program to improve walking and biking related to Safe Routes in Milwaukee.

(402) 2016-80-03-PS \$20,000

Provide two or three training workshops throughout the state on the organization and implementation of Walking Workshops. Train community members to organize and conduct walking workshops in their communities.

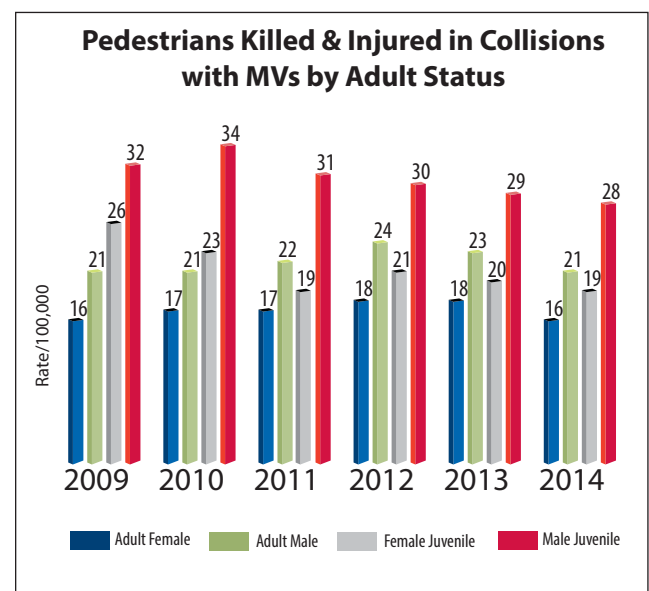
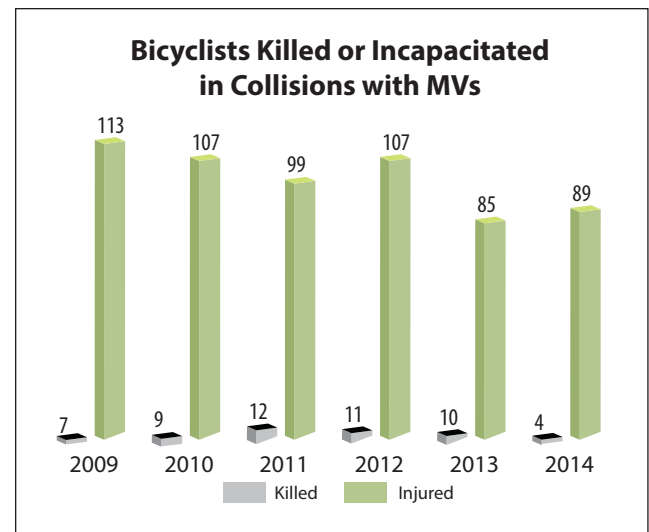
(402) 2016-80-03-PS \$10,000

Provide three pedestrian safety training workshops by working with engineers, law enforcement, health care providers, planners, and advocacy programs to define and improve pedestrian safety issues in communities that have not received the training to date.

(402) 2016-80-03-PS \$30,000

Work with local communities and organizations to provide bicycle training courses and rodeos.

(402) 2016-80-04-PS \$5,000





Law Enforcement

Collaborate with law enforcement agencies to increase the quality of pedestrian and bicycle safety enforcement and education. Increase pedestrian HVE enforcement grants and implement pilot bicycle HVE enforcement grants.

(402) 2016-80-05-PS \$160,000

Train law enforcement personnel to become instructors for the Wisconsin Pedestrian & Bicycle Law Enforcement Training Course.

(402) 2016-80-03-PS \$10,000

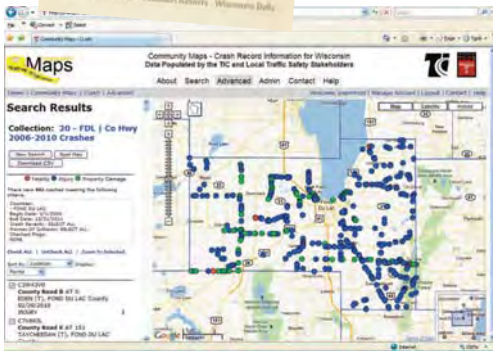
PEDESTRIAN & BICYCLE SAFETY—BUDGET SUMMARY			
State	2016-89-01		\$87,000
402	2016-80-03-PS		\$85,000
402	2016-80-04-PS		\$5,000
402	2016-80-05-PS		\$160,000
Total			\$337,000



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Community Traffic Safety Program



PROGRAM JUSTIFICATION

Program Management

BOTS has four Regional Program Managers (RPMs) that coordinate, plan, and manage the state Community Traffic Safety Program. Wage and fringe, data processing costs, materials and supplies, training, travel, printing, and

postage. Continue to provide leadership, training, information, and technical assistance as a liaison between law enforcement agencies, organizations, and non-profit programs involved in community traffic safety and WisDOT. The RPMs work closely with all law enforcement agencies involved in the community safety grant program. The RPMs develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends, and they lead WisDOT efforts to

increase participation of law enforcement agencies in the quarterly Traffic Safety Commissions (TSCs) in each county. Participation in TSCs is essential for outreach to LEAs for WisDOT and USDOT policy and programs. Participation by LEAs also allows WisDOT to have a better understanding of the issues in traffic safety in local communities.

(402) 2016-90-01-CP

\$284,000

Grant Management System Maintenance and Hosting

This will be used to fund the electronic grants management system, Wise-Grants, which manages the grants distributed by BOTS.

(402) 2016-90-04-CP

\$90,000

Outreach Program

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

(402) 2016-90-04-CP

\$50,000





Conferences and Meetings

Forums and other meetings that address cross-disciplinary traffic safety issues.

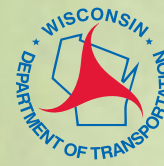
(402) 2016-90-04-CP \$75,000

Prevention

Develop relationships with targeted businesses, non-profit organizations, and government agencies to develop, design, and implement programs focusing on the high-risk behaviors of employees, especially as these behaviors relate to impaired driving, lack of safety belt use, mobile telephone use while driving, and speeding.

(402) 2016-90-02-CP \$25,000

COMMUNITY TRAFFIC SAFETY PROGRAMS—BUDGET SUMMARY			
402	2016-90-01-CP		\$284,000
402	2016-90-02-CP		\$25,000
402	2016-90-04-CP		\$215,000
Total			\$524,000



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Media & Outreach Program

Public Information and Education – Occupant Protection

- 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, Zero in WI and messages targeted at the unbuckled motor vehicle occupant.
- Partner with teen safe driving programs to promote young adult driver seat belt use.
- 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.
- Work with employers through the Wisconsin Compensation Rating Bureau and the Wisconsin Department of Workforce Development to encourage safety belt use for their employees by making it a work rule. Encourage law enforcement agencies that receive Federal Highway Safety program funds to develop and enforce an employee safety belt use policy.

(405b) 2016-25-02-M2

\$190,000

Outreach Program – Occupant Protection

This program funds maintenance and upkeep for the seatbelt rollover convincer, travel, and a 0.5 LTE position.

(405b) 2016-25-02-M2

\$40,000

Communication Program – Impaired Driving

Continue to develop a statewide public information and education campaign to reduce OWI injuries and fatalities based on NHTSA's goals and objectives utilizing various methods such as the Web, print, and TV. Contractual services for product and placement, printing and postage. Collaborate with partners, revise and update all information, identify specific needs and target information to various audiences including Spanish speaking customers. Use the Website more to reduce production costs. Develop and disseminate "Best Practices" information. Provide up-to-date educational materials and current data to the public. Collaborate with community prevention organizations to assist them in developing successful evidence based prevention programs.

(405d) 2016-31-02-M5

\$220,000

Public Information and Education – Police Traffic Services

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

(402) 2016-40-02-PT

\$200,000





Public Information and Education – Pedestrian and Bicyclist

Work with partners to keep information up-to-date, add training brochures/information to WisDOT website. Continue to work with the variety of Drivers Education Programs to ensure beginning drivers receive the correct pedestrian/bicycle training.

(State 562) 2016-89-02	\$11,000
Continue to develop new material that educates all people involved in pedestrian/bicycle safety. Work in cooperation with Share and Be Aware to develop new training/educational materials.	
(State 562) 2016-89-02	\$30,000
(402) 2016-80-02-PS	\$50,000

Public Information and Education – Community Outreach

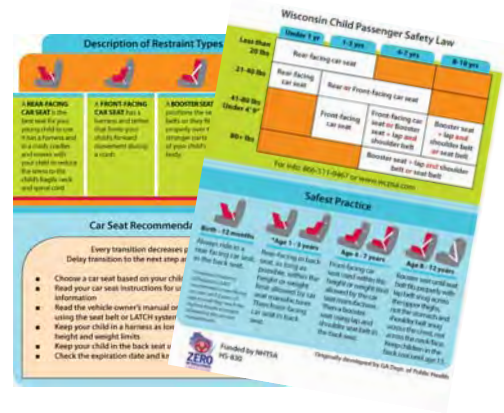
Contract with DaneNET for production of Traffic Safety Reporter, Web design and distribution costs.

(402) 2016-90-02-CP	\$66,000
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Public Information and Education

Multiple program information outreach.

(402) 2016-90-02-PM	\$475,000
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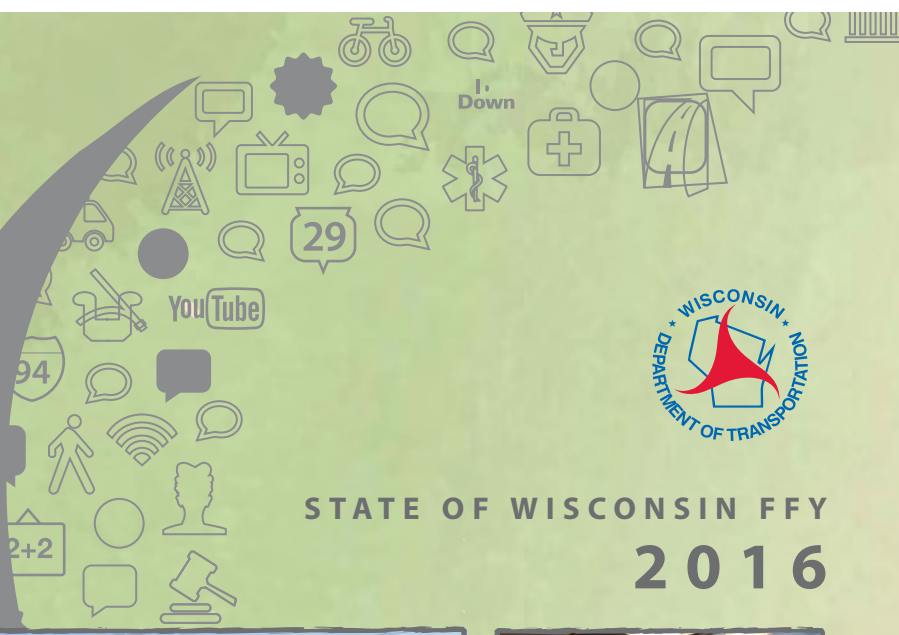


Paid Media

Contract for paid media for all major behavioral areas.

(402) 2016-90-07-PM \$580,000
(405d) 2016-31-07-PM \$230,000

MEDIA AND OUTREACH PROGRAM —BUDGET SUMMARY			
State 562	2016-89-02		\$41,000
402	2016-40-02-PT		\$200,000
402	2016-80-02-PS		\$50,000
402	2016-90-02-CP		\$66,000
402	2016-90-02-PM		\$475,000
402	2016-90-07-PM		\$580,000
405b	2016-25-02-M2		\$230,000
405d	2016-31-02-M5		\$220,000
405d	2016-31-07-PM		\$230,000
Total			\$2,092,000



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Appendix

SECTION III

APPENDIX 1:

PAID MEDIA PLAN WISDOT BUREAU OF TRANSPORTATION SAFETY

2014 SEAT BELT ENFORCEMENT AND IMPAIRED DRIVING MEDIA PLAN

November 19, 2014

Introduction

When planning for 2014, it was anticipated that traffic fatalities in 2013 would again be fewer than 600. In actuality, they were significantly under, coming in at 527, the lowest number of fatalities in over five years. If 2014 continues to track as it has, the total for this year might be below 500. While heading in the right direction, it's still too many. The goal of the Zero in Wisconsin campaign is to remind the public that even one death on Wisconsin's highways is too many, so the efforts to continue to increase awareness and compliance of the law through strategically planned media campaigns must be maintained.

The current plan will include Click It or Ticket (May) and Drive Sober or Get Pulled Over (August/September) efforts, as well as three important initiatives:

Distracted Driving, Motor Cycle Awareness and Speeding:

- Distracted driving, whether it involves texting, cell phone use or any other distraction, continues to be a major contributor to fatalities and as such will receive a dedicated week of media support.
- According to 2012 WisDOT data, motorcycles make up 6% of all registered vehicles yet account for nearly 19% of all traffic fatalities.
- Speeding contributed to over 30% of all crashes, killing 156 people and injuring many others according to 2013 WisDOT statistics. In an effort to help bring this statistic down, the message in July will be one of You Speed, You Lose.

General Target Audience

The primary target for these campaigns has traditionally been men, 18-34 years of age and it is no different for 2015. This group is involved in a higher percentage of crashes overall and, according to the 2012 Wisconsin Traffic Crash Facts are more than three times more likely than women of that same age to be involved in fatal car crashes.

Men in this age group are a more difficult audience to reach as they continue to move away from traditional television and radio to digital forms of media. By making them our primary target, we know the message will be delivered to all audiences. Drivers in the 35+ group typically watch more television than does our primary target and they are slightly more likely to fall into the heavier radio listening quintiles. The older driver however, is catching up to our primary target in internet use, making this an efficient vehicle to reach the total driving audience.

Media Tactics

Using Scarborough research, various media tactics were ranked using a heaviest to lightest quintile report. By looking at both male and female rankings we can identify commonalities between the sexes. We also pulled A35-54 for the same purpose. Using this information (Scarborough Research August 2013 – July 2014): Using this information (Scarborough Research August 12 – July 13):

- M18-34 are 56% more likely than the general population to be among those who travel the most miles.
- 43% of males, 35% of females 18-34 and 46% of adults 25-54 fall into the heaviest quintiles for radio listening
- All targets fall into the average to light television viewing quintiles, although A25-54 are most likely to be considered “average” viewers
- Internet use is heaviest among the 18-34 segment:
 - 63% of men fall into the heaviest use quintiles
 - 52% of women are defined as heavy users
 - 48% of A25-54 are defined as heavy users
- Pandora radio has the heaviest penetration in this market with 36% of M18-34 and 42% of F18-34 listening to this online service
- M18-34 are 85% more likely to be heavy users of digital compared to 69% of W18-34 and 15% of A25-54
 - Hulu is accessed by 9% of M18-34 and 10% of females 18-34
- Over 80% of adults 18-34 own a SmartPhone compared to 69% of A25-54

Despite the proliferation of “new” media, *Nielsen quarterly Cross-Platform Report* (September 2014) indicates that traditional TV and Radio continue to be the best way to reach the largest possible audience. But it also shows that media habits among 18–34 year olds are far different from those of 33–49 or 50–64 year olds. The following illustrates the amount of time each group spend consuming media on a weekly basis (19:02–19 hours and 02 minutes).

	18-24	24-34	35-49	50-64
Traditional TV	19:02	24:24	30:17	40:23
Time-Shifted (DVR)	1:43	3:11	3:34	3:55
Online Video	1:58	2:02	1:49	1:06
Any App/Smartphone	9:21	9:40	8:39	5:11
AM/FM Radio	10:36	11:43	13:59	15:00

As the data shows, it is becoming increasingly important to include digital

Broadcast Television

As illustrated in the Cross Platform Report, television remains the one medium that can reach all demographic groups. Time spent watching traditional TV has actually remained relatively stable across all demographic groups. Males 16 and older are particular in their viewing habits but can be reached via sports programming and comedies. The challenge of reaching 200 TRPs in television is that viewing has become more fragmented. The same sports broadcast, for example, is often available on both over the air and cable networks or is viewed out of home in large groups at bars or other venues. This dilutes the audience ratings and demands creativity in buying to achieve stated goals.

Popular comedies in syndication include *The Big Bang Theory*, *Family Guy*, *The Office*, *The Simpsons*, *Seinfeld*, *Anger Management* and *Two and a Half Men*. These air on local stations in Prime Access and Late Fringe, and can also be found on Cable.

Because each market in Wisconsin differs in the amount and type of syndicated programming offered, we are proposing a daypart mix that allows for flexibility in utilizing the most effective programs that appeal to young men in each market:

- Recommended daypart mix include Prime/Sports (40-70%), Prime Access (5-15%) and Late Fringe (25-45%.)

Cable Television

Cable will again be relied upon to provide additional programming opportunities that appeal to these young men. Cable penetration varies greatly by market and in some markets is challenged by alternate delivery systems (ADS) such as satellite that do not currently carry local advertising. This impairs our ability to reach cable viewers with local commercials in these more rural markets.

Cable Networks focusing on sports, comedy and music will be among those used in our buys. Adult Swim, Comedy Central and FX may remain constant in our campaigns, but we'll also look into other networks that carry male oriented or motorcycle specific programming.

Radio

As shown by research, Radio remains an effective way to reach both the primary and secondary targets. The advantage of radio for DOT's efforts is that it reaches drivers while they are in the car, giving us an opportunity to influence them as they are driving. Again using Scarborough Research, it was determined that there are only slight variations in listening habits among the audiences. Dayparts index as follows (read as M18-34 are 19% more likely to be listening to radio 7p-12a than the general population):

	M18-34	W18-34	A25-54
Listen 6a-10a	98	81	117
Listen 10a-3p	103	84	111
Listen 3p-7p	106	118	116
Listen 7p-12a	119	121	104
Listen Weekends	96	104	110

- The recommended daypart mix will include: 20% morning drive (6a-9a), 20% mid-day (9a-3p), 30% afternoon drive (3p-7p), 20% evening (7p-12a) and 10% weekends.

Staples Marketing is recommending the inclusion of stations with signals large enough to cover the rural areas as well as the metropolitan areas to maximize geographic reach. Example stations are included at the end of this proposal.

Formats most popular with M18-34 include:

- Album Oriented/Active Rock
- Alternative
- Country
- Sports
- Pop/Contemporary Hit Radio
- Urban Contemporary

Digital

As the Scarborough research has shown, individuals between 16 and 34 have embraced the new digital technologies and often choose to view content over them. These options help us reach a transient population

such as those living in dorms and apartments as well as the “cord cutters” who never had or are dropping their cable subscriptions. These hard to reach consumers are increasingly consuming content by subscribing to Netflix or Hulu or stream it through their laptops, game consoles, tablets and Smartphones.

On-line video advertising has become increasingly popular and its effectiveness has been found to out-perform banner advertising. Pre-roll can be found on many websites on which video is predominantly featured such as YouTube and Hulu, but it is now found on almost every publisher site. Video can be placed as pre-roll (running prior to the desired video), mid-roll or at the end with pre-roll being the most common of the three. The most often used lengths are :15 or :30 seconds. :15 second units typically have higher completion rates – averaging 76% of users watching all :15 seconds compared to 65% of :30 second users, but like most forms of advertising, this is affected by engagement with the creative message. The first :05 seconds cannot be clicked through, so it’s important to “grab” the user in that short time to increase viewing. Interestingly, completion rates do not vary by age group, although men are slightly more likely to watch a complete video than women. Research from TubeMogul shows that pre-roll video significantly drives brand awareness and favorability among 18-34 year olds.

Hulu will be supplemented with a pre-roll video program. Pre-roll can be purchased on a traditional cost per thousand basis (CPM) or on a cost per completed view basis, making it one of the more affordable online options available. A “not to exceed” budget would be established and exceeded only if given permission. The advantage of using pre-roll versus Hulu for example, is that the video can be served to the M18-34 audience no matter where he is online, where if we restrict video to Hulu we can only reach them if they’re catching up on their favorite program. Pre-roll would be purchased on a programmatic basis using predictive and contextual targeting to serve the ad to the consumer based on their online behaviors. It enables us to reach the audience with ‘people vs. places’ play wherever their searches take them on the internet.

We have been following a new tactic in the digital world that would deliver the advertising message based on the user’s location. *Thinknear* is one of the sources that use the consumer’s GPS, WiFi and cell tower triangulation to get an exact read on the user’s location, enabling us to deliver our ad message via their mobile apps. Following is a sample list of apps within their network:

Category	Sample Apps	Category	Sample Apps
Utilities & Productivity	   	Social Networking	   
Travel	   	Arts & Entertainment	   
Business & Education	   	Games	   
Family & Parenting	   	Sports	   
Lifestyle & Shopping	   	Healthcare & Fitness	   



This program would target an area where our audience spends their time, in this case around bars/clubs, restaurants and sporting venues. They would “geo-fence” an area one mile around these locations. The program would be optimized using day parting and contextual cues such as day of week.

This capability can be used in both large and small markets, ensuring reach throughout the state of Wisconsin. The tactic is impression based and analytics will be furnished at the end of each flight as proof of performance. The recommended SOV (share of voice) is 33% of available impressions or 2,786,885 impressions within the State of Wisconsin.

While our target still listens to about 11 hours of radio each week, they are just as likely to listen to music on a device such as an iPhone or iPod. Common sources include Pandora, iHeart Radio, or Spotify. Recommendations for campaigns will include a combination of these digital tactics to expand message reach.

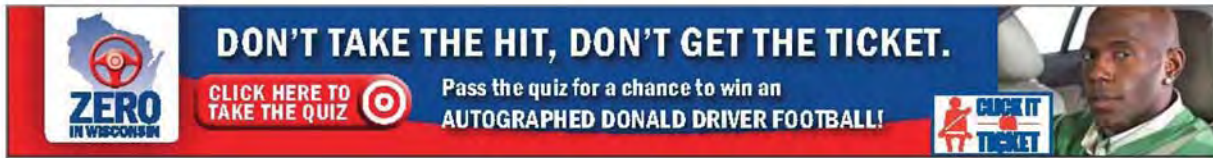
We are recommending a slight decrease in our Hulu program, but it remains a part of our recommendation because almost 95% of viewers watch the entire advertisement. HULU typically loads one 15 second video commercial in front of the requested video, which isn't much for the viewer to sit through to get to their program. Compared to the size of a commercial pod on broadcast television, where one can get up, get refreshments, change clothes, etc., in the time; it's very effective.

Internet radio works much the same way. Listeners can listen to pre-formatted “radio stations”, or fashion their own, based on their music preferences. Consumers must register for these sites, so listener/viewer demographics and geographic location are available. On Pandora's free site or Spotify, an audio commercial runs every once in a while, and delivers only one 15 or 30 second commercial at a time. iHeart Radio is offered via iHeart Media (formerly Clear Channel Radio), which owns and operates over 850 stations throughout the country. Of these three, Pandora is the current streaming source of choice. It has higher penetration rates in Wisconsin than either iHeart or Spotify. And most importantly, Pandora has greater geo-targeting capabilities, targeting ads based on their subscriber's location. iHeart's ad serving is based on the location of the Clear Channel station the user is listening to vs. where the user is based creating increased media waste. For example, if our Wisconsin male is listening to an alternative Brooklyn NY rock station, he may be served a Brooklyn ad vs. a WisDOT ad message.

On these sites, the listener must listen to the commercial to get to the next song. Banners accompany the commercial, which click through to the advertiser's website. Staples Marketing has successfully used Pandora in the past four years as part of the Click it or Ticket campaign, utilizing :15 audio of the Zero in Wisconsin Donald Driver seat belt ad along with Donald Driver banner ads that clicked thru to a “Driver Safety Quiz” hosted on ZeroInWisconsin.gov. Pandora users who clicked on the banners and successfully took the quiz were entered to win an autographed Donald Driver football. This combination of targeted messaging and online engagement generated 5000+ entries and, more importantly, protracted interaction with the Click it or Ticket campaign.

Staples is recommending a slight expansion of the Pandora program, incorporating their new Display Everywhere product into our campaign. Display Everywhere includes a 300 x 250 banner ad that is served every time a user interacts with the application – skipping a track, adjusting volume, thumb-up or down a selection, etc.

Pandora is targeted to reach 306,270 dedicated monthly listeners. Approximately 3.2 million impressions will be delivered in each of the recommended flights, May CIOT, July Speed Enforcement and August Drive Sober.



Minority Newspaper

A small program will run in Milwaukee area newspapers to expand reach to the African American and Hispanic communities in the major CIOT and August Drive sober campaigns. Although Urban radio is included in each buy, these placements will help expand reach and build message frequency in these markets.

As in previous years, Staples Marketing underscores the importance of creating synergy with the national program and we are once again requesting a copy of the national buy with specific programming with dates to ensure that we are supporting and not duplicating what is being done nationally.

The following campaign summaries are our initial recommendations for the 2015 campaigns which are based on current programming and ratings information. These may change as we get closer to the planning period and if so will be replaced with programs with similar audience deliveries. The first three campaigns are closely timed and efficiencies may be realized by negotiating all three at one time. Any cost efficiencies realized will be re-directed to buy either more ratings for that campaign or moved to another campaign to ensure deliveries for that buy.

2015 DISTRACTED DRIVING CAMPAIGN STRATEGIC PLAN

Dates: April 6 - 12, 2015

Budget: \$108,965

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: M18-34
- Secondary: A18-34, A25-54

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 210
- Television: Minimum of 80

Media:

- 30 Television/Cable
- 60 Radio

**Wisconsin Department of Transportation
2015 Distracted Driving**

Flight Dates: 4/6 - 4/12/15	April				TRPs	Budget:
Media:	30	6	13	20		
Television:						
80 TRPs M18-34 per market						
<i>EauClaire/La Crosse</i>		80			80	\$8,000.00
<i>Green Bay/Appleton</i>		80			80	\$12,000.00
<i>Madison</i>		80			80	\$12,000.00
<i>Milwaukee</i>		80			80	\$22,000.00
<i>Wausau/Stevens Point</i>		80			80	\$8,000.00
						\$62,000.00
RADIO						
200 TRPs M18-34 per market						
<i>Eau Claire</i>		#			200	\$5,000.00
<i>Green Bay/Appleton/Oshkosh</i>		#			200	\$9,200.00
<i>La Crosse</i>		#			200	\$4,400.00
<i>Madison</i>		#			200	\$11,000.00
<i>Milwaukee</i>		#			200	\$21,000.00
<i>Wausau</i>		#			200	\$5,200.00
						\$55,800.00
<i>Total Gross:</i>						\$117,800.00
<i>Less DOT Discount:</i>						\$8,835.00
Total Distracted Driving Campaign:						\$108,965.00

DISTRACTED DRIVING CAMPAIGN STRATEGY AND MEDIA MIX

Texting and phone calls are the two most known distractions, but anything that takes the driver's eyes off the road is a distraction. Eating, applying make-up, looking for something on the seat next to you, can all contribute to an accident. Outside of talking to a passenger in the car the most common distractions are:

- Using a navigation system
- Eating or Drinking
- Adjusting the car radio
- Making or receiving phone calls
- Using the SmartPhone to get driving directions

Over 77% of respondents to this NHTSA survey indicated they answer the phone while driving, while only 41% admit to calling someone. This behavior is actually more prevalent among 21-44 year olds than with younger drivers. Texting however is much more common among 18-24 year olds than any other age group. Young males are more than twice more likely to be answering the phone than females. In texting however, that narrows significantly.

Crash experience shows men, 18-24 year olds have the highest incidence. Those with near-crash experiences tend to fall within the 21-44 age groups. For the purposes of this plan, the primary target will be M18-34 with a secondary target of A18-44. The included media will be television, cable and radio.

Television

80 M18-34 rating points will be purchased in broadcast TV, supplemented with targeted cable. Keeping to our recommended daypart mix, programming may include: *The Big Bang Theory*, *Family Guy*, *Seinfeld*, *The Simpsons* and *Two and a Half Men*. Prime programs vary by season, but would include programs like *Chicago P.D.* and *The Blacklist*.

Late fringe programming has a strong male following. Popular shows include: *The Tonight Show starring Jimmy Fallon*, *Late Night with Seth Meyers*, *Jimmy Kimmel Live* and *Saturday Night Live*.

Sports programming is destination viewing for our target audience. Auto racing is one of the best ways to reach young males, with NASCAR extending into the broader demographic as well. Also airing in this time would be Major League baseball and the NBA.

Again, while the priority is reaching the young male viewer, it's important to note that many of these same programs will reach our secondary audiences as well as or in the case of A25-54 possibly better than our primary target!

Cable

While cable penetration varies by market, it provides additional programming opportunities that appeal to the hard-to-reach young men. Cable offers targeted options, ideally designed to reach our target audience. Networks that index very high against our target (Scarborough Research) include: ESPN, FX, Adult Swim, Comedy Central, USA and TNT. Some of these same networks index well against our W18-34 and A25-54 secondary targets.

Radio

200 M18-34 TRPs will be purchased in each market to support this message. 60% of the radio commercials will run in afternoon drive, evening and weekends to correspond with the target's listening patterns. The remaining 40% will run in morning drive and mid-day which will expand reach to the secondary targets while providing additional frequency to the young male.

Radio formats will include Country, Rock, Alternative or Triple AAA, Contemporary Hit and Urban radio stations. The state's largest FM stations will be utilized, most of which are 50,000 – 100,000 watts, which will ensure penetration into Wisconsin's 72 counties. Stations list typically includes:



2015 MOTORCYCLE AWARENESS CAMPAIGN STRATEGIC PLAN

Dates: April 27–May 3, 2015

Budget: \$132,302

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: M18-34
- Secondary: A18-34, A25-54

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 200
- Television: Minimum of 100

Media:

- :30 Television/Cable
- :60 Radio

MOTORCYCLE AWARENESS CAMPAIGN STRATEGY AND MEDIA MIX:

The goal here is to promote safe driving by the motorcyclist and encourage all drivers to be aware of the need to share the road with motorcyclists. Underscoring the need to do this is the fact that the number of total crashes in 2013 increased by approximately 8% over 2012 (Wisconsin Department of Transportation Statistics.) Fortunately the number of fatal crashes has fallen by 9% during this same time period.

The included media will be television (broadcast and cable) and radio targeted to reach males between the ages of 16 and 34. 2012 Wisconsin Motorcycle Safety Facts statistics indicate that while cyclists between the ages of 16-34 account for only 15% of licensed cyclists, they account for more than 34% of the fatalities. And 86% of the over 515,000 licensed cyclists are men.

**Wisconsin Department of Transportation
2015 Motorcycle Awareness**

Flight Dates: 4/27-5/3/2015

Media:	April/May					TRPs	Budget:
	27	4	11	18	25		
Television:							
100 TRPs M18-34 per market							
<i>EauClaire/La Crosse</i>	100					100	\$10,000.00
<i>Green Bay/Appleton</i>	100					100	\$15,000.00
<i>Madison</i>	100					100	\$15,000.00
<i>Milwaukee</i>	100					100	\$27,500.00
<i>Wausau/Stevens Point</i>	100					100	\$10,000.00
							\$77,500.00
RADIO							
200 TRPs A18-34 per market							
<i>Eau Claire</i>	200					200	\$5,000.00
<i>Green Bay/Appleton/Oshkosh</i>	200					200	\$9,200.00
<i>La Crosse</i>	200					200	\$4,400.00
<i>Madison</i>	200					200	\$11,000.00
<i>Milwaukee</i>	200					200	\$21,000.00
<i>Wausau</i>	200					200	\$5,200.00
							\$55,800.00
Total Gross:							\$133,300.00
Less DOT Discount:							\$9,997.50
Total Motorcycle Awareness Safety Campaign:							\$123,302.50

As a result, media tactics will continue to focus on **young males** as our primary audience, but as we want other drivers to watch out for motorcyclists, our secondary target of A25 -54 will expand our message reach. Media tactics for this campaign include:

Television

100 M18-34 rating points will be purchased in broadcast TV, supplemented with targeted cable. As this comes two weeks after the Distracted Driving campaign, the program mix will include many of the same syndicated programs including: *The Big Bang Theory*, *Family Guy*, *Seinfeld*, *The Simpsons* and *Two and a Half*. Prime programs vary by season, but would include programs like *Chicago P.D.* and *Shark Tank*.

Late fringe programming would again include: *The Tonight Show starring Jimmy Fallon*, *Late Night with Seth Meyers*, *Jimmy Kimmel Live* and *Saturday Night Live*. Sports programming would also be a continuation of the previous campaign incorporating NASCAR, Major League baseball and the NBA.

Cable Television

The Cable buy might include programming on: ESPN, FX, Adult Swim, Comedy Central, USA, TNT and NBC Sports. Many of the popular comedies mentioned earlier will be included in the cable buy as appropriate, but we'll look at other programming to reach bikers such as Motorcycle Racing on FS1 and Duck Dynasty on A&E. (See sample program list.)

Radio

Motorcycles, like cars, are equipped with radios thus the message will extend to both automobile and motorcycle riders. To cover the entire state of Wisconsin, we will look to the same mix of local stations with strong signal reach to cover the broadest geography possibly, supplementing if necessary to extend reach.

200 M18-34 TRPs will be purchased in each market to support this message. 50% of the radio commercials will run in afternoon drive, evening and weekends to correspond with the target's listening patterns. The remaining 50% will run in morning drive and mid-day which will expand reach to the secondary targets while providing additional frequency to the young male.

Radio formats will include Country, Rock, Alternative or Triple AAA, Contemporary Hit and Urban radio stations. The state's largest FM stations will be utilized, most of which are 50,000 – 100,000 watts, which will ensure penetration into Wisconsin's 72 counties.

2015 CLICK IT OR TICKET (CIOT) CAMPAIGN STRATEGIC PLAN

Dates: May 4 through May 25, 2015

Budget: \$\$292,808.75

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: M18-34

- Secondary: Influencers of the primary demographic
- Qualitative: Pick-up Truck Drivers

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 275
- Television: Minimum of 180

Media:

- :30 Television/Cable
- :60 Radio
- :15 Internet Radio and Banners (Pandora)
- :30 Internet Video and Banners
- Full Page, 4C Print (Minority Newspaper)



**Wisconsin Department of Transportation
2015 Click It or Ticket**

Flight Dates: 5/4- 5/25/2015	May					TRPs	Budget:
Media:	27	4	11	18	25		
TV							
180 M18-34 TRPs							
<i>EauClaire/La Crosse</i>			60	60	60	180	\$18,000.00
<i>Green Bay/Appleton</i>			60	60	60	180	\$27,000.00
<i>Madison</i>			60	60	60	180	\$27,000.00
<i>Milwaukee</i>			60	60	60	180	\$49,500.00
<i>Wausau/Stevens Point</i>			60	60	60	180	\$18,000.00
							\$139,500.00
RADIO							
250 M18-34 TRPs							
<i>Eau Claire</i>			100	150	25	275	\$6,875.00
<i>Green Bay/Appleton/Oshkosh</i>			100	150	25	275	\$12,650.00
<i>La Crosse</i>			100	150	25	275	\$6,050.00
<i>Madison</i>			100	150	25	275	\$15,125.00
<i>Milwaukee</i>			100	150	25	275	\$28,875.00
<i>Wausau</i>			100	150	25	275	\$7,150.00
							\$76,725.00
PRINT							
Full page, 4C							
<i>El Conquistador</i>			X	X		2x	\$2,440.00
<i>Spanish Journal</i>				X		1x	\$2,470.00
<i>Milwaukee Community Journal</i>			X	X		2x	\$8,580.00
<i>Courier</i>				X		1x	\$3,305.00
							\$16,795.00
Alternative Media							
<i>Internet Radio</i>							\$23,530
<i>Internet Video</i>							\$20,000
<i>Online (Pre-Roll & Geo-Fence Display)</i>							\$40,000
							\$83,530
Total Gross:							\$316,550.00
Less DOT Discount:							\$23,741.25
Total Click it or Ticket Spring Campaign:							\$292,808.75

CIOT STRATEGY AND MEDIA MIX:

The most recent (WisDOT Field Observation Research, July 2014) data shows seat belt usage has increased to 84.7% from the 2013 level of 82.3%. Although an improvement, it still lags the national average of 87% (2013 US Department of Transportation.) The primary demographic for seat belt efforts is Males between the ages of 16 and 34. Women are 10% more likely than men to wear their seat belts. Occupants of pick-up trucks are least likely to use seat belts. Only 68% of those drivers or occupants wore seat belts. The message of Click It or Ticket resonates with the young male target: getting a ticket and the financial consequences of paying it has a more immediate impact on this demographic than life-saving messaging. Of all people surveyed, persons aged 18-34 and those 65 and over were most likely to respond that they felt they'd get a ticket if they weren't wearing one, proving they do remember the message.

Media efforts will also include the secondary market of influencers. Both the television and radio buys will be broad enough to include other demographics; such as girlfriends, mothers, fathers and friends of the targeted young males.

Media tactics for this campaign will include television, radio including internet radio and video. Minority targeted newspapers will also be included for this campaign.

CIOT Broadcast Television

May marks the end of the broadcast network's prime programming season and there are many series finales and specials running during this time that attract strong audiences. In order to take advantage of these larger audiences with original programming, it is recommended that we start the CIOT effort on May 4th, a week earlier than we have in the past. PUT levels (People Using Television), decline in the spring as daylight hours (and outdoor activities) increase providing another reason for an earlier start to our media efforts. The television flight will end on May 24th . 180 M18-34 rating points will be purchased for this campaign.

Syndicated programming, *The Big Bang Theory*, *Family Guy*, *Modern Family*, *The Simpsons*, *Seinfeld*, and *Two and a Half Men* which air in prime access and late fringe, continue to attract the M18-34 target. About 40% of the TRPs will be scheduled in these dayparts.

Sports programming remains a strong option during this time period. It is destination viewing for our primary audience. One of the best sports to reach this demographic this time of year is auto racing, including NASCAR. NASCAR's popularity cuts all demographics and lifestyles. During this campaign, we will use the NASCAR Coke 600 at Charlotte and we will also strive to utilize the Indy 500 Race on Sunday May 24th, Major League Baseball and the NBA Playoffs.

This programming will be reaching the "influencers" as well: parents, teachers, coaches and girlfriends. Older adults tend to spend more time watching television in general. And many of the prime programs, syndicated comedies and late fringe programming that are reaching our primary target of young males, appeal to females and older adults, too.

Cable Television

This flight may again include cable networks that focus on sports or comedy; two of the most important things to young men. Some of the top networks for our demographic include *ESPN*, *Comedy Central*, *Adult Swim*, *FX*, *History*, *TBS*, *USA* and *Discovery*.

Many of the popular comedies in syndication that we previously mentioned such as *The Big Bang Theory*, *Family Guy*, and *The Office* are also offered on cable networks including *Adult Swim* and *TBS*. Specific programming that attracts male audiences, such as *Swamp People* and *Pawn Stars* on *History* and *Tosh.0* on *Comedy Central*. (See sample program list.)

Radio

Radio listening peaks during the busy summer season simply because people are more active and on the move. The advantage of radio is a clear one for the CIOT message: it's the only medium that effectively reaches individuals in their cars, when they may or may not be wearing a seat belt. Therefore, we're able to reach them and remind them to buckle up at a critical decision point. Influencers riding in the car may take the opportunity to "nag" the offender.

- The daypart mix will include the standard dayparts of 25% Morning (6am-9am), 20% Mid-day (10am-3pm), 30% Afternoon drive (4pm-6pm) and 15% Weekends (Saturday and Sunday daytime). In addition, 10% Evenings (7pm-2am) will be included to reach individuals that are headed out to bars, sporting events, or other entertainment venues, since they are associated with alcohol consumption.

This daypart mix allows us to reach both segments of our target audience efficiently and effectively.

Radio will start the week of May 11 and run through Memorial Day. 275 M18-34 TRPs will be scheduled during this period. Point levels were adjusted upward to as radio listening typically increases during the busy summer weekends. Station mix will remain constant focusing on those that most effectively reach our target audiences. Milwaukee Brewer's statewide radio may be included if afforded by budget.

Digital

Digital will take on an increased importance during this period. Pandora and Hulu will be included in this buy. All buys are impression based. Planning levels for these tactics:

Pandora

- 3,260,000 impressions geo-targeted to M18-34 residing in the State of Wisconsin

Hulu

- 500,000 Impressions geo-targeted to M18-34 residing in the State of Wisconsin

Geo-Fence Display/Pre-roll

- 4,400,000 impressions geo-targeted to M18-34 via mobile and cross-platform video

Minority Newspaper

Although urban radio is a constant in the program, newspaper will be included to further expand reach to the African American and Hispanic audiences. Full page, 4C ads have been included to provide maximum impact. *Milwaukee Community Journal* and the *Milwaukee Courier* will serve the African American community. *Milwaukee Community Journal* reaches 35,000 households and is published on Wednesdays. The combined edition of the *Milwaukee Courier* and *Madison Times* will be considered as a way to reach both markets. Two insertions are planned for the *Journal* and one for the *Courier*.

El Conquistador and *The Spanish Journal* serve the Hispanic Community. (*The Spanish Times* ceased publishing in 2010.) *El Conquistador* is published on Fridays and has a distribution of over 15,000. Two insertions have been planned for this newspaper. One insertion will run in the *Spanish Times*. Circulation is 23,000. Note rates for these papers have been estimated. Once rates are announced scheduling may be adjusted.

JULY 4 , 2015 ENFORCEMENT CAMPAIGN:

Dates: June 29 – July 5, 2015

Budget: \$83,018.75

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: M18-34
- Secondary: Influencers of the primary demographic

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 250
- Television: Minimum of 75

Media:

- :60 Radio
- :15 Internet Radio and banners (Pandora or similar)
- :15 or :30 Pre-roll Video
- Geo-fence Online Display

**Wisconsin Department of Transportation
2015 Speed Enforcement**

Flight Dates: 6/29-7/5/2015	June/July				TRPs	Budget:
Media:	22	29	6	13		
RADIO						
250 TRPs M18-34 per market						
<i>Eau Claire</i>		#			250	\$6,250.00
<i>Green Bay/Appleton/Oshkosh</i>		#			250	\$11,500.00
<i>La Crosse</i>		#			250	\$5,500.00
<i>Madison</i>		#			250	\$13,750.00
<i>Milwaukee</i>		#			250	\$26,250.00
<i>Wausau</i>		#			250	\$6,500.00
						\$69,750.00
Alternative Media						
<i>Internet Radio</i>						\$10,000.00
<i>Online (Pre-Roll/Geo-Fence Display)</i>						\$10,000.00
<i>Total Gross:</i>						\$89,750.00
<i>Less DOT Discount:</i>						\$6,731.25
Total Enforcement Campaign:						\$83,018.75

SPEED ENFORCEMENT CAMPAIGN MEDIA STRATEGY:

Young men between the ages of 18-34 continues as our prime demographic for the enforcement message as this age group has the highest concentration of fatalities. But we will not ignore women or those 35+ as they are not immune to driving over the speed limit. Media weight against these secondary targets will be considered when making the final vehicle selection.

The timing of this campaign around the 4th of July holiday has made buying television a challenge as PUT levels (people using television) are at the lowest levels of the year. Following is a comparison of levels in May, July and November for M18-34:

Daypart/Time	May14	July14	Nov13
PA (6:30-7p)	12.4	10.3	22.5
PT (7p-10p)	20.0	17.3	30.2
LF (10p-12a)	12.4	9.5	18.7

- In Prime Access, July PUT levels are 17% less than May, more than 50% lower than Nov
- Prime Time, July PUT levels are 13% less than May, more than 40% lower than Nov
- In Late Fringe, July PUT levels are 23% less than May, almost 50% lower than Nov
- PUT levels for Men 18-34 are lower in general compared to other demos such as Adults 25-54. (For example, Nov 13 A25-54 Prime PUT is 41.7 compared to 30.2 for M18-34.)

Staples Marketing is recommending that Television not be included as part of the July campaign effort due to lower PUT levels and reduced viewing during this popular vacation period. Instead, we are recommending the use of Pre-Roll Video to target the M18-34. Radio listening increases during the busy summer months and radio is often taken along to picnics and tailgates, providing another touch point. Internet radio will be used as part of this campaign, as a means to supplement the already heavier radio levels.

Radio

250 M18-34 TRPs will be purchased during this time. The heavier TRP weight in radio during this campaign will offset the lack of television and will, simply because of the heavier listening at this time, work harder and more efficiently for our campaigns.

Again daypart selection will vary slightly, again increasing in evenings and weekends. Formats will include: Rock, Classic Rock, AAA, Contemporary Hit Radio, Sports, Country and Urban (some sample stations shown below). Media weight will vary slightly by market, but each will achieve 250 TRPs over the campaign. Brewer's statewide radio may be included if afforded by budget.



Digital (Pre-Roll/Geo-Fence)/Pandora Radio

Digital assets pre-roll, geo-fence display and Pandora radio will be included as part of this campaign. Geo-fence display is mobile based and use of mobile online tends to increase significantly over the summer, offsetting the decrease in desktop usage. Preroll will run cross-platform, reaching our target via mobile as well as through traditional desktop sites. Approximately 1,000,000 impressions are budgeted to run during this one week period. Pandora radio will also be scheduled during this campaign. A total of 1,600,000 impressions, a combination of audio and display, will be purchased during this time period. Impressions are geo-targeted to reach M18-34 residing in Wisconsin.

2015 DRIVE SOBER OR GET PULLED OVER CAMPAIGN STRATEGIC PLAN:

Dates: August 17–September 7, 2015

Budget: \$292,808.75

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: Males 21-40 (For media buying purposes 18-34)
- Secondary: Influencers of the primary demographic

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 275
- Television: Minimum of 180

Media:

- :30 Television/Cable
- :60 Radio
- :15 Internet Radio and banners (Pandora or similar)
- :15 & :30 Internet Video and banners (HULU)
- Full Page, 4C Newspaper
- Full Page, 4C Print (Minority Newspaper)

DRIVE SOBER OR GET PULLED OVER (DRIVE SOBER) STRATEGY/MEDIA MIX

For general planning, which will support NHTSA national efforts, a mix of broadcast television, cable television, radio and digital tactics (radio/video/mobile) will be used. We will continue to target young males between the ages of 21 and 40 per BOTS guidelines, but for media buying purposes the target is defined as M18-34. There is a growing amount of research that points to the fact the gender gap is closing in terms of impaired driving, therefore our secondary audience will be defined as W18-34.

Broadcast Television & Cable

Broadcast television will again be a key tactic as viewing levels begin to increase in late summer. The recommended daypart mix will be Prime/Sports (40-70%), Prime Access (5-15%) and Late Fringe (25-45%).

While Network viewing is still at lower levels, selected Cable and Sports, including Packers pre-season games, tend to deliver our M18-34 target audience at consistent levels. Since drinking and sports are connected on a very basic level (hence the amount of beer commercials and signage seen during sporting events) it's a natural and effective environment for airing an impaired driver message. It's quite likely we will be reaching drivers at the moment they're becoming impaired at house parties and sports bars.

180 M18-34 TRPs will be purchased during this period.

Radio

Radio is again an important medium for this demographic during summer due to its portability. This age group is active and on the go, and a medium that accompanies them in their car is important. For this campaign, radio commercials will be stacked leading into the weekend (Thursday through Saturday), and on Labor Day, since these are traditionally the highest days for drinking. Since this medium reaches people in their cars, it can be an effective tool to remind passengers and drivers alike of the dangers of impaired driving.

- The daypart mix will include the standard dayparts of 25% Morning (6am-9am), 20% Mid-day (10am-3pm), 30% Afternoon drive (4pm-6pm) and 15% Weekends (Saturday and Sunday daytime). In addition, 10% Evenings (7pm-2am) will be included to reach individuals that are headed out to bars, sporting events, or other entertainment venues, since they are associated with alcohol consumption.

275 M18-34 TRPs will be purchased during this period.

**Wisconsin Department of Transportation
2015 Drive Sober or Get Pulled Over Campaign**

Flight Dates: 8/17 - 9/6/2015	August/September				TRPs	Budget:
Media:	17	24	31	7		
TV						
180 M18-34 TRPs (Begins 8/11)						
<i>EauClaire/La Crosse</i>	60	60	60		180	\$18,000.00
<i>Green Bay/Appleton</i>	60	60	60		180	\$27,000.00
<i>Madison</i>	60	60	60		180	\$27,000.00
<i>Milwaukee</i>	60	60	60		180	\$49,500.00
<i>Wausau/Stevens Point</i>	60	60	60		180	\$18,000.00
						\$139,500.00
RADIO						
250 M18-34 TRPs						
<i>Eau Claire</i>		100	150	25	275	\$6,875.00
<i>Green Bay/Appleton/Oshkosh</i>		100	150	25	275	\$12,650.00
<i>La Crosse</i>		100	150	25	275	\$6,050.00
<i>Madison</i>		100	150	25	275	\$15,125.00
<i>Milwaukee</i>		100	150	25	275	\$28,875.00
<i>Wausau</i>		100	150	25	275	\$7,150.00
						\$76,725.00
PRINT						
Full page, 4C						
<i>El Conquistador</i>		X	X		2x	\$2,440.00
<i>Spanish Journal</i>			X		1x	\$2,470.00
<i>Milwaukee Community Journal</i>		X	X		2x	\$8,580.00
<i>Milwaukee Courier</i>			X		1x	\$3,305.00
						\$16,795.00
Alternative Media						
<i>Internet Radio</i>						\$23,530
<i>Internet Video</i>						\$20,000
<i>Online (Pre-Roll & Geo-Fence Display)</i>						\$40,000
						\$83,530
Total Gross:						\$316,550.00
Less DOT Discount:						\$23,741.25
Total Drive Sober Summer Campaign:						\$292,808.75

Digital

Digital efforts in this campaign will mirror those of the May CIOT campaign, as both are major enforcement periods. These tactics will include:

Pandora

- 3,260,000 impressions geo-targeted to M18-34 residing in the State of Wisconsin

Hulu

- 500,000 Impressions geo-targeted to M18-34 residing in the State of Wisconsin

Geo-Fence Display/Pre-roll

- 4,400,000 impressions geo-targeted to M18-34 via mobile and cross-platform video

Minority Newspaper

Although urban radio is a constant in the program, newspaper will be included to further expand reach to the African American and Hispanic audiences. Full page, 4C ads have been included to provide maximum impact. *Milwaukee Community Journal* reaches 35,000 households and is published on Wednesdays. Two insertions are planned for the *Journal*. *The Milwaukee Courier/Madison Times* combo will also be considered for a minimum of one insertion in each.

El Conquistador and *The Spanish Journal* serve the Hispanic Community. (*The Spanish Times* ceased publishing in 2010.) *El Conquistador* is published on Fridays and has a distribution of over 15,000. Two insertions have been planned for this newspaper. One insertion will run in the *Spanish Times*. Circulation is 23,000. Note rates for these papers have been estimated. Once rates are announced scheduling may be adjusted.

ST. PATRICK'S DAY 2016 DRIVE SOBER CAMPAIGN:

Dates: March 7–20, 2016

Budget: \$98,928.75

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: Males 18-34
- Secondary: Influencers of the primary demographic

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 75
- Television: Minimum of 150

Media:

- :30 Television/Cable
- :60 Radio

ST. PATRICK'S DAY 2016 DRIVE SOBER CAMPAIGN:

Young men between the ages of 18-34 continue to be our prime demographic for impaired driving enforcement commercials. This age group has the highest concentration of fatalities. While we are focusing on this group, we are not ignoring the general market, which continues to be our secondary target, especially in Wisconsin with its tradition of widespread drinking and the growing ranks of female imbibers.

Radio

The radio buy will once again utilize the state's largest FM stations, most of which are 50,000-100,000 watts, covering multiple counties to reach all 72 counties in Wisconsin. To correspond with the demographic's preferred formats, spots will air on Active Rock, Alternative, Contemporary Hit, Country and Urban stations. Although it

will vary slightly by market, the majority of the spots will air mid-day through evening hours when people are thinking about going out for the evening, especially leading up to St. Patrick's Day celebrations, with the remainder running in morning drive. With St. Patrick's Day falling on a Thursday, the radio schedule will be heaviest Monday through Wednesday, tapering off toward the weekend. It is expected that there will be some left-over celebrating on Friday and Saturday, so radio will continue through the post-St. Patrick's Day period Key stations on the buy include:



Television

Televised sports will be a major part of the TV buy, with College Basketball taking center stage as it does every March. We will concentrate on the Big 10 semi-final and the NCAA Selection Show, which has more efficient CPPs than being in the games themselves, but still draw large audiences. Other sports events will include the PGA at Doral and NASCAR events.



Prime programming will be included as part of the buy as will Prime Access, Syndication and Late Fringe. We will achieve 75 target rating points (TRPs) per market.

CAMPAIGN RECAP

Campaign Gross Adjusted Gross

Distracted Driving (April)	\$ 108,800	\$ 108,965
Motorcycle Awareness (April/May)	133,300	123,302
CIOT (May)	316,550	292,809
July 4th Enforcement	89,750	83,019
Drive Sober (Aug/Sept)	316,550	292,809
Drive Sober (March 2016)	106,950	98,929
2015-16 Total:	\$1,080,900	\$ 999,833

Note: Adjusted Gross numbers have been rounded








**WISCONSIN DEPARTMENT OF
TRANSPORTATION 2015
ENFORCEMENT CAMPAIGNS
Revised November 19, 2015**

Media:	April				May				June				
	30	6	13	20	27	4	11	18	25	1	8	15	22
	Distracted Driving				Motorcycle Awareness CIOT				CIOT				
TV													
<i>Eau Claire/La Crosse</i>	80				80	80	80						
<i>Green Bay/Appleton</i>	80				80	80	80						
<i>Madison</i>	80				80	80	80						
<i>Milwaukee</i>	80				80	80	80						
<i>Wausau/Stevens Point</i>	80				80	80	80						
RADIO													
<i>Eau Claire</i>		80			80	80	80		25				
<i>Green Bay/Appleton/Oshkosh</i>		80			80	80	80		25				
<i>La Crosse</i>		80			80	80	80		25				
<i>Madison</i>		80			80	80	80		25				
<i>Milwaukee</i>		80			80	80	80		25				
<i>Wausau</i>		80			80	80	80		25				
PRINT													
<i>El Conquistador</i>							X	X					
<i>Spanish Journal</i>								X					
<i>Milwaukee Community Journal</i>							X	X					
<i>Milwaukee Courier</i>								X					
ALTERNATIVE MEDIA													
<i>Internet Radio</i>													
<i>Internet Video (Hulu)</i>													
<i>Digital (Pre-Roll/Geo Fence)</i>													
Campaign Totals (Adjusted Gross):	\$108,965				\$123,303				\$292,809				

NETWORK TELEVISION CAMPAIGN PROGRAMMING SAMPLER:




CABLE PROGRAMMING SAMPLER - M18-34

Top Network Prime Programming Sampler – M18–34

	Program	Network	Rating M18–34
	<i>American Idol (Wed)</i>	FOX	2.0
	<i>Simpsons</i>	FOX	7.0
	<i>Family Guy</i>	FOX	8.0
	<i>American Idol (Thur)</i>	FOX	2.0
	<i>The Following</i>	FOX	3.0
	<i>Chicago P.D.</i>	NBC	1.5
	<i>Shark Tank</i>	ABC	5.0

Source: Milwaukee Nielsen, May 2014

Cable Programming Sampler – M18–34

Network	Program	Rating M18–34
	<i>Tosh.0</i>	1.6
	<i>WWE Entertainment</i>	.9
	<i>American Pickers</i>	.6
	<i>Deadliest Catch</i>	1.1
	<i>Fargo</i>	1.0
	<i>WWE Smackdown</i>	.8

Source: May 2014

SPORTS PROGRAMMING SAMPLER:



Baseball is the major summer sport, and the Milwaukee Brewers will be playing many games during our CIOT and DRIVE SOBER flights. There is bound to be high interest in the May CIOT flight games and, hopefully, continued interest in the August DRIVE SOBER games depending on how the team is doing later in the upcoming season. The TV schedule has not yet been released but typically includes about 12 games falling into each flight.

In several areas of the state, cable penetration is lower than average, based on availability. These markets tend to be high in satellite dish. The following chart illustrates the shortfall in regards to delivering the Fox Sports Network. In some DMA's, satellite households make up 25% or more of total television households.

DMA	Nielsen TV HH	FSN Cable HH	FSN Satellite HH
Milwaukee	886,770	559,700	136,037
Green Bay/Appleton	433,640	241,600	101,772
Madison	364,000	217,440	80,036
LaCrosse/Eau Claire	206,490	121,660	49,665
Wausau-Rhineland	181,780	91,060	60,643
Duluth/Superior	175,030	76,710	59,488
TOTAL	2,247,710	1,308,170	487,641

Utilization of the Brewer broadcasts on Fox Sports Net delivers satellite and wired cable households. Overall, Fox Sports Net is available in 80% of homes statewide.



While the 2014 Green Bay Packers season broadcast schedule is not yet published, historically Packer pre-season games have been scheduled during the timeframe of the Drive Sober campaign. Since Packer football is the top reach vehicle for advertisers wishing to reach men in Wisconsin, it's a key component of our buy. Even pre-season games provide strong ratings and excellent reach. Packer football delivers strongly against every demographic, male and female, allowing for excellent reach to the influencers, the friends and family members, of the target 21-40 year old male drivers. This type of programming is popular in bars; *reaching drivers at the very places they may become impaired.*



NASCAR is an important component of the sports target. NASCAR reaches the average American in its demographics, making it an appropriate choice for our campaigns.

CIOT Statewide

Sun May 25th	Coca Cola 600	Charlotte Motor Speedway	FOX/5:30pm
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DRIVE SOBER Madison and Milwaukee

Sat Aug 22nd	Irwin Tools Night Race	Bristol Motor Speedway	NBCS/6:30pm
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On May 24th, within our CIOT flight, the Indy 500 race will air at 11 a.m. on ABC. This is a popular race with young men.

RADIO STATIONS BY MARKET:



The following charts illustrate the stations we will consider for each designated market since they are well-positioned to effectively reach the target male demographic of all campaigns:

Appleton-Oshkosh-Green Bay				
Call Letters	Format	Signal Strength	Rating	M18-34
WIXX-FM	CHR	100,000 Watts	2.3	
WNCY-FM	Country	50,000 Watts	1.7	
WAPL-FM	Classic Rock	100,000 Watts	1.4	
WKSZ-FM	CHR	25,000 Watts	1.3	

Green Bay Arbitron TSA, Spring 13 (covers Oshkosh/Green Bay/Appleton) M-F 6a-7p

Eau Claire				
Call Letters	Format	Signal Strength	Rating	M18-34
WQRB-FM	Country	25,000 Watts	2.7	
WAXX-FM	Country	85,000 Watts	2.3	
WMEQ-FM	Classic Rock	10,000 Watts	1.8	
WECL-FM	Country	3,300 Watts	1.4	





Eau Claire Arbitron, MSA, Sp13/Fa12, M-F 6a-7p

La Crosse				
	Call Letters	Format	Signal Strength	Rating M18-34
	WRQT-FM	Rock	50,000 Watts	2.6
	WIZM-FM	CHR	100,000 Watts	1.3
	WCOW-FM	Country	100,000 Watts	1.7

La Crosse Arbitron, MSA Sp13/Fa12 Mon-Fri 6a-7p

Madison				
	Call Letters	Format	Signal Strength	Rating M18-34
	WJJO-FM	Active Rock	12,000 Watts	1.6
	WZEE-FM	CHR	50,000 Watts	1.5
	WIBA-FM	Classic Hits	12,000 Watts	1.1
	WJQM-FM	Urban	6,000 Watts	1.0

Madison Arbitron, MSA Sp13/F12 Mon-Fri 6a-7p

Milwaukee				
	Call Letters	Format	Signal Strength	Rating M18-34
	WMIL-FM	Country	12,000 Watts	1.5
	WHQG-FM	Classic Rock	50,000 Watts	1.3
	WLUM-FM	AAA	8,800 Watts	1.1
	WXSS-FM	CHR	50,000 Watts	1

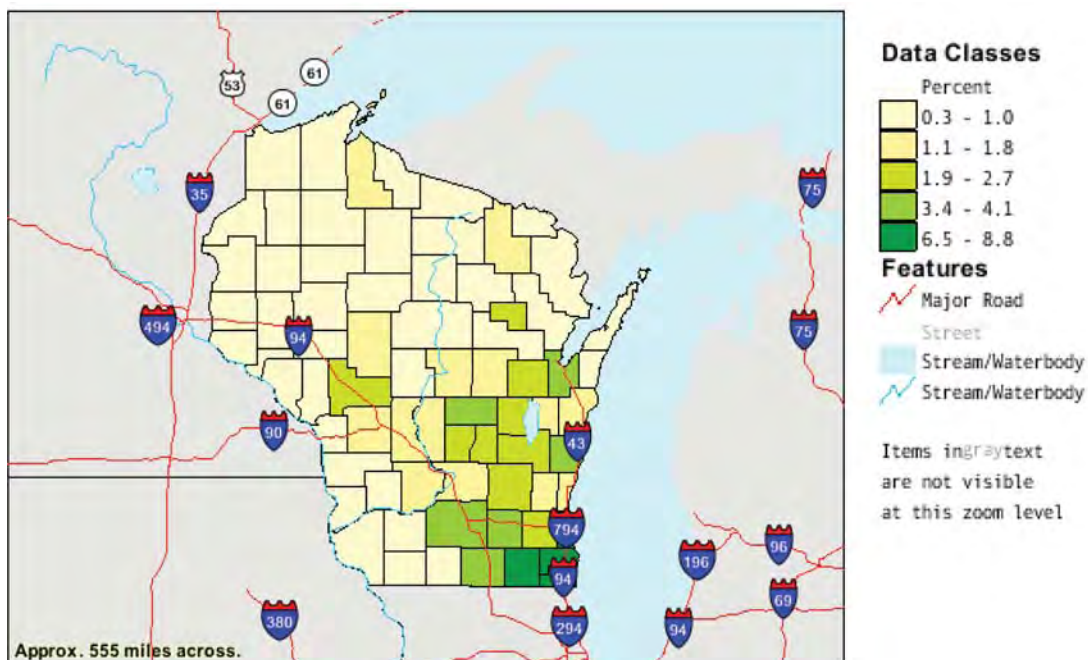
Milwaukee PPM Arbitron Oct/Nov/Dec 2013 Mon-Fri 6a-7p

Wausau				
	Call Letters	Format	Signal Strength	Rating M18-34
	WIFC-FM	CHR	100,000 Watts	1.7
	WDEZ-FM	Country	100,000 Watts	1.0
	WKQH-FM	Country	21,000 Watts	2.0
	WOZZ-FM	Rock	50,000 Watts	1.4
	WYTE-FM	Country	100,000 Watts	0.6

Wausau Arbitron Sp13/Fa12 Mon-Fri 6a-7p

Hispanic Radio:

To understand how Hispanic radio should be allocated, at first we need to understand the distribution of Hispanic households in Wisconsin, according to US Census Data:



The majority of the Hispanic population is located in Southern Wisconsin, reaching up through the Fox Valley. The younger end of the Hispanic population is increasingly bi-lingual or English-dominant, so there is very little need for Spanish-language radio stations. WXSS in Milwaukee, for example, has a large Hispanic following with its Hot Contemporary Hit format.

Station	Format	M18-34 Total Audience	M18-34 Hispanic Audience
WXSS-FM	CHR	81,300	8,200
WLUM-FM	AAA (Alternative)	66,400	6,200
WNRG-FM	CHR	42,600	5,800
WMIL-FM	Country	67,100	4,900
WMYX-FM	Hot A/C	62,400	4,500
WRIT-FM	Oldies	49,800	4,400
WKKV-FM	Urban Hits	46,400	4,100
WDDW-FM	Hispanic	5,600	4,100
WHQG-FM	Album Rock	41,600	3,900
WRNW-FM	CHR	61,100	3,800
WLWK-FM	Soft A/C	42,500	2,900
Arbitron Milwaukee-Racine October/September/August 2014 PPM			

Following is a ranker of the top radio stations Hispanic Men aged 18-34 listen to in Milwaukee, ranked by the amount of young Hispanic men that listen every week:

As Milwaukee is a major market; therefore the research available is much more sophisticated than that for the medium to small sized markets across the rest of the state. Adding to the quality of the Milwaukee research is a well-represented sample of the highest concentration of Hispanics in the state. Therefore, due to this research, when placing Spanish radio in other Wisconsin markets, we will follow Milwaukee's pattern of Contemporary Hit (Top 40) and Urban (Hip-Hop and Black) stations attracting more of the new generation Hispanic than the Spanish language stations, regardless of what language is spoken in the home.

There are two small Hispanic stations in Milwaukee, WDDW-FM, and WJTI-AM. As shown on the previous chart, WDDW ranks 8th among Milwaukee stations in young male Hispanic listening. Despite the fact that WJTI-AM only has 500 weekly listeners in the demographic, it is the only electronic media partner that is a certified MBE with the state so a schedule will be considered. WLMV-AM, Madison, has a much smaller audience and is not a certified MBE. Based on audience size, it would not be an efficient use of media dollars. Because Madison does not have a significant Hispanic population, Arbitron does not provide Hispanic audience data, however based on what we know of Hispanic listening patterns, we suspect that WJJO-FM and WJQM-FM will reach that target. Although it did in the past, the Fox Valley does not have a Spanish language station at this time.

	Call Letters	City of License	Signal Strength	Rating M18-34
	WLMV-AM	Madison	5,000 Watts	0
	WDDW-FM	Kenosha/Milw	3,000 Watts	.2
	WJTI-AM	Kenosha	250 Watts	0

APPENDIX 2: EQUIPMENT—PREAPPROVED AND NOT ALLOWABLE

Note: To verify equipment eligibility for your grant, contact your SPM or RPM.

ELIGIBLE, “CAN”

Equipment Approved for Speed Safety Grants and CIOT, Drive Sober and Booze and Belts Equipment Grants

48" Fluorescent Enforcement Zone Signs

Cage bars for squads

Cones – reasonable amount

Direction Flashlights/Light Batons

DL Scanners

Laser Radar

Lights – Emergency Vehicle Lighting, Light bars

Mobile Digital Communicator (MDC)

Multi-band Radios (Expensive: approx. \$6,000): A quote is needed to determine what % will be used for enforcement

Pedestrian Crossing Signs – not hard mounted

Radar - IACP Approved Speed Enforcement RADAR/LIDAR Devices

PBTs

Radar Recorder

Seatbelt Cutters

Speed Display Board

Speed Sign - Portable Pole Mounted

Standard Radios (approx. \$2,000 each) -Handheld and vehicle mounted

TraCS Compatible Equipment:

- Laptops: Panasonic “Tough Book” approx. \$3,700
- Docking Station: and Power Supply, Mounting Hardware
- Thermal Printer: Printer Cables, Printer Mount
- GPS – not on its own; only with other TraCS items

Vehicles – vehicle purchases require: 1. BOTS to be added to the title 2. Proof of Insurance 3. Proper Disposal

Vests – Need to use (be worn) during HVE as well as standard enforcement.”

Video – Digital Squad Video Recorders and Personal Recorders

“Fatal Vision” Goggles

NON-ELIGIBLE, “CAN’T”

Bicycles

Desktops

Computers (even for TraCS purposes)

Digital Cameras

Emitters

Gloves

Hard mounted Pedestrian Crossing and Stop Signs

iPads

License Plate Readers

Measuring Wheels

Parkas

Printer Paper for TraCS

Radio “Base” Station

Raincoats

Rear plastic squad seats

Software – that is RMS (Record Management System: i.e. Visionare)

Tasers

Tire Deflation Devices (Stop Sticks or Spike Strips)

Ultrabooks

Uniforms

Vehicle Window Tint Meter

Weapons & Ammo & Related Accessories

Warranties

APPENDIX 3:

SAFETY: PARTNERS, COMMITTEES, AND ORGANIZATIONS

Not an exhaustive list.

AAA www.aaafoundation.org/	National Highway Traffic Safety Administration www.nhtsa.dot.gov	Wisconsin Department of Children and Families dcf.wi.gov/
AARP www.aarp.org	Office of Juvenile Justice and Delinquency Prevention ojjdp.ncjrs.org	Wisconsin Department of Justice www.doj.state.wi.us/
Alcohol and Other Drug Abuse Program dpi.wi.gov/sspw/aodaprogram.html	Pacific Institute for Research and Evaluation www.pire.org	Wisconsin Department of Natural Resources dnr.wi.gov/
Children's Hospital of Wisconsin www.chw.org/	Safe Routes to School www.dot.wisconsin.gov/localgov/aid/saferoutes.htm	Wisconsin Department of Tourism www.travelwisconsin.com
Federal Highway Administration www.fhwa.dot.gov	State Council on Alcohol and other Drug Abuse www.scaoda.state.wi.us	WisDOT- Division of Motor Vehicles
Ford Driving Skills for Life www.drivingskillsforlife.com	Statewide OWI Work Group	WisDOT- Planning
Governor's Highway Safety Association www.ghsa.org/	Substance Abuse and Mental Health Services Administration www.samhsa.gov/	Wisconsin Juvenile Officers Association www.wjoa.com .
Governor's Bicycle Coordinating Council	Tavern League of Wisconsin www.tlw.org	Wisconsin Highway Safety Coordinators Association
Governor's Council on Highway Safety	Traffic Records Coordinating Committee	Wisconsin Partnership for Activity and Nutrition (WI PAN)
HSP stakeholder input: April and May 2015	Traffic Safety Commissions (72 county organizations)	Wisconsin Safety Patrol Congress
Intensive Supervision Program granting agencies	University of Wisconsin System Administration	Wisconsin Safety Patrols, Inc. www.wisconsinssafetypatrol.com/
La Crosse OWI Treatment Court www.co.lacrosse.wi.us/humanservices/js/owi.htm	WE Bike, etc. www.webike.org	Wisconsin State Laboratory of Hygiene www.slh.wisc.edu
Law Enforcement Agencies	Wisconsin Association of Women Highway Safety Leaders	Wisconsin Technical College System www.wtcsystem.edu/
MADD www.madd.org	Wisconsin Bike Fed www.bfw.org/	Wisconsin Traffic Safety Officers Association wtsoa.org/siteFiles/
Marshfield Clinic – Center for Community Outreach www.marshfieldclinic.org/patients/?page=cco	Wisconsin Department of Health Services dhs.wisconsin.gov	
Medical College of Wisconsin – Injury Research Center www.mcw.edu/Injury-Research-Center.htm		

APPENDIX 4:

LAW ENFORCEMENT GRANT TARGETING METHODOLOGY

As It Relates to Alcohol, Speed, and Occupant Protection Grants

Introduction

The following is documentation for the methodology on how the targeting lists of political entities and their respective law enforcement agencies were selected for alcohol, speed, and occupant protection law enforcement grants.

Initially Wisconsin counties were grouped by descending degree of apparent crash problem (alcohol, speed, and occupant protection), within the respective grant types (alcohol, speed, and occupant protection). The following summarizes the larger steps taken for all three types of law enforcement grants in generating the overall list.

Initial Scoring

The Division of Motor Vehicles' Traffic Crash files were queried for instances of alcohol, speed, and occupant protection related crashes, by crash type (fatal, injury, and property damage), as noted on the MV4000 crash report form, in Wisconsin cities, villages and townships and grouped together by county for the calendar years 2012, 2013, and 2014. Three years of data were collected to disguise some of the natural fluctuations from year to year. Not all locations in Wisconsin have recorded each of the three types of crashes during the 2012-2014 three year period; those locations were immediately excluded from further investigation, within their respective targeting list grant type (alcohol, speed, and occupant protection).

Reported crashes on public roads were matched with the people involved in the crashes, assigning numeric weights to reported injuries (and non-injuries). The numeric weights assigned were:

Fatal injury = 20

Incapacitating injury = 20

Non-incapacitating injury=10

Possible injury = 5

Unknown or no injury = 1

Numeric weights of the injuries (and non-injuries) were summed by county and cities, villages, or townships,

within a county. That value was named Calculated Score for Injuries.

A *Normalized Score* for injuries was calculated by matching the Calculated Score for Injuries with the final January 1, 2014 population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center (Ex. Calculated Score * (1000/Population Number)) for counties, cities, villages, and towns. Population estimates are based on the 2010 census and an analysis of more current data such as housing units and automobile registrations. 2014 population data was used because it is the most recent available. An example of the formula to be used for each of the respective seventy-two counties in the state is the following:

Calculated Score * (1,000 / (2014 County Population))

Each county is evaluated with regard to its Calculated Score for Injuries and its Normalized Score to see if it meets the criteria for selection. The county-level criteria varies by grant type (alcohol, speed, and occupant protection) and can be found in one of the three respective subsections for grant types, below. The exception to this scoring are all counties with a population of 200,000 or greater, where counties meeting this criterion will automatically be included in the three law enforcement grant types (Alcohol, Speed, and Occupant Protection).

I. Full-year Law Enforcement Grants (Alcohol Only)

Municipalities located in multiple counties have been combined, thus only appear once in the listings. The county containing the largest percentage of the municipality's population has been designated the county of record for the listings. If counties in which a municipality exists are needed, please reference the worksheet named "2014MuniInMultiCounties", in the MS Excel files named "2014MuniAlcWeightedTrgtNormal.xlsx".

Criteria at County Level:

Select counties with the criteria of Weight \geq 3,000 OR NormalScore \geq 50.00 OR (Weight \geq 2,000 AND NormalScore \geq 30.00).

Select the next two counties, from those counties that are still unselected who have a Rural-Urban Continuum Code of one through six and have the next highest NormalScore scores from ALL counties per RPM Region.

Criteria at Municipal Level:

A list of municipalities for each of the counties selected as a possible grant candidate will be generated, showing the NormalScore and Weight, for each of the municipalities within a county. Municipalities within each of these counties will be selected for potential grants using the following criteria:

Weight \geq 300

NormalScore \geq 50.00

Each of these municipalities will be highlighted in blue. Please note that municipalities that have a law enforcement agency presence, besides the county sheriff will also be highlighted.

II. Seasonal Law Enforcement Grants

Common to All types

Seasonal Law Enforcement Grant candidates are selected based upon a 3-month (quarterly) time-period, using the seasonal definition of the meteorological year. These time period are the following:

Meteorologists use whole months to identify meteorological seasons. In the northern hemisphere the months are the following:

- Meteorological spring takes place during March, April, and May
- Meteorological summer takes place during June, July, and August
- Meteorological autumn takes place during September, October, and November
- Meteorological winter takes place during December, January, and February

http://www.aos.wisc.edu/~hopkins/WES/fall_05/WESf05supl10.html

Spring Quarter: March, April, May

Summer Quarter: June, July, August

Autumn Quarter: September, October, November

Winter Quarter: December, January, February

A Calculated Score for Injuries and a Normalized Score are then calculated for each quarter of the past year

(2014 in this particular case) as one selected grouping. Another Calculated Score for Injuries and a Normalized Score as an average, by quarter for the five years that precede the past year (2009-2013 in this particular case) are also selected into another grouping.

The purpose of having these two groupings are to identify county-level political entities that have immediate, short-term, quarterly traffic crash issues for the 2014 selected grouping and those that have a long-term trend, within a specific seasonal quarter, with regard to traffic crash issues for the 2009-2013 selected grouping.

Each county NOT having a Rural-Urban Continuum Code of seven through nine is evaluated with regard to its Calculated Score for Injuries and its Normalized Score for each of the four quarters to see if it meets the criteria for selection. The county-level criteria varies by grant type (alcohol, speed, and occupant protection) and can be found in one of the three respective subsections for grant types, below.

Counties with normalized scores that fall outside one or more standard deviations, but less than two standard deviations from the population group's average, but whose normalized score is at least 15% above the group mean are displayed against a lightly red shaded background and will be selected as grant candidates. Counties with normalized scores that fall outside two or more standard deviations from one of the six population group means are displayed against a more darkly shaded background and are automatically eligible as a grant candidate.

Alcohol (All four seasons will be used for the 2016 Federal Fiscal Year)

The selection of counties for alcohol-related seasonal grants will follow the "Common to All types" section of the Seasonal Law Enforcement Grants section.

Speed (the summer quarter and possibly the autumn quarter will be used for the 2016 Federal Fiscal Year)

The selection of counties for speed-related seasonal grants will follow the "Common to All types" section of the Seasonal Law Enforcement Grants section.

Occupant Protection (Only the spring and summer quarters will be used for the 2016 Federal Fiscal Year)

The selection of counties for speed-related seasonal grants will follow the “Common to All types” section of the Seasonal Law Enforcement Grants section.

III. Occupant Protection Grants by County, Based Upon the Number of Registered Pick-up Trucks

The selection process will also make counties eligible for Occupant Protection Grants, based upon the number of pick-up trucks registered in a particular county, for the year 2014, relative to the mean number of pick-up trucks per county, for the state as a whole, where the county has not been previously targeted for Occupant Protection grant(s).

Counties, which are one or more standard deviations, above the mean, for pick-up truck registrations statewide will be considered for seasonal occupant protection grants. The local County Sheriff’s law enforcement agency will be the first enforcement agency contacted, for each county, given they have county-wide jurisdiction.

IV. All Grants Types (Alcohol, Speed, and Occupant Protection) by County, Based Upon Population.

Counties with a population greater than or equal to 500,000 will be targeted for all three categories of law enforcement grant types (Alcohol, Speed, and Occupant Protection), regardless of the grant distribution methodology (Annual, Seasonal, and Pick-up Trucks Registered) selected for a given targeting year.

The rationale for using this metric is based upon the particulars of the methodology time periods selected for a targeting year. Some grants types (Ex. Speed this year) are only being targeted, using a seasonal methodology. Counties with large populations (and VMT),

relative to the State as whole do not statistically have as great of variation as counties having smaller populations (and VMT) in the State when using the seasonal methodology, thus could be overlooked as a targeted county, though they do have a significant traffic safety problem year- around, which would only be noted, if annual year round law enforcement grants are provided for a particular grant type (speed in this case). Basically, there is a need to more efficiently allocate funds on a seasonal basis (for speed in this case), but still not exclude the more populated (and higher VMT) counties, which lack seasonal variation in their traffic safety issues, because their traffic safety issues exist year-round .

Please note population was used as the metric, instead of VMT, because of the on-going regularity and timeliness of annual population estimates (both state and federal) versus, the unpredictability of when VMT data will become available, for a given year.

After each county that has been selected for a particular type of grant (Alcohol, Speed, and Occupant Protection) we then drilled-down to the municipal (City, Village, or Town) level to select the specific municipal entities that will be offered a grant. This will be achieved by measuring the Normalized Score for injuries and the Calculated Score for Injuries, for each of the municipalities against the criteria set for municipalities, in each of the grant types (Alcohol, Speed, and Occupant Protection) as described in Section I., above. Please note that the County Sheriff of a selected county, regardless of grant type will always be considered for a grant, otherwise the local law enforcement agency that has a selected municipality within its jurisdiction will be considered to implement a grant on behalf of the selected municipality.

APPENDIX 5:

HIGHWAY SAFETY PROGRAM COST SUMMARY "217PLAN"

June 2015 • Number 15-01 • Highway Safety Plan • FFY 2016 • Wisconsin

PROGRAM AREA	APPRVD PROGRAM COSTS	STATE/LOCAL FUNDS	PREVIOUS BAL	FEDERALLY FUNDED PROGRAMS INCRE/(DECRE)	CURRENT BAL	FEDERAL SHARE TO LOCAL
PA	340,000.00	530,000.00	340,000.00	0.00		74,250.00
OP	290,000.00	0.00	282,000.00	8,000.00		200,000.00
AL	300,000.00	1,131,600.00	356,000.00	(56,000.00)		300,000.00
PT	1,250,000.00	11,000.00	1,115,000.00	135,000.00		1,175,000.00
TR	90,000.00	69,000.00	90,000.00	0.00		0.00
EM	100,000.00	0.00	175,000.00	(75,000.00)		50,000.00
MC	270,000.00	654,000.00	320,000.00	(50,000.00)		270,000.00
PS	300,000.00	87,000.00	295,000.00	5,000.00		250,000.00
CP	1,065,000.00	0.00	1,125,000.00	(60,000.00)		898,000.00
PM	580,000.00	0.00	600,000.00	(20,000.00)		580,000.00
Total 402	4,585,000.00	2,482,600.00	4,698,000.00	(113,000.00)	0.00	3,797,250.00
405b	1,092,000.00	5,895,000.00	835,000.00	257,000.00		
405c	1,317,620.00	214,950.00	1,152,000.00	165,620.00		
405d	4,070,000.00	9,456,000.00	3,780,000.00	290,000.00		
405f	225,000.00	0.00	300,000.00	(75,000.00)		
ALL FUNDS	11,289,620.00	18,048,550.00	10,765,000.00	524,620.00	0.00	3,797,250.00

State Officials Authorized Signature:

Federal Official(s) Authorized Signature:

NAME

NHTSA - NAME

FHWA - NAME

TITLE

TITLE

TITLE

DATE

DATE

DATE

EFFECTIVE DATE

APPENDIX 6:
DETAILED BUDGET
FFY 2016 HIGHWAY SAFETY PLAN BUDGET

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
PLANNING & ADMINISTRATION (PA) 10					
2016-10-01-PA	Planning & Administration	340,000			
402	(PA)	340,000			0
2016-19-01	402 Match		530,000		
State	(562)		530,000		
TOTAL PLAN & ADMIN FUNDS		340,000	530,000	870,000	0

OCCUPANT PROTECTION 20					
2016-20-01	Program Mgmt	90,000			50,000
2016-20-06	Equipment	200,000			200,000
402	(OP)	290,000		290,000	200,000
2016-25-02	PI&E	230,000			
2016-25-03	Training - Technical	182,000			
2016-25-05	Enforcement	500,000			
2016-25-06	Equipment	225,000			
2016-25-09	Evaluation	185,000			
405b	(405-M2)	1,092,000		1,092,000	0
TOTAL OCC PROTECT FUNDS		1,382,000	0	1,382,000	200,000

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
IMPAIRED DRIVING— Youth Program Plan (30)					
2016-30-06	Equipment	300,000			300,000
402	(AL)	300,000	0	300,000	300,000
2016-31-01	Program Management	90,000			
2016-31-02	PI&E	220,000			
2016-31-03	Training - Technical	740,000			
2016-31-04	Training - Community	150,000	1,131,600		
2016-31-05	Enforcement	2,500,000			
2016-31-06	Equipment	30,000			
2016-31-07	Paid Media	230,000			
2016-31-09	Evaluation	10,000			
405d	(M5)	3,970,000	1,131,600	5,101,600	0
TOTAL IMPAIRED/YOUTH DRIVING FUNDS		4,270,000	1,131,600	5,401,600	300,000

POLICE TRAFFIC SERVICES (PTS) 40					
2016-40-01	Program Mgmt	75,000	11,000		0
2016-40-02	PI & E	200,000			100,000
2016-40-05	Enforcement	675,000			675,000
2016-40-06	Equipment	300,000			300,000
402	402-PT	1,250,000	11,000	1,261,000	1,075,000
TOTAL	Total PTS	1,250,000	11,000	1,261,000	1,075,000

HIGHWAY SAFETY INFORMATION (Traffic Records) 50					
2016-50-01	Program Mgmt	90,000			0
402	402-TR	90,000			22,500
2016-58-01	Program Mgmt	16,000			
2016-58-02	PI&E	12,500			
2016-58-03	Training - Technical	963,500			
2016-58-06	Equipment	325,620	69,000		
2016-58-09	Evaluation	15,000			
408 & 405C	(K9 & M3)	1,317,620	69,000	1,386,620	22,500
TOTAL RECORDS FUNDS		1,407,620	69,000	1,476,620	22,500

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
INJURY CONTROL—EMERGENCY RESPONSE 60					
2016-60-02	PI & E	50,000			50,000
2016-60-03	Training - Technical	50,000			50,000
402	(EM)	100,000	0	100,000	100,000

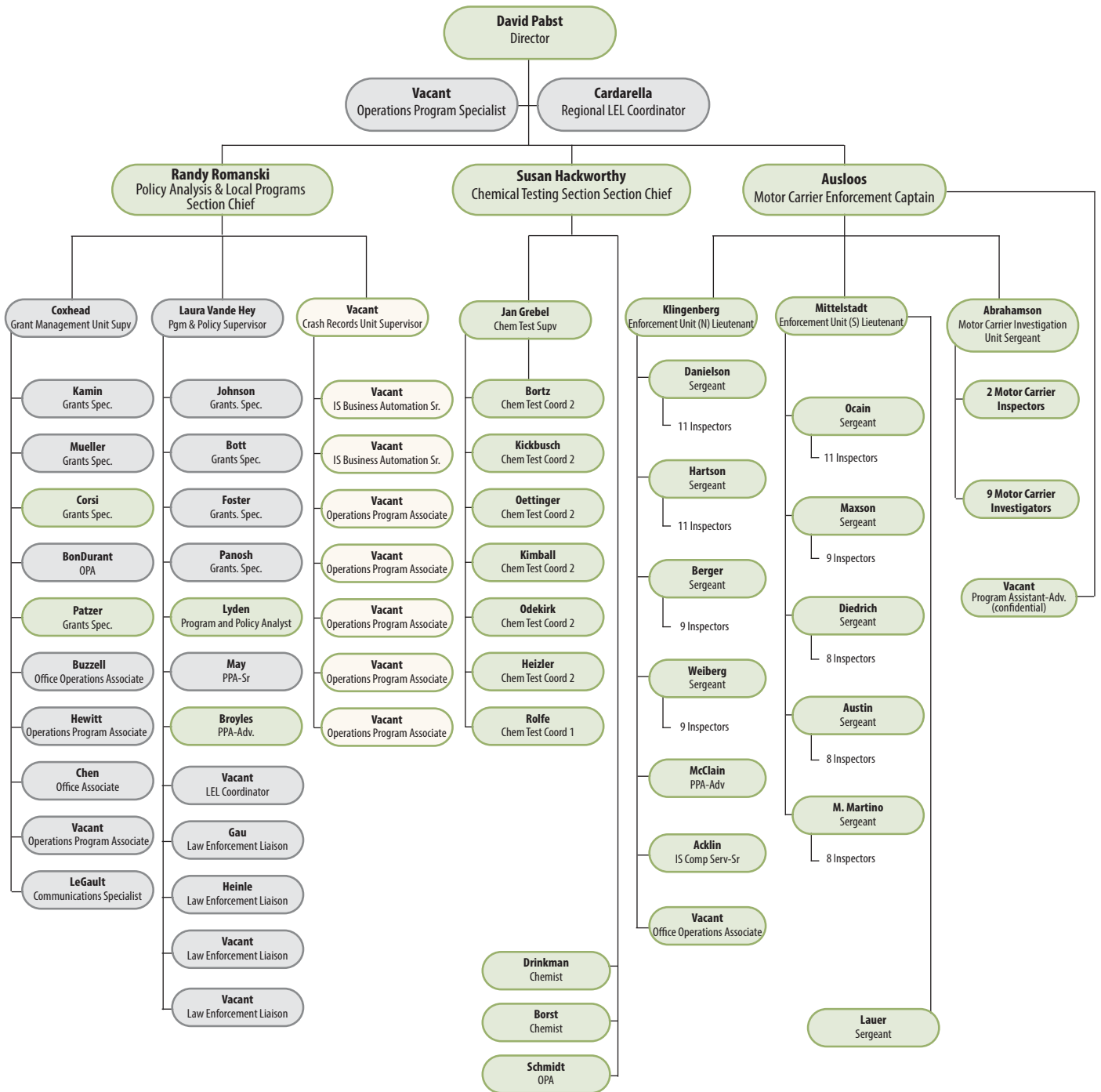
MOTORCYCLE SAFETY 70					
2016-70-02	PI&E	50,000			
2016-70-04	Training - Community	220,000			220,000
402	(MC)	270,000	0	320,000	220,000
2016-31-05	Enforcement	100,000			
405d	(M5)	100,000	0	100,000	0
2016-72-03	Training - Technical	100,000			
2016-72-06	Equipment	100,000			
2016-72-09	Evaluation	25,000			
405f	(M9)	225,000	0	225,000	0
2016-79-01	Program Mgmt		191,000		
2016-79-04	Training - Community		463,000		
2016-79-07	Paid Media		50,000		
State (562)		704,000			
TOTAL MOTORCYCLE FUNDS		595,000	704,000	1,299,000	220,000

PEDESTRIAN, BICYCLE & SCHOOL BUS SAFETY 80					
2016-80-02	PI&E	50,000			25,000
2016-80-03	Training - Technical	85,000			85,000
2016-80-04	Training - Community	5,000			5,000
2016-80-05	Enforcement	160,000			160,000
402	(PS)	300,000	0	600,000	275,000
2016-89-01	Program Management		87,000		
2016-89-02	PI&E		41,000		
State	(562)		128,000		
TOTAL PED/BIKE FUNDS		300,000	128,000	428,000	275,000

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
COMMUNITY TRAFFIC SAFETY 90 Community Activity					
2016-90-01	Program Mgmt	284,000			142,000
2016-90-02	PI & E	566,000			283,000
2016-90-04	Community Programs	215,000			161,250
2016-90-07	Paid Media	580,000			435,000
402	(CP)	1,645,000	0	1,645,000	586,250
Total Community Programs		1,645,000	0	1,645,000	586,250

Fund Totals					
	402 TOTAL	4,585,000			2,778,750 (60.61%)
	405d TOTAL	4,070,000			
	405b Total	1,092,000			
	408 & 405c Total	1,317,620			
	405f Total	225,000			
	TOTAL NHTSA FUNDS	11,289,620			

APPENDIX 7: BUREAU OF TRANSPORTATION SAFETY ORGANIZATIONAL CHART APRIL 2015



Note: NHTSA-funded positions are indicated by grey shading.
The Crash Records Unit is in the process of being created. Initial hires began in May 2015 and final hires will be in January 2017.

STATE CERTIFICATIONS AND ASSURANCES

APPENDIX A TO PART 1200 –CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)

State: Wisconsin Fiscal Year: 2016

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

GENERAL REQUIREMENTS

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- 49 CFR Part 18 – Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200 – Uniform Procedures for State Highway Safety Grant Programs

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;

- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received:
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION (applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352), which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), and the Americans with Disabilities Act of 1990 (Pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100-259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)

The State will provide a drug-free workplace by:

- Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- Establishing a drug-free awareness program to inform employees about:
 - o The dangers of drug abuse in the workplace.
 - o The grantee's policy of maintaining a drug-free workplace.
 - o Any available drug counseling, rehabilitation, and employee assistance programs.
 - o The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - o Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).

- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - o Abide by the terms of the statement.
 - o Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- Taking one of the following actions, within 30 days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted –
 - o Taking appropriate personnel action against such an employee, up to and including termination.
 - o Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

BUY AMERICA ACT (applies to subrecipients as well as States)

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT) (applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING (applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING (applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION (applies to subrecipients as well as States)

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations. 6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS-PRIMARY COVERED TRANSACTIONS

- (1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
 - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
 - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property; (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
 - (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
- (2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal

- government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
 4. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
 5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
 6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
 7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
 8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
 9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees

when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

SECTION 402 REQUIREMENTS

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- Participation in the National high-visibility law enforcement mobilizations;

- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that failure to comply with applicable Federal statutes and regulations may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.

Mark Gottlieb
Signature Governor's Representative for Highway Safety

6-16-15
Date

Mark Gottlieb
Printed name of Governor's Representative for Highway Safety

APPENDIX 8B:
STATE CERTIFICATIONS AND ASSURANCES

**APPENDIX D TO PART 1200 –CERTIFICATIONS AND ASSURANCES
FOR NATIONAL PRIORITY SAFETY PROGRAM GRANTS (23 U.S.C. 405)**

State of Wisconsin, Fiscal Year 2016

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements, including applicable Federal statutes and regulations that are in effect during the grant period.

In my capacity as the Governor’s Representative for Highway Safety, I:

- certify that, to the best of my personal knowledge, the information submitted to the National Highway Traffic Safety Administration in support of the State’s application for Section 405 grants below is accurate and complete.
- understand that incorrect, incomplete, or untimely information submitted in support of the State’s application may result in the denial of an award under Section 405.
- agree that, as condition of the grant, the State will use these grant funds in accordance with the specific requirements of Section 405(b), (c), (d), (e), (f) and (g), as applicable.
- agree that, as a condition of the grant, the State will comply with all applicable laws and regulations and financial and programmatic requirements for Federal grants.

Mark Gottlieb
Signature Governor’s Representative for Highway Safety

6-16-15
Date

Mark Gottlieb
Printed name of Governor’s Representative for Highway Safety

Instructions: Check the box for each part for which the State is applying for a grant, fill in relevant blanks, and identify the attachment number or page numbers where the requested information appears in the HSP. Attachments may be submitted electronically.

Part 1: Occupant Protection (23 CFR 1200.21)

All States: (Fill in all blanks below.)

- The State will maintain its aggregate expenditures from all State and local sources for occupant protection programs at or above the average level of such expenditures in fiscal years 2010 and 2011. (23 U.S.C. 405(a)(1)(H))
- The State will participate in the Click it or Ticket national mobilization in the fiscal year of the grant. The description of the State’s planned participation is provided as HSP attachment or page number: HSP page 15.
- The State’s occupant protection plan for the upcoming fiscal year is provided as HSP attachment or page number: HSP pages 13-18.
- Documentation of the State’s active network of child restraint inspection stations is provided as HSP attachment or page number: Supplemental Appendix OP-4.

- The State's plan for child passenger safety technicians is provided as HSP attachment or page number: Supplemental Appendix OP-3.

Lower Seat belt Use States: *(Check at least 3 boxes below and fill in all blanks under those checked boxes.)*

- The State's **primary seat belt use law**, requiring primary enforcement of the State's occupant protection laws, was enacted on 6/29/2009 and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant. Legal citation(s):
Section 347.48 (2m), Wis. Stats.
Section 347.48 (4), Wis. Stats.
- The State's occupant protection law, requiring occupants to be secured in a seat belt or age-appropriate child restraint while in a passenger motor vehicle and a minimum fine of \$25, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Requirement for all occupants to be secured in seat belt or age appropriate child restraint:
- Coverage of all passenger motor vehicles:
- Minimum fine of at least \$25:
- Exemptions from restraint requirements:
- The State's **seat belt enforcement plan** is provided as HSP attachment or page #: HSP pages 13-15.
- The State's **high risk population countermeasure program** is provided as HSP attachment or page #: Supplemental Appendix OP-2 and HSP page 14.
- The State's **comprehensive occupant protection program** is provided as HSP attachment # _____.
- The State's **occupant protection program assessment:** *(Check one box below and fill in any blanks under that checked box.)*
 - The State's NHTSA-facilitated occupant protection program assessment was conducted on _____;

OR

- The State agrees to conduct a NHTSA-facilitated occupant protection program assessment by September 1 of the fiscal year of the grant. (This option is available only for fiscal year 2013 grants.)

Part 2: State Traffic Safety Information System Improvements (23 CFR 1200.22)

- The State will maintain its aggregate expenditures from all State and local sources for traffic safety information system programs at or above the average level of such expenditures in fiscal years 2010 and 2011.

(Fill in at least one blank for each bullet below.)

- A copy of *(check one box only)* the TRCC charter or the statute legally mandating a State TRCC is provided as HSP attachment # Supplemental Appendix TR-5 or submitted electronically through the TRIPRS database on _____.
- A copy of TRCC meeting schedule for 12 months following application due date and all reports and other documents promulgated by the TRCC during the 12 months preceding the application due date is provided as HSP attachment # Supplemental Appendix TR-4 or submitted electronically through the TRIPRS database on _____.

- A list of the TRCC membership and the organization and function they represent is provided as HSP attachment # Supplemental Appendix TR-1 or submitted electronically through the TRIPRS database on _____.
- The name and title of the State's Traffic Records Coordinator is Co-Chairs: Larry Corsi, Program Manager, and Neil May, Program Evaluation Analyst.
- A copy of the State Strategic Plan, including any updates, is provided as HSP attachment #: Supplemental Appendix TR-2 or submitted electronically through the TRIPRS database on _____.
- *(Check **one box** below and fill in **any** blanks under that checked box.)*
- The following pages in the State's Strategic Plan provides a written description of the performance measures, and all supporting data, that the State is relying on to demonstrate achievement of the quantitative improvement in the preceding 12 months of the application due date in relation to one or more of the significant data program attributes: pages _____.

OR

- If not detailed in the State's Strategic Plan, the written description is provided as HSP attachment # Supplemental Appendix TR-3.
- The State's most recent assessment or update of its highway safety data and traffic records system was completed on 6/6/2015.

Part 3: Impaired Driving Countermeasures (23 CFR 1200.23)

All States:

- The State will maintain its aggregate expenditures from all State and local sources for impaired driving programs at or above the average level of such expenditures in fiscal years 2010 and 2011.
- The State will use the funds awarded under 23 U.S.C. 405(d) only for the implementation of programs as provided in 23 CFR 1200.23(i) in the fiscal year of the grant.

Mid-Range State:

*(Check **one box** below and fill in **any** blanks under that checked box.)*

- The statewide impaired driving plan approved by a statewide impaired driving task force was issued on 8/1/2013 and is provided as HSP attachment # Supplemental Appendix AL-1;

OR

- For the first year of the grant as a mid-range State, the State agrees to convene a statewide impaired driving task force to develop a statewide impaired driving plan and submit a copy of the plan to NHTSA by September 1 of the fiscal year of the grant.
- A copy of information describing the statewide impaired driving task force is provided as HSP attachment # _____.

High-Range State:

*(Check **one box** below and fill in **any** blanks under that checked box.)*

- A NHTSA-facilitated assessment of the State's impaired driving program was conducted on _____;

OR

- For the first year of the grant as a high-range State, the State agrees to conduct a NHTSA-facilitated assessment by September 1 of the fiscal year of the grant;

(Check **one box** below and fill in **any** blanks under that checked box.)

- For the first year of the grant as a high-range State, the State agrees to convene a statewide impaired driving task force to develop a statewide impaired driving plan addressing recommendations from the assessment and submit the plan to NHTSA for review and approval by September 1 of the fiscal year of the grant;

OR

- For subsequent years of the grant as a high-range State, the statewide impaired driving plan developed or updated on _____ is provided as HSP attachment # _____.
- A copy of the information describing the statewide impaired driving task force is provided as HSP attachment # _____.

Ignition Interlock Law: (Fill in **all** blanks below.)

- The State's ignition interlock law was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant. **Legal citation(s):**

Part 4: Distracted Driving (23 CFR 1200.24)

(Fill in **all** blanks below.)

Prohibition on Texting While Driving

The State's texting ban statute, prohibiting texting while driving, a minimum fine of at least \$25, and increased fines for repeat offenses, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Prohibition on texting while driving:
- Definition of covered wireless communication devices:
- Minimum fine of at least \$25 for first offense:
- Increased fines for repeat offenses:
- Exemptions from texting ban:

Prohibition on Youth Cell Phone Use While Driving

The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving, driver license testing of distracted driving issues, a minimum fine of at least \$25, increased fines for repeat offenses, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Prohibition on youth cell phone use while driving:
- Driver license testing of distracted driving issues:
- Minimum fine of at least \$25 for first offense:
- Increased fines for repeat offenses:
- Exemptions from youth cell phone use ban:

Part 5: Motorcyclist Safety (23 CFR 1200.25)

(Check **at least 2 boxes** below and fill in **any** blanks under those checked boxes.)

- Motorcycle riding training course:**

- Copy of official State document (e.g., law, regulation, binding policy directive, letter from the Governor) identifying the designated State authority over motorcyclist safety issues is provided as HSP attachment # Supplemental Appendix MC-1.
- Document(s) showing the designated State authority approved the training curriculum that includes instruction in crash avoidance and other safety-oriented operational skills for both in-class and on-the-motorcycle is provided as HSP attachment # Supplemental Appendix MC-2.
- Document(s) regarding locations of the motorcycle rider training course being offered in the State is provided as HSP attachment # Supplemental Appendix MC-3.
- Document(s) showing that certified motorcycle rider training instructors teach the motorcycle riding training course is provided as HSP attachment # Supplemental Appendix MC-2.
- Description of the quality control procedures to assess motorcycle rider training courses and instructor training courses and actions taken to improve courses is provided as HSP attachment # Supplemental Appendices MC-4 and MC-8.

Motorcyclist awareness program:

- Copy of official State document (e.g., law, regulation, binding policy directive, letter from the Governor) identifying the designated State authority over motorcyclist safety issues is provided as HSP attachment # Supplemental Appendix MC-1.
- Letter from the Governor's Representative for Highway Safety stating that the motorcyclist awareness program is developed by or in coordination with the designated State authority is provided as HSP attachment # Supplemental Appendix MC-5.
- Data used to identify and prioritize the State's motorcyclist safety program areas is provided as HSP attachment or page # Supplemental Appendix MC-6.
- Description of how the State achieved collaboration among agencies and organizations regarding motorcycle safety issues is provided as HSP attachment or page # Supplemental Appendices MC-5 and MC-7.
- Copy of the State strategic communications plan is provided as HSP attachment # Supplemental Appendix MC-7, pages 1-2.

Reduction of fatalities and crashes involving motorcycles:

- Data showing the total number of motor vehicle crashes involving motorcycles is provided as HSP attachment or page # _____.
- Description of the State's methods for collecting and analyzing data is provided as HSP attachment or page # _____.

Impaired driving program:

- Data used to identify and prioritize the State's impaired driving and impaired motorcycle operation problem areas is provided as HSP attachment or page # _____.
- Detailed description of the State's impaired driving program is provided as HSP attachment or page # _____.
- The State law or regulation that defines impairment.

Legal citation(s):

Reduction of fatalities and accidents involving impaired motorcyclists:

- Data showing the total number of reported crashes involving alcohol-impaired and drug-impaired motorcycle operators is provided as HSP attachment or page # _____.
- Description of the State's methods for collecting and analyzing data is provided as HSP attachment or page # _____.
- The State law or regulation that defines impairment.

Legal citation(s):

Use of fees collected from motorcyclists for motorcycle programs: *(Check **one box** below and fill in **any** blanks under the checked box.)*

Applying as a Law State –

- The State law or regulation that requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs to be used for motorcycle training and safety programs.

Legal citation(s):

AND

- The State's law appropriating funds for FY ____ that requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs be spent on motorcycle training and safety programs.

Legal citation(s):

Applying as a Data State –

- Data and/or documentation from **official** State records from the previous fiscal year showing that **all** fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs were used for motorcycle training and safety programs is provided as HSP attachment # _____.

Part 6: State Graduated Driver Licensing Laws (23 CFR 1200.26)

*(Fill in **all** applicable blanks below.)*

The State's graduated driver licensing statute, requiring both a learner's permit stage and intermediate stage prior to receiving a full driver's license, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Learner's Permit Stage – requires testing and education, driving restrictions, minimum duration, and applicability to novice drivers younger than 21 years of age.

Legal citations:

- Testing and education requirements:
- Driving restrictions:
- Minimum duration:
- Applicability to novice drivers younger than 21 years of age:
- Exemptions from graduated driver licensing law:

Intermediate Stage – requires driving restrictions, minimum duration, and applicability to any driver who has completed the learner’s permit stage and who is younger than 18 years of age.

Legal citations:

- Driving restrictions:
- Minimum duration:
- Applicability to any driver who has completed the learner’s permit stage and is younger than 18 years of age:
- Exemptions from graduated driver licensing law:

Additional Requirements During Both Learner’s Permit and Intermediate Stages

Prohibition enforced as a primary offense on use of a cellular telephone or any communications device by the driver while driving, except in case of emergency.

Legal citation(s):

Requirement that the driver who possesses a learner’s permit or intermediate license remain conviction-free for a period of not less than six consecutive months immediately prior to the expiration of that stage.

Legal citation(s):

License Distinguishability (*Check **one box** below and fill in **any** blanks under that checked box.*)

- Requirement that the State learner’s permit, intermediate license, and full driver’s license are visually distinguishable.

Legal citation(s):

OR

- Sample permits and licenses containing visual features that would enable a law enforcement officer to distinguish between the State learner’s permit, intermediate license, and full driver’s license, are provided as HSP attachment #_____.

OR

- Description of the State’s system that enables law enforcement officers in the State during traffic stops to distinguish between the State learner’s permit, intermediate license, and full driver’s license, are provided as HSP attachment #_____.

STATE OF WISCONSIN
FFY 2016

Highway Safety Plan





STATE OF WISCONSIN FFY 2016



Highway Safety Plan

Scott Walker
GOVERNOR OF WISCONSIN

Mark Gottlieb, P.E.
GOVERNOR'S REPRESENTATIVE FOR HIGHWAY SAFETY

David Pabst
HIGHWAY SAFETY COORDINATOR



STATE OF WISCONSIN FFY
2016



Highway Safety Plan

SUPPLEMENTAL APPENDIX

State of Wisconsin
 Federal Fiscal Year 2016
 Highway Safety Plan
 APPENDIX SUPPLEMENT

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AL-1: WISCONSIN STATEWIDE IMPAIRED DRIVING PLAN

Wisconsin Statewide Impaired Driving Task Force • August 1, 2013

Introduction

Executive Summary

The Moving Ahead for Progress in the 21st Century Act (MAP-21) is the most recent enactment authorizing federal funding for surface transportation programs. Under MAP-21, states qualify for impaired driving grants based on the state's average impaired driving fatality rate. The rate, which uses the most recently available FARS data, is based on the number of fatalities in alcohol-related motor vehicle crashes for every 100,000,000 vehicle miles traveled. For purposes of this calculation, a crash is considered alcohol-related if it involves at least one driver with a blood alcohol concentration of at least 0.08 percent.

Wisconsin's average impaired driving fatality rate for the prior three years is 0.38, which makes Wisconsin a "mid-range state." As with other mid-range states, Wisconsin was required to submit either a statewide impaired driving plan that was developed by a statewide task force within the three years prior, or assurances that it would develop and submit such a plan by September 1 of the grant year.

Wisconsin's FFY 2013 application, which was due March 25, 2013, was submitted with assurances that a plan would be developed. The FFY 2014 application, which was due July 1, 2013, reserved a section for this

report, which documents the creation and initial meeting of Wisconsin's Statewide Impaired Driving Task Force.

Vision

Zero in Wisconsin: Even one preventable traffic fatality is too many.

Mission

In concert with Wisconsin's Strategic Highway Safety Plan and Highway Safety Performance Plan, the Wisconsin Statewide Impaired Driving Task Force provides a comprehensive strategy for combating impaired driving. No one solution for this problem exists and a comprehensive approach needs to be considered in each community.

Background

The Impaired Driving Problem

Over the past decade, Wisconsin has experienced a decline in both OWI arrests and alcohol-related crashes resulting in serious injury or death (see. Fig. 1). During this same period, Wisconsin has seen reductions in its traffic fatalities overall. These are all positive signs that suggest that what we are doing is working.

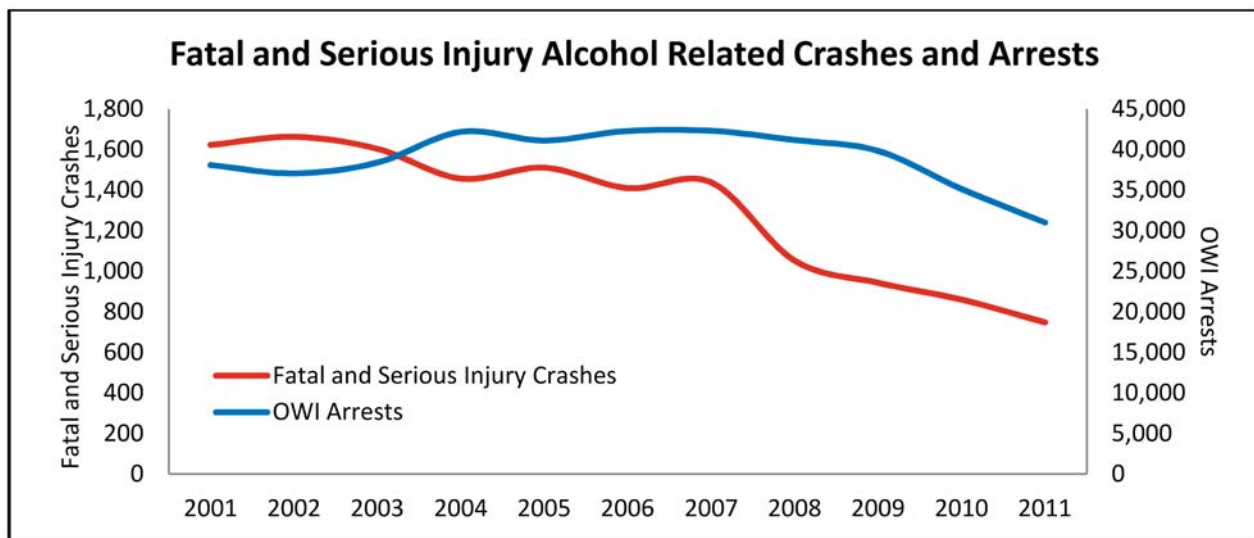


Figure 1

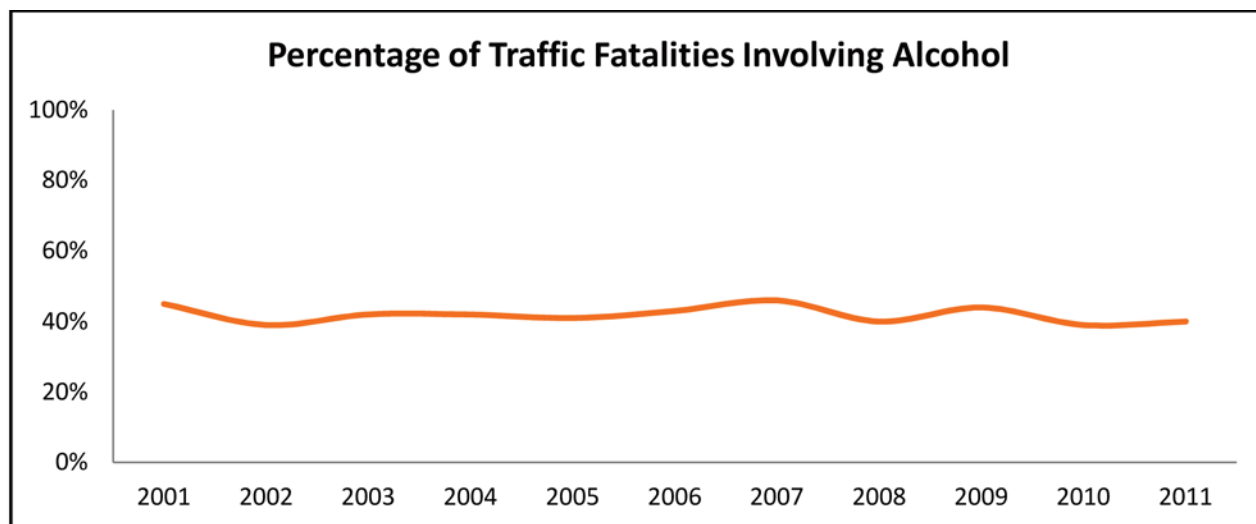


Figure 2

Crash Severity	Total Crashes	Cost Per Crash	Total Cost
Fatality (K)	320	\$1,441,000	\$461,120,000
Incapacitating (A)	578	\$71,600	\$41,384,800
Non-incapacitating (B)	1,531	\$23,000	\$35,213,000
Possible Injury (C)	1,149	\$13,000	\$14,937,000
Property Damage	5,472	\$9,200	\$50,342,400
Total Economic Loss			\$602,997,200

Figure 3

And yet, impaired driving remains a serious problem. Alcohol was a contributing factor in only 5% of all crashes in Wisconsin in 2011. However, 10% of serious injury crashes involved alcohol.

Furthermore, 39% of fatal crashes involved an intoxicated driver. Fully 75% of alcohol-related crashes resulting in fatal and serious injuries crashes involved a first-time offender. Over the past decade, despite the reduction in traffic fatalities, the percentage of those fatalities involving alcohol has remained remarkably consistent (see Fig. 2).

Impaired driving has a high economic cost to the state, as determined using national cost estimates obtained from the National Safety Council. Applying this approach to 2012 crash statistics demonstrates the significant cost to the state (see Fig. 3).

Though crashes are a problem and a serious concern, there are many impaired driving incidents that are caught and punished without crash involvement. In 2012, Wisconsin saw 36,468 convictions for operating a motor vehicle while intoxicated. This is a reduction over prior years (see Fig. 4) but the number of individuals driving while impaired remains unacceptably high.

Wisconsin also remains high in self-reported underage alcohol consumption and binge drinking.

The Century Council revealed that 65% of underage youth who drink obtain alcohol from family and friends. Only 7% of youth reported that they obtained alcohol from retailers who failed to check for identification. This behavior translates to highway crash experience. In 2012, teen drivers accounted for 6% of all drivers in crashes who were listed as “had been

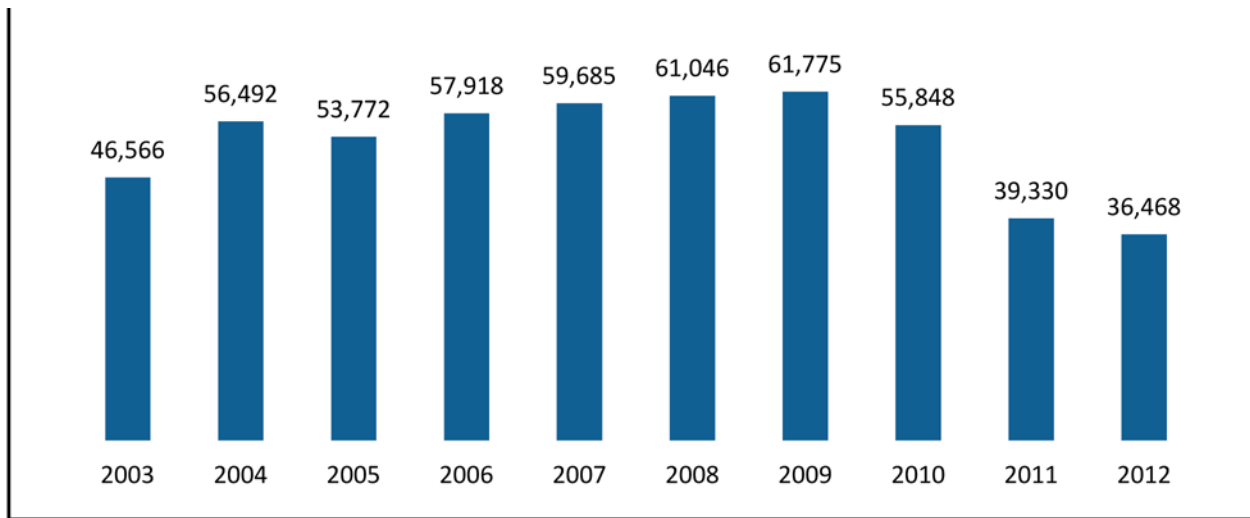


Figure 4

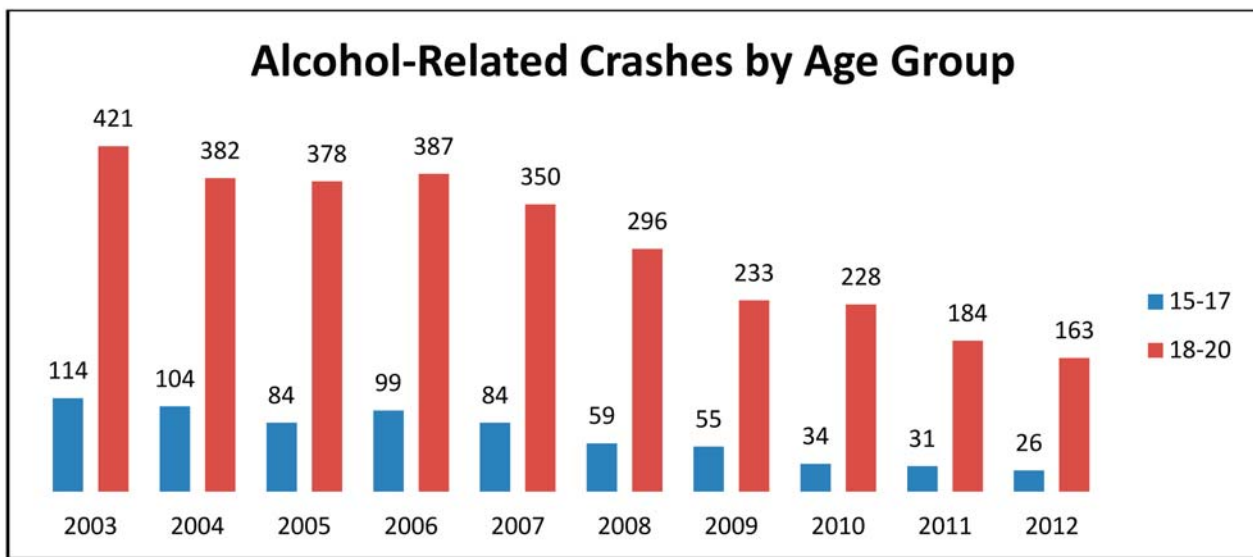


Figure 5

drinking,” and 10% of those suspected of using other drugs. In raw numbers, that is 189 minors who should have been absolutely sober (see Fig. 5).

Working Towards a Solution

Working to address our impaired driving problem relies on the input and contribution of various stakeholders. Within the Wisconsin Department of Transportation (WisDOT), there exists a Traffic Safety Council, whose members represent the various divisions of the Department. Among the duties of the Council is the creation and implementation of the state’s Strategic Highway Safety Plan (SHSP). Reducing the incidence of impaired driving and continued data improvement—signature initiatives of this Task

Force—are also priority areas in the state’s most recent SHSP. This task force will likely play a significant role in the implementation of the overlapping issue areas of the SHSP.

There also exists a Governor’s Council on Highway Safety, which brings together representatives from executive agencies, the state legislature, and the general public. The Governor’s Council is advisory to the Governor, the legislature, and to WisDOT.

In 2009, the Governor’s Council commissioned a statewide task force with support from Mothers Against Drunk Driving (MADD). The task force—which

included state legislators, members of industry, policy experts, law enforcement, members of judiciary, and others—focused primarily on legislative solutions. Unfortunately, the task force’s final report did not gain much traction. Nonetheless, portions of the task force’s recommendations were enacted into law in subsequent years.

In the summer of 2010, the Bureau of Transportation Safety (BOTS) hosted an OWI Town Hall meeting to help frame the problem, and discuss best practices from around the state and the country. One of the key successes of the Town Hall meeting was the concept of the multijurisdictional task force. These have proven popular and are now active in nearly a dozen areas around Wisconsin. Many of these task forces have been extremely innovative, and the communities in which they operate are seeing real reductions in impaired driving activity. These multijurisdictional task forces have become a key piece to combating impaired drinking throughout the state.

STATEWIDE IMPAIRED DRIVING TASK FORCE

In addition to discussing Wisconsin’s ongoing strategies for combating drunk driving, we challenged our task force with a simple task: develop new ideas that are actionable within existing laws and programs. Previous task forces have too often relied on legislative changes to accomplish a reduction in impaired driving. Although this continues to be a part of our approach, it cannot be the only approach. Getting a law changed can be a very long and challenging process, and law changes do not necessarily ensure changes in behavior or culture.

Creation

Drawing from successes with previous task forces and town hall meetings, it was decided that this task force should be created and operated in a streamlined fashion. We also wanted our first task force meeting to be streamlined in terms of how it operates. The result was a simple Charter (see Appendix A) that convened a diverse group of partners selected by BOTS with the charge of preventing and reducing impaired driving behavior.

Per the Charter, membership is by invitation of BOTS, with members selected to ensure representation of key stakeholders throughout the state, and to encourage a diversity of opinions and perspectives. Many of the members are external partners with whom we have long-standing relationships, but the task force includes new faces as well (a full list of members is provided as Appendix B).

Initial Meeting

The initial meeting of the task force was held August 6, 2013, a day ahead of our annual Governor’s Conference on Highway Safety. This date was selected because many of the task force participants would also be attending the Governor’s Conference; convening the task force the day prior ensured maximum attendance.

Note: This is a new task force, organized to meet the MAP-21 requirements for a mid-range state. Accordingly, there were no meetings of the task force during the preceding twelve months. The task force will meet several times during FFY 2014.

Prior to our initial meeting, all participants were sent a short survey. We requested that participants arrive at the meeting prepared to discuss their responses to the following questions:

1. What do you consider to be a problem pertaining to impaired driving in Wisconsin or in your local area that has the potential to be resolved, but hasn’t either received the attention it needs or the resources to complete? Problems may be big or small. What are the obstacles to addressing these issues?
2. What are the possible solutions?
3. Who are the people or organizations involved or that need to be involved?

Responses to the survey, as well as ideas arising from discussion at the meeting, were compiled into the following table:

Issue	Solutions	Key Players
drugged driving recognition	training to recognize drug impairment	law enforcement
drugged driving prosecution	reduce WSLH testing time	WSLH, DOJ, state courts
cultural acceptance of drinking	PI&E, enforcement, checkpoints, absolute sobriety	WisDOT, law enforcement, legislature, Tavern League
streamline OWI process	roadside evidentiary testing, saturation patrols	law enforcement, courts
repair absolute sobriety procedure	clarify policy and procedure	law enforcement, Trans rule
festival drinking	fund secure perimeters, transit, and enforcement	WisDOT, law enforcement
employer education	PBT loaner program, employer policy	WisDOT, law enforcement, employers, unions
underage drinking	compliance checks	WisDOT, local businesses
alcohol screening and intervention	screening, brief intervention, referral to treatment (SBIRT)	DHS, hospitals, medical community
messaging about successes	PI&E	various
impaired motorcyclist	education, enforcement	WisDOT, law enforcement
drinking among youth <25	education, enforcement	WisDOT, law enforcement
OWI treatment courts and programs	treatment program funding	DHS, DOJ, courts
variable sentencing	collect court data	DOJ, courts
data collection/sharing/distribution	collect and share data	everyone

After extensive discussion, each participant was asked to select up to three issues that they believed could be addressed through programmatic improvements, rather than through legislative changes. Five issues emerged as the suggested consensus areas of focus for future development: cultural acceptance of drinking; streamline OWI process; drugged driving recognition; drinking among youth under age 25; and data collection, sharing, and distribution.

In addition to Wisconsin's ongoing programming aimed at combating drunk driving, these five issues will be the signature initiatives for the task force for fiscal year 2014. All programming is discussed in detail in the following section.

PROGRAMS: PREVENTION

Public Information and Education

Program: Communication Program

Goals: Continue to develop a statewide public information and education campaign to reduce OWI

injuries and fatalities based on NHTSA's goals and objectives utilizing various methods such as the Web, print, and TV. Contractual services for product and placement, printing and postage. Collaborate with partners, revise and update all information, identify specific needs and target information to various audiences including Spanish speaking customers. Use the Website more to reduce production costs. Develop and disseminate "Best Practices" information. Provide up-to-date educational materials and current data to the public. Collaborate with community prevention organizations to assist them in developing successful evidence based prevention programs.

Partners: Various

Program: Cultural Acceptance of Drinking

Goals: According to a report of the Center for Disease Control, Wisconsin leads the nation in binge drinking and drinking intensity. The University of Wisconsin Population Health Institute attributed 1,529 deaths in 2011 to excessive drinking.



Drinking establishments and alcohol retailers are prevalent throughout the state, and Wisconsin's beer tax is among the lowest in the country. There is a strong culture of drinking in the state, and this is a major component of our impaired driving problem. The task force identified several potential solutions to the problem: increased public information and education, more and better enforcement, and legislative changes such as allowing sobriety checkpoints.

Partners: Law enforcement agencies throughout the state, the state legislature, and the Tavern League of Wisconsin

School Programs

Program: UW Law School Resource Center on Impaired Driving

Goal: 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.

Partners: UW Law School, Department of Health Services

Employer Programs

Program: Prevention

Goal: 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.

Partners: Various

Responsible Alcohol Service

Program: Drinking among youth <25



Goal: Drinking among youth under age 25 is a serious concern. Ease of access to alcohol is one factor, as is low compliance with laws

prohibiting alcohol sales to minors. Perhaps the largest factor is the drinking behavior of young people, which so often trends towards frequent binge drinking. Previously, law enforcement agencies had access to funding through USDOJ to perform compliance checks; those funds are no longer available and those programs have largely ceased operations. Solutions identified by the task force were better education of young people and increased enforcement of existing laws.

Partners: Law enforcement throughout the state

Transportation Alternatives

Program: Promote Transportation Alternatives

Goal: Collaborate with the Tavern League of Wisconsin and local municipalities to administer the Safe Ride Program statewide. Additionally, federal funds are provided to law enforcement agencies that coordinate alternative transportation in communities. Covered activities include publicity, transportation costs, and advertising using the "Zero in Wisconsin" message. Targeted enforcement aimed at directing impaired event attendees to alternative transportation would also be considered.

Partners: Tavern League of Wisconsin, local municipalities

PROGRAMS: DETERRENCE

Laws to Deter Impaired Driving

Wisconsin has enacted laws that prohibit intoxicated driving, facilitate the acquisition of evidence against intoxicated drivers, and permit a range of administrative and judicial penalties and actions.

Defining Intoxicated Driving

Establish .08 as the alcohol concentration at which is illegal per se to operate a motor vehicle.	Wis. Stat. 340.01 (46m)
Establish .04 as the alcohol concentration at which is illegal per se to operate a commercial motor vehicle.	Wis. Stat. 346.63 (5)(a)
Establish .00 as the alcohol concentration above which it is illegal per se for an individual who has not attained the legal drinking age to operate a motor vehicle.	Wis. Stat. 346.63 (2m)
Prohibit driving under the influence of any intoxicant or controlled substance that prevents safe driving.	Wis. Stat. 346.63 (1)(a)
Prohibit causing injury by intoxicated operation of a motor vehicle.	Wis. Stat. 346.63 (2)(a)
Prohibit causing death by intoxicated operation of a motor vehicle.	Wis. Stat. 940.09
Prohibit the consumption of alcohol in a motor vehicle and prohibit open containers of alcohol in motor vehicles.	Wis. Stat. 346.935

Providing for Effective Enforcement

Authorize police to use a preliminary breath test for a vehicle operator stopped for a suspected intoxicated driving offense.	Wis. Stat. 343.303
Authorize police to test for controlled substances.	Wis. Stat. 343.305 (2)
Establish that operation of a motor vehicle implies that consent is given to chemically test the operator's blood, breath and/or urine.	Wis. Stat. 343.305 (2)
Establish that requirements under which a chemical test may be requested or required.	Wis. Stat. 343.305 (3)

Providing Effective Penalties

Requires administrative suspension of operating privileges for six months upon determination of a violation of prohibited alcohol concentration.	Wis. Stat. 343.305 (7)
Provides for increasingly more severe penalties for repeat offenders, including increasing fines and increasing periods of confinement.	Wis. Stat. 346.65 (2)
Provide for criminal penalties for those convicted of vehicular homicide.	Wis. Stat. 940.09 (1c)

Public Information and Education for Deterrence

Program: Public Information and Education

Goal: Wisconsin provides public information to its various audiences by means of print, video and Internet media. The WisDOT Office of Public Affairs, in cooperation with BOTS program managers, coordinates media and public information programs for the state's participation in national traffic safety mobilizations, state and national safety awareness weeks and months, and other highway safety promotional and educational efforts. This includes writing speeches, public service announcements, media releases, and scheduling press conferences to support national, state and local government crash reduction activities

Partners: Media development agencies, broadcasters

Enforcement

Program: Overtime Enforcement

Goal: Plan statewide participation, encourage voluntary participation, and provide overtime funding for the high-visibility Labor Day alcohol enforcement crackdown. Encourage law enforcement agencies to make OWI a priority by writing citations, sponsoring media events, and working overtime in geographical areas where impaired driving is highest. Provide overtime and equipment funding for sustained Alcohol Saturation Patrols consisting of at least monthly High-Visibility Enforcement (HVE) overtime patrols, including nighttime enforcement, accompanied by media in targeted jurisdictions covering at least 65% of the states' population using 2011 population estimates.

Partners: Law enforcement agencies

Program: Underage Drinking

Goal: Communities that can demonstrate an underage drinking problem that creates a threat to youth and the public at large on Wisconsin roadways will be invited to submit proposals to prevent underage drinking and driving. This could include funding for enforcement to patrol events at risk for underage drinking or to increase roadway enforcement where there is a demonstrated underage impaired driving problem.

Partners: Law enforcement agencies, local municipalities

Signature Initiative **Program:** Streamline OWI Process



Goal: A large portion of the federal funds awarded to Wisconsin for impaired driving are devoted to enforcement efforts. Innovative enforcement strategies have yielded very positive results in recent years. But an OWI arrest remains a lengthy and cumbersome process. Streamlining the process would mean officers spend less time processing a violation and more time conducting enforcement. Possible solutions identified by the task force included: investing in roadside evidentiary testing technology, continuing innovations, and increasing the use of saturation patrols and local task forces, and increasing process efficiency within the local courts.

Partners: Law enforcement agencies, local courts

Signature Initiative **Program:** Drugged Driving Recognition



Goal: While law enforcement officers are well-trained to recognize alcohol impairment, recognizing drug impairment remains a challenge. Illicit drugs produce a wide range of effects and officers are not always prepared to recognize the signs of impairment. Wisconsin does use drug recognition experts, but this training is expensive and somewhat impractical to implement on a large-scale basis. Some suggested solutions would be the abbreviated training in Advanced Roadside Impaired Driving Enforcement (ARIDE) curriculum, made available to a wider range of law enforcement officers, and increased use of roadside impairment testing devices.

Partners: Law enforcement agencies, Wisconsin Department of Justice Program: Equipment

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

Partners: Law enforcement agencies

Program: Drug Recognition Expert (DRE)

Goal: Program supports a contracted coordinator position and includes expenses to train new DREs. In addition, costs are covered to provide continuous training and re-certification for existing DREs. DRE expenses, including instructor wages, travel to confer-

ences, supplies (such as DRE kits), printing, postage, lodging and meals for students and instructors are covered. BOTS also supports DRE callouts to assist other agencies where a DRE evaluation is needed. In the case of a DRE evaluation where synthetic cannabinoids are suspected, BOTS will pay for the cost of the test.

Partners: Law enforcement agencies

Program: Testing Training

Goal: Funding covers related programs include Advanced Roadside Impaired Driving Enforcement (ARIDE), Drugs that Impair Driving (8 hour drug block), and Drug Impairment Training for Educational Professional (DITEP), and Standard Field Sobriety Testing (SFST). For FY 2014, BOTS intends to expand the ARIDE program by increase the number of classes to accommodate demand and to align with this national focus.

Partners: Law enforcement agencies

Program: Drug Testing and Procedure Development

Goal: Fund one FTE to continue to develop a procedure to enhance the efficient use of LC-MS/MS instrument. Once the procedure is developed, the State Lab of Hygiene will be in a better position to decrease its backlog and keep current with blood samples they receive from law enforcement. Funding also includes travel and training for State Lab of Hygiene scientists and funding to outsource 400 TSC blood samples.

Partners: Wisconsin State Lab of Hygiene

Prosecution

Program: Traffic Safety Resource Prosecutor

Goal: Provide salary and fringe for state expert as the statewide Traffic Safety Resource Prosecutor as it relates to legal issues, OWI and prosecuting those clientele. Provide specialized training to prosecutors, judges, law enforcement, and others in the community. The “Traffic Safety Resource Prosecutor,” as defined by the federal rule, “means an individual or entity used by the State on a full-time basis to enhance the performance of a State’s judicial system by providing education and outreach programs and technical assistance to enhance the capability of prosecutors to effectively prosecute across-the-State traffic safety violations.” This position

also provides technical assistance to a wide variety of professionals such as law enforcement officers, Drug Recognition Experts, blood and alcohol testing staff, and policy development staff.

Partners: Wisconsin Department of Justice

Program: Dane County Special Prosecutor on Traffic Crimes

Goal: Fund a specialized prosecutor to review, consult and prosecute serious and fatal crashes in Dane County. The dedicated prosecution team consists of members from the Dane County Sheriff’s Office, Madison Police Department, Wisconsin State Patrol, DOJ Victim Services, the Dane Co. DA’s Office, the Dane Co. Coroner’s. The team also works in conjunction with the NHTSA funded Traffic Safety Resource Prosecutor. Coordination of efforts results in consistent procedures for investigation and prosecution of crashes involving criminal charges. The purpose of this program is to not only provide better service in Wisconsin, but to disseminate lessons learned throughout the state of Wisconsin through outreach and prosecutor trainings and conferences. This program also focuses heavily on earned and paid media to inform the public about the consequences of driving under the influence and other risky behaviors that could lead to prosecution for serious crimes.

Partners: Dane County District Attorney’s Office

Adjudication

Program: OWI Courts

Goal: Work with DHS to fund start-up costs for OWI/drug court and implementing the program. Utilize best practices and lessons learned from the LaCrosse OWI drug court. Work with DHS to create a judicial liaison position modeled after the Traffic Safety Resource Prosecutor program. Partner with DHS to provide training for Screening and Brief Intervention and Treatment (SBIRT) practices targeting new and innovative programs.

Partners: Department of Health Services

Licensing

In addition to the license sanctions detailed in an earlier section, the administration of Wisconsin’s operator’s

license functions to combat impaired driving in several ways.

Novice drivers progress through a graduated driver licensing process. An instruction permit is available at age 15 and 6 months, and authorizes limited driving while accompanied by a licensed driver. After six months, the driver may be issued a probationary license, which authorizes limited, unaccompanied driving. During the first nine months of this license, the driver is limited to one non-family passenger and may not drive between midnight and 5:00AM. A driver receives full licensure at the expiration of the probationary license.

Drivers under the age of 21 who violate the absolute sobriety requirements have their license suspended for 3 months. If they had a passenger under the age of 16 at the time of the violation, their license is suspended for 6 months.

For individuals under 21, the operator's license has distinguishing features. While the standard license is oriented horizontally, those under 21 have a license oriented vertically. In a red box below the photo, the license reads "Turns 21 on (date)." If the individual is under 18, there is a second box with the text "Turns 18 on (date)."

PROGRAMS: TREATMENT AND REHABILITATION

Diagnosis and Screening

Program: Wisconsin Assessment of the Impaired Driver (WAID) assessment tool
Goal: Work with Department of Health Services to begin the process of evaluating the WAID tool.

Partners: Department of Health Services

Treatment and Rehabilitation

Program: Intensive Supervision Programs (ISP)

Goal: This pretrial court intervention program provides funding to monitor, supervise and connect the repeat OWI offender with an assessment and treatment as soon as possible after the arrest and before conviction. Implement a standardized risk assessment tool at all agencies. Research how to decrease the workload by using continuous monitoring such as Scram or other technology.

Partners: Department of Health Services

PROGRAMS: PROGRAM MANAGEMENT

State Program Planning

The Problem ID Process is integral to the Planning Process. Information used in Problem ID includes WisDOT state crash, conviction, vehicle, roadway, traffic and survey data, BOTS program effectiveness studies, demographic and other census data, emergency department, hospital discharge and death data from the state Department of Health, national surveys and other relevant data. These data are used, as appropriate, in trend, factor, disproportion, and other analyses of each program area. The ID process is identified under the justification sections of each program plan. Several program areas include plans for enforcement activities. It should be noted that law enforcement grants require individual grantees to set performance measures that take into account all contacts (citations, warning, and stops with no action) with the motoring public.

Program Control

BOTS requires two types of activity reports in conjunction with traffic safety grant projects: monthly reports during the life of a grant, and a final report at the conclusion of a grant (this is to include training and consultant reports, if applicable). Special reports may be required.

Activity reports for law enforcement grants include information about deployments, citations and written warnings issued, reimbursement claims, supporting documentation, and match reports (required in final report, but may be reported monthly). Other grants also require monthly reporting of activity, but may be in a narrative format.

Monthly reporting provides BOTS with information that can be used to strengthen the state's overall traffic safety program. These reports keep BOTS informed of a grant's progress, allow for ongoing monitoring, explain any difficulties encountered, provide background information that can be shared with others, and suggest ways in which BOTS can assist and aid in the distribution of funds.

Final reports are due from grantees to BOTS no later than November for activities funded in the previous

fiscal year. These reports serve to close out the grant, and must include any underreported match to meet the requirements of the grant. Special reporting may be required and will be detailed by BOTS in the grant agreement.

State and Local Task Forces and Community Traffic Safety and Other Injury Control Programs

Every county in the state has a traffic safety commission charged with meeting quarterly to review traffic crash data. Membership on these commissions includes the chief county traffic law enforcement officer, the county highway safety coordinator, and a representative designated by the county board from each of the disciplines of education, medicine, and law, and three representatives involved in law enforcement, highways, and highway safety.

Data and Records

Wisconsin has a Traffic Records Coordinating Committee (TRCC) and a Traffic Records Coordinator to administer the Traffic Records Program. Members of the TRCC include owners, operators, collectors, and users of traffic records and public health and injury control data systems; highway safety, highway infrastructure, law enforcement, adjudication officials, public health, EMS, and other organizations.

The members of the TRCC have review and approval authority with respect to state highway safety data and systems. The TRCC members make decisions concerning membership, the Coordinator, changes to the state's multi-year Strategic Plan, and performance measures used to demonstrate progress.



Program: Data collection, sharing, and distribution

Goal: Combating impaired driving requires the coordinated efforts of many different players.

From state and local agencies including schools, to the law enforcement community, to the prosecuting attorneys, and every agency in between, multiple stakeholders have a unique opportunity to have an impact. Effective coordination depends on collecting complete data and sharing it amongst relevant stakeholders. Potential solutions require identifying various existing databases, the linking of that data, identifying the needs of collectors and users, and strategic planning of future data collection efforts.

Partners: Various state and local agencies

Evaluation

Ongoing monitoring and evaluation shall occur in the ordinary course of operations. The state program manager tracks each grant in the program area on a continual basis, checking activity levels, liquidation of funds, and adherence to the work plan. The state program manager also reviews monthly reporting and requests for reimbursements. This on-going process allows for near real-time monitoring of each of our grants.

Calls, letters, and occasional meetings are generally not sufficient to adequately monitor a project, particularly those that are more complex. In some cases, either a regional program manager or a state program manager will need to go on-site to review project status, documents, and grantee management and financial systems. For enforcement grants, the regional program manager shall conduct site visits as problems arise through monthly reporting.

With regard to enforcement grants, all funds are offered based on a targeting methodology executed for each fiscal year. Actual crash experience is evaluated in each county and municipality statewide, with funds offered to areas with greatest need.

Funding

Impaired driving programs are funded with a combination of state and local funds. In addition to funds that are allocated to this program directly, a variety of programs are funded through the OWI surcharge. This is a penalty assessed against every OWI conviction, which provides a reliable source of income for a variety of programming.

APPENDIX A: CHARTER

Background

The Moving Ahead for Progress in the 21st Century Act (MAP-21) is the most recent enactment authorizing federal funding for surface transportation programs. As part of this funding, Wisconsin is eligible for funds to promote highway safety. Receipt of a portion of these funds is contingent on meeting specific requirements within defined issue areas. One such area is impaired driving.

MAP-21 directs that the impaired driving fatality rate (fatalities per 100 million vehicle miles traveled) for each state be calculated and that each state be classified as either low-range (0.30 or lower), mid-range (between 0.30 and 0.60), or high-range (0.60 or higher). With an impaired driving fatality rate of 0.38, Wisconsin is classified as a mid-range state. The principle requirement of mid-range states is to convene a statewide impaired driving taskforce charged with producing a statewide impaired driving plan.

Purpose

The purpose of this taskforce is to produce a statewide plan for preventing and reducing impaired driving behavior.

Composition

Membership will be by invitation of the Wisconsin Department of Transportation, Bureau of Transportation Safety (BOTS). Members will be selected to ensure representation of key stakeholders throughout the state and to encourage a diversity of opinions and perspectives.

Meetings and Procedures

This taskforce will have an initial meeting on August 6, 2013, at the Governor's Conference on Highway Safety, in Steven's Point, Wisconsin. At that time, the taskforce will plan two more meetings to occur within the 12 months following the initial meeting.

Deliverable

The taskforce will help to develop and approve a statewide plan, to be delivered to NHTSA by September 1, 2013. BOTS staff will assume responsibility for compiling and delivering this document.

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APPENDIX C: PLAN APPROVAL

The contents of this Plan were developed by the Wisconsin Statewide Impaired Driving Task Force. The Plan was drafted by the staff of the Wisconsin Department of Transportation, Bureau of Transportation Safety. The final draft of the Plan was distributed to Task Force members for review. Approval was solicited via an online survey utility, where Members were instructed as follows:

The Wisconsin Impaired Driving Plan must be approved by the Statewide Impaired Driving Task Force. As a member of the Task Force, it is requested that you indicate whether this plan has your approval. Members were given the option to vote yes or no. Of the 38 Task Force members, 26 elected to cast a vote. All votes cast were yes votes. Thus, this Plan was approved by a two-thirds (68%) majority of the Task Force members. A record of the votes follows.

Name	Vote	Name	Vote
Kathryn Berndtson	Yes	Lishunda Patterson	Yes
Andrea Bill	Yes	Scott Ries	Yes
Richard Brown	Yes	Cory Roeseler	Yes
Colette Brown	Yes	Randy Romanski	Yes
LeeAnn Cooper	Yes	Randy Schultz	Yes
Andy Franken	Yes	Johnna Scott	Yes
Susan Hackworthy	Yes	Jessica Skemp	Yes
Nancy Hernandez	Yes	John Sobotik	Yes
Sandra Huxtable	Yes	Emily Thompson	Yes
Tara Jenswold	Yes	Laura Vande Hey	Yes
John Lee	Yes	Randy Wiessinger	Yes
Bill Murphy	Yes	Tommy Winkler	Yes
Reggie Paradowski	Yes	Zachary Wyatt	Yes

CHAPTER 347 EQUIPMENT OF VEHICLES

Updated 2013–14 Wis. Stats. Published and certified under s. 35.18. April 14, 2015.

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- 347.01 Words and phrases defined.
- 347.02 Applicability of chapter.
- 347.03 Sale of prohibited equipment unlawful.
- 347.04 Owner responsible for improperly equipped vehicle.
- 347.05 Reciprocity agreements as to equipment.

SUBCHAPTER II LIGHTING EQUIPMENT

- 347.06 When lighted lamps required.
- 347.07 Special restrictions on lamps and the use thereof.
- 347.08 Determining the visibility distance and mounted height of lamps.
- 347.09 Headlamps on motor vehicles.
- 347.10 Headlamp specifications for motor vehicles other than mopeds and motor bicycles.
- 347.11 Headlamp specifications for mopeds and motor bicycles.
- 347.115 Modulating headlamps for motorcycles, motor bicycles or mopeds.
- 347.12 Use of multiple-beam headlamps.
- 347.13 Tail lamps and registration plate lamps.
- 347.14 Stop lamps.
- 347.145 Deceleration warning lights for motorcycles, motor bicycles, mopeds or motor buses.
- 347.15 Direction signal lamps or devices.
- 347.16 Clearance lamps and reflectors.
- 347.17 Color of clearance and marker lamps and reflectors.
- 347.18 Mounting of clearance lamps and reflectors.
- 347.19 Visibility of clearance lamps and reflectors.
- 347.20 Lamp or flag on projecting load or fixture.
- 347.21 Lamps and flags on trains of agricultural vehicles.
- 347.22 Lamps on farm tractors, self-propelled farm implements, and lightweight utility vehicles.
- 347.23 Lamps on highway maintenance equipment.
- 347.24 Lamps and reflectors on nonmotor vehicles and equipment.
- 347.245 Identification emblem on certain slow moving vehicles.
- 347.25 Special warning lamps on vehicles.
- 347.26 Restrictions on certain optional lighting equipment.
- 347.27 When lighted lamps required on parked vehicles.
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- 347.29 Display of warning devices for certain vehicles when standing on highway.
- 347.30 Penalty for violating lighting equipment requirements.

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- 347.35 Brakes.
 - 347.36 Performance ability of brakes.
 - 347.37 Brake fluid, sale regulation.
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 - 347.39 Mufflers.
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 - 347.413 Ignition interlock device tampering; failure to install.
 - 347.415 Odometer tampering.
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 - 347.42 Windshield wipers.
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 - 347.44 Painting requirements for school buses; restrictions as to painting of other vehicles.
 - 347.445 Crossing gates for school buses.
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 - 347.45 Tire equipment.
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 - 347.475 Airbags, prohibited practices.
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 - 347.487 Seating requirements.
 - 347.488 Moped equipment.
 - 347.489 Lamps and other equipment on bicycles, motor bicycles, and electric personal assistive mobility devices.
 - 347.49 Equipment of vehicles transporting flammable liquids.
 - 347.50 Penalties.
- Cross-reference: See also ch. Trans 305, Wis. adm. code.

2013–14 Wisconsin Statutes updated through 2015 Wis. Act 14 and all Supreme Court Orders entered before April 14, 2015. Published and certified under s. 35.18. Changes effective after April 14, 2015 are designated by NOTES. (Published 4–14–15)

SUBCHAPTER I

General Provisions

347.01 Words and phrases defined. Words and phrases defined in s. 340.01 are used in the same sense in this chapter unless a different definition is specifically provided.

347.02 Applicability of chapter. (1) No provision of this chapter requiring vehicles to be equipped in a particular manner is applicable to any of the following vehicles unless the vehicle is expressly included within or made subject to the particular provision:

- (a) Farm tractors and self-propelled farm implements.
- (b) Implements of husbandry.
- (c) Vehicles drawn by animals.
- (d) Road machinery.
- (e) Bicycles.
- (g) Motor bicycles.
- (h) Golf carts operated in accordance with s. 349.18 (1) (b) or (c) or (1m).
- (i) Electric personal assistive mobility devices.
- (j) Lightweight utility vehicles, as defined in s. 346.94 (21) (a) 2.

(2) No provision of this chapter requiring or prohibiting certain types of equipment on a vehicle is applicable when such vehicle is not operated upon or occupying a highway.

(2m) (a) No provision of this chapter requiring or prohibiting certain types of equipment on a vehicle is applicable to an imported vehicle which has been granted entry into the United States by the federal government solely for the purpose of test or experiment.

(b) The exemption under par. (a) is limited to the one-year period following the entry of the vehicle.

(3) Nothing in this chapter shall be construed to prohibit the use of additional parts and accessories on any vehicle not inconsistent with this chapter.

(4) Beginning July 1, 1960, the provisions of this chapter covering lighting shall be applicable to all state, county and municipal trucks, truck tractors, trailers and semitrailers.

(5) If a vehicle registered under s. 341.25 (1) (a), 341.265, 341.266, or 341.269 has equipment which was designated by the manufacturer as optional equipment in the model year the vehicle was manufactured, it is not necessary for such equipment to be in operating condition unless it replaces equipment which is required by law to be both present and functioning.

(6) Notwithstanding the requirements of this chapter, the department may establish special equipment standards for vehicles operated under s. 343.135 which differ from the equipment standards established under this chapter. Equipment standards established under this subsection may not be less stringent than any federal standards established for the vehicle.

(7) The vehicle equipment requirements for a street modified vehicle shall be the same as the vehicle equipment requirements for a vehicle of the same type and model year that is not a street modified vehicle. The vehicle equipment requirements for a replica vehicle or a homemade vehicle specified in s. 341.268 (1) (b) 2. shall be the same as the vehicle equipment requirements for a vehicle of the same type and model year as the vehicle used for purposes of the reproduction.

History: 1977 c. 39; 1979 c. 345; 1981 c. 275; 1983 a. 243, 288, 538; 1985 a. 187; 1985 a. 197 s. 7; 1993 a. 165; 1997 a. 27; 1999 a. 85; 2001 a. 90, 109; 2009 a. 135, 157; 2013 a. 20.

347.03 Sale of prohibited equipment unlawful. No person shall sell for highway use any device, appliance, accessory or replacement part the use of which on a motor vehicle is unlawful.

347.04 Owner responsible for improperly equipped vehicle. Any owner of a vehicle not equipped as required by this chapter who knowingly causes or permits such vehicle to be operated on a highway in violation of this chapter is guilty of the violation the same as if he or she had operated the vehicle personally. No demerit points shall be assessed or counted pursuant to s. 343.32 against the operator's license of the owner of the vehicle by reason of the owner's conviction of any such violation unless the owner was personally operating the vehicle at the time of the violation.

History: 1989 a. 105.

347.05 Reciprocity agreements as to equipment.

(1) The secretary, with the approval of the governor, is authorized to enter into reciprocal agreements with the duly authorized representatives of other jurisdictions exempting the residents of those jurisdictions from details of vehicle equipment requirements of this state which are particularly burdensome to residents of such other jurisdictions operating vehicles in this state, provided the law of such other jurisdiction requires vehicles to be equipped in a manner rendering them substantially as safe as those equipped in the manner required by the laws of this state. The agreements shall provide substantially like exemptions for residents of this state when operating vehicles in such other jurisdiction.

(2) This section does not authorize reciprocity agree-

ments as to laws governing the size and weight of vehicles.
History: 1977 c. 29 s. 1654 (7) (c).

SUBCHAPTER II

Lighting Equipment

347.06 When lighted lamps required. (1) Except as provided in subs. (2) and (4), no person may operate a vehicle upon a highway during hours of darkness unless all headlamps, taillamps and clearance lamps with which such vehicle is required to be equipped are lighted. Parking lamps as defined in s. 347.27 shall not be used for this purpose.

(2) Headlamps need not be lighted on a towed vehicle or on a vehicle having at least 2 lighted adverse weather lamps on the front thereof and being operated under the circumstances described in s. 347.26 (3) (b).

(3) The operator of a vehicle shall keep all lamps and reflectors with which such vehicle is required to be equipped reasonably clean and in proper working condition at all times.

(4) A duly authorized warden, as defined in s. 24.01 (11), may operate a vehicle owned or leased by the department of natural resources upon a highway during hours of darkness without lighted headlamps, tail lamps or clearance lamps in the performance of the warden's duties under s. 29.924 (2).

History: 1977 c. 425; 1979 c. 32; 1981 c. 98 s. 3; 1997 a. 248.

347.07 Special restrictions on lamps and the use thereof. (1) Whenever a motor vehicle equipped with head-lamps also is equipped with any adverse weather lamps, spot-lamps or auxiliary lamps, or with any other lamp on the front thereof projecting a beam of intensity greater than 300 candle-power, not more than a total of 4 of any such lamps or combinations thereof on the front of the vehicle shall be lighted at any one time when such vehicle is upon a highway.

(2) Except as otherwise expressly authorized or required by this chapter, no person shall operate any vehicle or equipment on a highway which has displayed thereon:

- (a) Any color of light other than white or amber visible from directly in front; or
- (b) Any color of light other than red on the rear; or
- (c) Any flashing light.

347.08 Determining the visibility distance and mounted height of lamps. (1) Whenever this chapter states a requirement as to distance from which certain lamps and

devices shall render objects visible or within which such lamps or devices shall be visible, such distance shall be measured during hours of darkness under normal atmospheric conditions and upon a straight, level, unlighted highway unless a different time, direction or condition is expressly stated.

(2) Whenever this chapter requires a lamp or device to be mounted at a certain height, the distance shall be measured from the center of the lamp or device to the level ground upon which the vehicle stands when such vehicle is without load.

347.09 Headlamps on motor vehicles. (1) No person shall operate a motor vehicle on a highway during hours of darkness unless such vehicle is equipped as follows:

(a) Except as provided in parts. (b) and (c), every motor vehicle shall be equipped with at least 2 headlamps, which headlamps shall comply with the requirements and limitations set forth in sub. (2) and s. 347.10 and shall be mounted symmetrically with respect to the vertical plane extending through the longitudinal axis of the vehicle with at least one on each side of the center of the front of the motor vehicle.

(b) Every moped or Type 1 motorcycle shall be equipped with at least one and not more than 2 headlamps, which headlamps shall comply with the requirements and limitations set forth in sub. (2) and s. 347.10.

(c) Every motor bicycle or vehicle registered under s. 341.067 and operated by a person licensed under s. 343.075 or 343.135 shall be equipped with at least one and not more than 2 headlamps, which headlamps shall comply with the requirements and limitations set forth in sub. (2) and s. 347.11.

(2) Every headlamp on a motor vehicle shall be located at a height of not more than 54 inches nor less than 24 inches.

History: 1983 a. 243; 1985 a. 65. **Cross-reference:** See also ss. Trans 305.11, 305.43, and 305.55, Wis. adm. code.

347.10 Headlamp specifications for motor vehicle other than mopeds and motor bicycles. (1) Except as provided in sub. (4), the headlamps or the auxiliary driving lamp or the auxiliary passing lamp or combination thereof on motor vehicles other than mopeds and motor bicycles shall be so arranged that the driver may select at will between distributions of light projected to different elevations. No such lamp shall have any type of decorative covering that restricts the amount of light emitted when the lamp is in use. Such lamps may, in addition, be so arranged that such selection can be made automatically. This subsection does not apply to any type of decorative covering originally equipped on the vehicle at the time of

manufacture and sale.

(2) Multiple-beam headlamps shall comply with the following requirements:

(a) There shall be an uppermost distribution of light or composite beam so aimed and of such intensity as to reveal persons and vehicles at a distance of at least 350 feet ahead for all conditions of loading;

(b) There shall be a lower most distribution of light or composite beam so aimed and of sufficient intensity to reveal persons and vehicles at a distance of at least 100 feet ahead, and on a straightlevel road under any condition of loading none of the high-intensity portion of the beam shall be so directed as to strike the eyes of an approaching driver.

(3) No person shall sell after July 1, 1958, any new motorvehicle equipped with multiple beam headlamps and no person shall operate any motor vehicle sold new after July 1, 1958, and equipped with multiple beam headlamps unless such vehicle also is equipped with a beam indicator which is lighted whenever the uppermost distribution of light from the headlamps is in use and which is not otherwise lighted. Such indicator shall be so designed and located that when lighted it will be readily visible without glare to the driver of the vehicle so equipped. This subsection does not apply to motorcycles.

(4) Any motor vehicle may be operated during hours of darkness when equipped with 2 lighted lamps upon the front thereof capable of revealing persons and objects 75 feet ahead in lieu of lamps required by subs. (1) to (3) if such vehicle at no time is operated at a speed in excess of 20 miles per hour. No lighted lamp under this subsection shall have any type of decorative covering that restricts the amount of light emitted when the lighted lamp is in use. This subsection does not apply to any type of decorativecovering originally equipped on the vehicle at the time of manufacture and sale.

History: 1983 a. 243; 1995 a. 346. **Cross-reference:** See also ss. Trans 305.11, 305.43, and 305.55, Wis. adm. code.

347.11 Headlamp specifications for mopeds and motor bicycles. The headlamps on mopeds or motor bicycles may be of the single-beam or multiple-beam type but in either event shall comply with the following requirements and limitations:

(1) The headlamp shall be an electric headlamp and the current shall be supplied by a wet battery and electric generator, by a current-generating coil incorporated into the magneto or by agenerator driven directly by the motor by means of gears, friction wheel, chain or belt.

(2) The headlamp shall display a white light of sufficient

illuminating power to reveal any person, vehicle or substantial objectat a distance of 200 feet ahead and shall be so adjusted or operated that the glaring light rays therefrom are not directed into the eyes of the driver of any oncoming vehicle. No headlamp shall have any type of decorative covering that restricts the amount of lightemitted when the headlamp is in use. This subsection does not apply to any type of decorative covering originally equipped on the vehicle at the time of manufacture and sale.

(3) If the moped or motor bicycle is equipped with a multiple-beam headlamp, the upper beam shall meet the minimum requirements set forth in sub. (2) and the lowermost beam shall meet the requirements applicable to a lowermost distribution of light as set forth in s. 347.10 (2) (b).

(4) If the moped or motor bicycle is equipped with a single-beam lamp, such lamp shall be so aimed that when the vehicle is loaded none of the high-intensity portion of light, at a distance of25 feet ahead, projects higher than the level of the center of the lamp from which it comes.

History: 1983 a. 243; 1995 a. 346.

347.115 Modulating headlamps for motorcycles, motor bicycles or mopeds. A motorcycle, motor bicycle or moped may be equipped with and use a means of modulating the upper beam of the headlamp between a high and a lower brightness at a rate of 200 to 280 changes per minute. A headlamp may not be modulated during hours of darkness.

History: 1981 c. 52; 1983 a. 243.

347.12 Use of multiple-beam headlamps. (1) Whenever a motor vehicle is being operated on a highway during hours of darkness, the operator shall use a distribution of light or composite beam directed high enough and of sufficient intensity to reveal a person or vehicle at a safe distance in advance of the vehicle, subject to the following requirements and limitations:

(a) Whenever the operator of a vehicle equipped with multiple-beam headlamps approaches an oncoming vehicle within 500 feet, the operator shall dim, depress or tilt the vehicle's headlights so that the glaring rays are not directed into the eyes of the operator of the other vehicle. This paragraph does not prohibit an operator from intermittently flashing the vehicle's high-beam headlamps at an oncoming vehicle whose high-beam headlampsare lit.

(b) Whenever the operator of a vehicle equipped with multiple-beam headlamps approaches or follows another vehicle within 500 feet to the rear, the operator shall dim, depress, or tilt the vehicle's headlights so that the glaring

rays are not reflected into the eyes of the operator of the other vehicle. This paragraph does not prohibit an operator from intermittently flashing the vehicle's high-beam headlamps as provided under par. (a).

(2) Subsection (1) (a) and (b) does not apply to the use of alternately flashing or pulsating headlamps under s. 347.25 (1r). **History:** 1989 a. 69; 1991 a. 316; 1999 a. 66. Sub. (1) (b) does not require proof that the headlights reflected into the eyes of another driver. The statute directs drivers operating within 500 feet to dim their headlights and concludes by describing the purpose of this requirement: to prevent the glaring rays from reflecting into another driver's eyes. An interpretation that would require an ordinary driver using high beams to know whether his or her headlights will impair another driver's vision is absurd. *State v. Tomaszewski*, 2010 WI App 51, 324 Wis. 2d 433, 782 N.W.2d 725, 09-0385.

347.13 Tail lamps and registration plate lamps. (1) No person shall operate a motor vehicle, mobile home or trailer or semitrailer upon a highway during hours of darkness unless such motor vehicle, mobile home or trailer or semitrailer is equipped with at least one tail lamp mounted on the rear which, when lighted during hours of darkness, emits a red light plainly visible from a distance of 500 feet to the rear. No tail lamp shall have any type of decorative covering that restricts the amount of light emitted when the tail lamp is in use. No vehicle originally equipped at the time of manufacture and sale with 2 tail lamps shall be operated upon a highway during hours of darkness unless both such lamps are in good working order. This subsection does not apply to any type of decorative covering originally equipped on the vehicle at the time of manufacture and sale.

(2) Every tail lamp on a vehicle shall be located at a height of not more than 72 inches nor less than 20 inches.

(3) No person shall operate on a highway during hours of darkness any motor vehicle upon the rear of which a registration plate is required to be displayed unless such motor vehicle is equipped with a lamp so constructed and placed as to illuminate with a white light the rear registration plate and render it clearly legible from a distance of 50 feet to the rear. Such lamp may be incorporated as part of a tail lamp or may be a separate lamp.

(4) Tail lamps and registration plate lamps shall be so wired as to be lighted whenever the headlamps or auxiliary driving lamps are lighted. In a tractor-semitrailer combination, 2 switches may be employed, one to activate semitrailer lamps and one to activate tractor lamps.

History: 1973 c. 252; 1995 a. 346. **Cross-reference:** See also ss. [Trans 305.13](#), [305.16](#), [305.43](#), [305.45](#), and [305.55](#), Wis. adm. code. A tail lamp with one of three light bulbs unlit does not violate sub. (1) when it otherwise meets the statutory definition of a tail lamp. The statute does not require that a vehicle's tail lamps be in perfect working order.

It only requires "good working order." When two lit light bulbs were sufficient to designate the rear of the vehicle to a vehicle travelling behind it, there was no probable cause to make a stop for a traffic violation and the stop was unconstitutional. *State v. Brown*, 2013 WI App 17, 346 Wis. 2d 98, 827 N.W.2d 903, 11-2907.

347.14 Stop lamps. (1) No person shall operate a motor vehicle, lightweight utility vehicle as defined in s. 346.94 (21) (a)2., mobile home, or trailer or semitrailer upon a highway unless such motor vehicle, lightweight utility vehicle, mobile home, or trailer or semitrailer is equipped with at least one stop lamp mounted on the rear and meeting the specifications set forth in this section. The stop lamp on a mobile home or trailer or semitrailer shall be controlled and operated from the driver's seat of the propelling vehicle. A stop lamp may be incorporated with a tail lamp. No vehicle originally equipped at the time of manufacture and sale with 2 stop lamps shall be operated upon a highway unless both such lamps are in good working order.

(2) A stop lamp shall be so constructed as to be actuated upon application of the service or foot brake or separate trailer brake and shall emit a red or amber light plainly visible and understandable from all distances up to 300 feet to the rear during normal sunlight when viewed from the driver's seat of the vehicle following.

Cross-reference: See also ss. [Trans 305.15](#), [305.43](#), [305.45](#), and [305.55](#), Wis. adm. code. **History:** 2009 a. 157.

347.145 Deceleration warning lights for motorcycles, motor bicycles, mopeds or motor buses. (1) A motorcycle, motor bicycle or moped may be equipped with and use a system in which an amber light which pulses in a controlled fashion at a rate which varies exponentially with deceleration is center mounted on the rear of the vehicle.

(2) A motor bus may be equipped with amber lights that shine with a steady beam or that pulse during deceleration, braking, or standing and idling. The lights shall be mounted symmetrically with respect to the vertical center line of the motor bus in a horizontal alignment on the rear of the motor bus. The lights may be mounted no higher than the lower edge of the rear window, or no higher than 72 inches if the motor bus does not have a rear window.

History: 1981 c. 52; 1983 a. 243; 1987 a. 235; 2001 a. 104. **Cross-reference:** See also s. [Trans 305.43](#), Wis. adm. code.

347.15 Direction signal lamps or devices. (1) No person may sell any new motor vehicle, other than a moped or Type 1 motorcycle, unless such motor vehicle is equipped with direction signal lamps meeting the requirements of this section. No person may operate on a highway any motor vehicle sold new after January 1, 1955, or any mobile home, or trailer or semitrailer sold new after January

1, 1968, other than a vehicle which is operated pursuant to s. 341.47 (1) (b) or a moped or Type 1 motorcycle, unless such vehicle is equipped with direction signal lamps meeting the requirements of this section. Any other vehicle may be equipped with such lamps. Subsection (3m) notwithstanding direction signals are not required on trailers when the rear direction signals on the towing vehicle are fully visible from all distances to the rear to 300 feet during normal sunlight when viewed from the driver's seat of the vehicle following.

(2) Except as provided in sub. (1), there shall be at least 2 direction signal lamps showing to the front on motor vehicles and at least 2 showing to the rear on motor vehicles, mobile homes, recreational vehicles, trailers and semitrailers, so as to indicate intention to turn right or left. Lamps showing to the front shall be located on the same level and as widely spaced laterally as practicable and lamps showing to the rear shall be located on the same level and as widely spaced laterally as practicable. Such lamps shall project a flashing white or amber light visible to the front and a flashing red or amber light visible to the rear. Direction signal lamps when in use shall be plainly visible and understandable from all distances to 300 feet during normal sunlight. No direction signal lamp shall have any type of decorative covering that restricts the amount of light emitted when the direction signal lamp is in use. When actuated, such lamps shall indicate the intended direction of turning by flashing the lights showing to the front and rear on the side toward which the turn is made. This subsection does not apply to any type of decorative covering originally equipped on the vehicle at the time of manufacture and sale.

(3) Vehicles equipped with direction signal lamps shall be equipped with a signal visible to the signaling driver when the signaling driver's signal lamps are operating.

(3m) Any motor vehicle or combination of vehicles in use on a highway shall be equipped with direction signals meeting the requirements of this section when the distance from the center of the top of the steering post to the left outside limit of the body, cab or load of such motor vehicle or combination of vehicles exceeds 24 inches, or when the distance from the center of the top of the steering post to the rear limit of the body or load thereof exceeds 14 feet.

(4) Vehicles sold new prior to July 1, 1958, are exempt from the requirements of this section if they either comply with the requirements of s. 85.06 (15), 1955 stats., or are exempt from the requirements of that section.

History: 1975 c. 297; 1983 a. 243; 1985 a. 65; 1991 a. 316; 1995 a. 346; 2007 a. 11. **Cross-reference:** See also ss. Trans 305.09, 305.43, and 305.55, Wis. adm. code.

347.16 Clearance lamps and reflectors. (1) No person shall operate on a highway during hours of darkness any vehicle, except automobiles, having a width at any part in excess of 80 inches unless such vehicle is equipped with:

- (a) Two clearance lamps mounted on the front of the vehicle so as to be visible from the front; and
- (b) Two clearance lamps mounted on the rear of the vehicle so as to be visible from the rear; and
- (c) Two reflectors mounted on the rear of the vehicle in such a manner as to indicate as nearly as possible the extreme width of the vehicle.

(2) No person shall operate any of the following vehicles on a highway during hours of darkness unless such vehicles are equipped as indicated:

- (a) Every truck tractor shall carry on the front 2 clearance lamps, one at each side.
- (b) Every trailer or semitrailer shall carry on the rear 2 reflectors, one on each side.

(3) Reflectorized material extending across the full width of the vehicle and otherwise meeting the mounting and visibility specifications for reflectors may be used in lieu of the reflectors required by this section.

Cross-reference: See also s. Trans 305.14, and 305.55, Wis. adm. code.

347.17 Color of clearance and marker lamps and reflectors. Whenever a vehicle is equipped with clearance lamps, side marker lamps or reflectors:

- (1) Those clearance and marker lamps and reflectors mounted on the front or on the side near the front of the vehicle shall display or reflect an amber color;
- (2) Those clearance lamps and marker lamps and reflectors mounted on the rear or on the sides near the rear of the vehicle, or on both, shall display or reflect a red color.

Cross-reference: See also ss. Trans 305.14 and 305.55, Wis. adm. code.

347.18 Mounting of clearance lamps and reflectors.

(1) Whenever s. 347.16 requires any reflector to be displayed upon a vehicle, each such reflector shall be mounted at a height not less than 16 inches nor more than 60 inches above the ground on which the vehicle stands. On vehicles which are more than 80 inches wide, the front and rear reflectors shall be mounted so as to indicate as nearly as possible the extreme width of the vehicle. Any required red reflector on the rear of a vehicle may be incorporated with the tail lamp but such reflector shall meet all the other reflector requirements of this chapter.

(2) Whenever this chapter requires a vehicle to be equipped with clearance lamps, such lamps shall be mounted in such a manner as to indicate the extreme

width of the vehicle and as near to the top thereof as practicable except that when rear identification lamps are mounted at the extreme height of the vehicle, rear clearance lamps may be mounted at optional heights.

History: 1975 c. 121. **Cross-reference:** See also ss. [Trans 305.14](#) and [305.55](#), Wis. adm. code.

347.19 Visibility of clearance lamps and reflectors.

(1) Every reflector required by s. [347.16](#) to be displayed upon a vehicle shall be of such size and characteristics and so maintained as to be readily visible during the hours of darkness from all distances within 500 feet to 50 feet from the vehicle when directly in front of lawful upper beams of headlamps.

(2) Front and rear clearance lamps when lighted shall be capable of being seen and distinguished under normal atmospheric conditions during hours of darkness at a distance of 500 feet from the front and rear, respectively, of the vehicle.

Cross-reference: See also ss. [Trans 305.14](#), [305.43](#), and [305.55](#), Wis. adm. code.

347.20 Lamp or flag on projecting load or fixture.

(1) No person shall operate on a highway during hours of darkness any vehicle with a load or fixture thereon extending more than 4 feet beyond the rear of the bed or body thereof unless there is displayed at the extreme rear end of the load or fixture a red light or lantern plainly visible from a distance of at least 500 feet to the sides and rear. The red light or lantern shall be in addition to any tail lamp or clearance lamp which the vehicle is required to carry.

(2) No person shall operate on a highway, at times other than hours of darkness, any vehicle with a load or fixture thereon extending more than 4 feet beyond the rear of the bed or body thereof unless there is displayed at the extreme rear end of such load or fixture a red flag or cloth not less than 12 inches square and so hung that the entire area is visible to the operator of a vehicle approaching from the rear.

(3) This section does not apply to vehicles loaded with loose hay or straw. **History:** 1981 c. 176.

347.21 Lamps and flags on trains of agricultural vehicles.

(1) No person shall operate on a highway during hours of darkness any train of vehicles authorized by s. [348.08 \(1\)\(d\)](#) unless there is mounted on each side of every vehicle in such train, including farm tractors and implements of husbandry, at least one lamp emitting a red or amber light visible from a distance of 500 feet to the side of the vehicle on which mounted or, in lieu thereof, at least one red or amber reflector or, notwithstanding s. [347.245](#),

one slow moving vehicle emblem visible from all distances within 500 feet to 50 feet of the side of the vehicle when directly in front of lawful upper beams of headlamps.

(1m) No person shall operate on a highway during hours of darkness any train of vehicles authorized by s. [348.08 \(1\)\(b\)](#) unless there is mounted on each side of every vehicle in such train, including farm tractors and implements of husbandry, at least one lamp emitting a red light visible from a distance of 500 feet to the side of the vehicle on which mounted or, in lieu thereof, at least one red reflector visible from all distances within 500 feet to 50 feet of the side of the vehicle when directly in front of lawful upper beams of headlamps.

NOTE: Sub. (1m) is amended eff. 11-1-15 by 2013 Wis. Act 377 to read: (1m) No person shall operate on a highway during hours of darkness any train of vehicles authorized by s. 348.08 (1)(b) unless there is mounted on each side of every vehicle in such train at least one lamp emitting a red or amber light visible from a distance of 500 feet to the side of the vehicle on which mounted or, in lieu thereof, at least one red or amber reflector visible from all distances within 500 feet to 50 feet of the side of the vehicle when directly in front of lawful upper beams of headlamps.

(2) No person shall operate on a highway, at times other than hours of darkness, any train of agricultural vehicles authorized by s. [348.08 \(1\)\(b\)](#) unless there is displayed a red flag at least 12 inches square on each rear corner of the rearmost vehicle in the train.

NOTE: Sub. (2) is repealed eff. 11-1-15 by 2013 Wis. Act 377. History: 1979 c. 143, 355; 1981 c. 276; 1981 c. 391 s. 210; 1987 a. 164; 2013 a. 377.

347.22 Lamps on farm tractors, self-propelled farm implements, and lightweight utility vehicles.

(1) No person shall operate or park a farm tractor, self-propelled farm implement, or lightweight utility vehicle, as defined in s. [346.94 \(21\)\(a\)2.](#), upon a highway during hours of darkness unless such tractor, implement, or lightweight utility vehicle carries the lighted head-lamps and tail lamps which would be required of other motor vehicles under similar circumstances.

(2) No person shall operate or park a farm tractor, self-propelled farm implement, or lightweight utility vehicle, as defined in s. [346.94 \(21\)\(a\)2.](#), upon a highway during hours of darkness with any lamp thereon showing any light to the rear other than red in color.

NOTE: Sub. (2) is amended eff. 11-1-15 by 2013 Wis. Act 377 to read:

(2) Except as provided in s. [347.25 \(2g\)](#), no person shall operate or park a farm tractor, self-propelled farm implement, or lightweight utility vehicle, as defined in s. [346.94 \(21\)\(a\)2.](#), upon a highway during hours of darkness with any lamp thereon showing any light to the rear other than red or amber in color.

History: 2009 a. 157; 2013 a. 377.

347.23 Lamps on highway maintenance equipment.

(1) No person shall operate upon a highway during hours of darkness any road machinery or motor vehicle used in highway construction or maintenance unless such vehicle or road machinery is equipped either as prescribed by par. (a) or (b):

(a) A red light visible from a distance of 500 feet shall be displayed on each side of the front and on each side of the rear to give adequate warning of the presence of such vehicle or machinery and to show safe clearance for passing or overtaking vehicles; or

(b) In lieu of the red lights prescribed by par. (a), 2 amber flood-lamps may be used, one to be mounted on each side of the vehicle or machinery so as to illuminate its sides and its attachments, if any, to show safe clearance for passing or overtaking vehicles. Such floodlamps shall display an amber light of sufficient illuminating power to indicate safe clearance from a distance of 200 feet to the front and rear of such vehicle or machinery.

(2) The lights specified in sub. (1) need not be displayed upon motor vehicles used in highway construction or maintenance work when such vehicles are traveling along the highway at their normal operating speed in the ordinary course of traffic.

(4) No person shall operate upon the left-hand side of a highway during hours of darkness any road machinery or motor vehicle used in highway construction or maintenance, including snow and ice control, unless such vehicle or machinery is equipped with an auxiliary lamp or lamps projecting a flashing amber light visible from all directions for a 360-degree lens (beehive type lamp) or revolving type lamp and visible front and rear for reflectorized stationary directional type lamps. For flashing type lamps the number of flashes per minute shall be between 60 and 90. For revolving type lamps the revolutions per minute shall be between 45 and 90. The lenses of such auxiliary lamps shall not be less than 6 inches in diameter for the reflectorized stationary directional type lamp; 3-3/4 inches minimum diameter and 5-inch minimum height for the 360-degree lens (beehive type lamp); and 3-3/4 inches minimum width and 4-5/8 inches minimum height for the revolving type lamp. The lamps shall be equipped with bulbs of 50 candlepower minimum. The lamps shall be mounted approximately midway between the transverse extremities of the vehicle or machinery and at the highest practicable point.

347.24 Lamps and reflectors on nonmotor vehicles and equipment. (1)

(a) Except as provided under pars. (b) and (c), no person may operate on a highway during hours of darkness any implement of husbandry or any other vehicle not specifically required by law to be equipped with lamps or other lighting devices unless such implement or vehicle is equipped with at least 2 lighted lamps or lanterns exhibiting a white light visible from a distance of 500 feet ahead and 2 lighted lamps or lanterns exhibiting a red light visible from a distance of 500 feet to the rear or, as an alternative to the red lamps or lanterns, 2 red reflectors mounted as specified in s. 347.18 and meeting the visibility requirements of s. 347.19 may be displayed on the rear of such vehicle or implement of husbandry.

(am) No person may operate on a highway during hours of darkness any implement of husbandry that extends 4 feet or more to the left of the center line of its towing vehicle unless the implement is equipped with an amber reflector meeting the visibility requirements of s. 347.19 and mounted on the left side, facing forward, so as to mark the extreme width of the implement to drivers of oncoming vehicles.

(b) Any implement of husbandry or any other vehicle not specifically required by law to be equipped with lamps or other lighting device and which was manufactured on or before January 1, 1984, shall comply with the lamp requirements of s. 347.24 (1), 1981 stats.

(c) An implement of husbandry which is an all-terrain vehicle or utility terrain vehicle need only comply with the lamp requirements established under s. 23.33 (6).

(2) No person may operate on a highway during hours of darkness a vehicle drawn by an animal unless the vehicle is equipped with at least one lighted lamp or lantern exhibiting a white light visible from a distance of 500 feet ahead and 2 lighted lamps or lanterns exhibiting red light visible from a distance of 500 feet to the rear and mounted in such a manner as to indicate the extreme width of the vehicle.

(3) (a) In this subsection, "wide implement of husbandry" means any implement of husbandry that has a total width in excess of 15 feet or that partly extends, when operated primarily on the right half of the roadway, over the center of the roadway into any lane intended for travel in the opposite direction.

(b) Except as provided in par. (bm), no person may operate on a highway any wide implement of husbandry manufactured before January 1, 2014, unless it is equipped with all of the following and any lamp or light required under this paragraph is lighted and visible at the time of operation:

1. At least 2 amber flashing warning lamps, visible from both the front and rear of the implement of husbandry. When lighted, these lamps shall be capable of being seen and distinguished under normal atmospheric conditions during hours of darkness at a distance of 500 feet from the front and rear of the implement of husbandry. These lamps shall be mounted, as nearly as practicable, to indicate the extreme width of the implement of husbandry, but not more than 16 inches from the lateral extremities of the implement of husbandry.
2. Red retroreflective conspicuity material, visible to the rear and mounted within 25 inches of, respectively, the extreme left and extreme right of the implement of husbandry and spaced as evenly as practicable. This conspicuity material shall be of such size and characteristics and so maintained as to be readily visible during the hours of darkness from all distances within 500 feet to 50 feet from the implement of husbandry when directly in front of lawful upper beams of headlamps.
3. At least 2 strips of yellow retroreflective conspicuity material visible to the front of the implement of husbandry. On the left and right sides of the implement of husbandry, the outer edge of at least one strip of this material shall be mounted within 16 inches of, respectively, the extreme left and extreme right of the implement of husbandry. This conspicuity material shall be of such size and characteristics and so maintained as to be readily visible during the hours of darkness from all distances within 500 feet to 50 feet from the implement of husbandry when directly in front of lawful upper beams of headlamps.
4. Subject to ss. 347.06 (1) and (3), 347.13 (2), and 347.22 (1), at least 2 red tail lamps mounted symmetrically to the rear of the implement of husbandry, or as close to the rear as practicable. These tail lamps are not required to be wired to light when head-lamps or other lamps light. When lighted, these tail lamps shall be capable of being seen and distinguished under normal atmospheric conditions during hours of darkness at a distance of 500 feet from the rear of the implement of husbandry.

(bm) A person may operate on a highway, at times other than hours of darkness, a wide implement of husbandry manufactured before January 1, 2014, that does not comply with par. (b) if all of the following apply:

1. The wide implement of husbandry is accompanied by an escort vehicle operating with hazard lights activated.

2. Two orange or red flags, not less than 12 inches square, are attached to the rear of the wide implement of husbandry, or as close to the rear as practicable, in a manner that is clearly visible to the operator of a vehicle approaching from the rear and that marks the extreme left and extreme right of the implement of husbandry.

(c) In addition to any applicable requirement under par. (b) or (bm), if a wide implement of husbandry has a total width in excess of 22 feet, no person may operate the implement of husbandry on a highway unless the implement of husbandry is accompanied by an escort vehicle operating with hazard lights activated. If the implement of husbandry is being operated on a highway with only one lane for travel in each direction, the escort vehicle shall be operated ahead of the implement of husbandry on the highway. If the implement of husbandry is being operated on a highway with more than one lane for travel in each direction or on a 3-lane highway, the escort vehicle shall be operated behind the implement of husbandry on the highway. This paragraph does not apply to an implement of husbandry that is traveling between fields or between a farm and a field and is operated on the highway for a distance of 0.5 miles or less.

(d) No person may operate on a highway any implement of husbandry manufactured on or after January 1, 2014, unless it is equipped with all lighting and marking devices with which the implement of husbandry was originally equipped by the manufacturer and all such lighting and marking devices are in good working order and visible at the time of operation.

(e) The requirements under this subsection apply in addition to any applicable requirements under subs. (1) and (2) and ss. 347.21, 347.22, and 347.27.

NOTE: Sub. (3) is created eff. 11-1-15 by 2013 Wis. Act 377.

History: 1977 c. 418; 1983 a. 124; 1985 a. 29; 1993 a. 455; 2001 a. 104; 2011 a. 208; 2013 a. 377.

347.245 Identification emblem on certain slow moving vehicles. (1) After January 1, 1970, no person may operate on a highway, day or night, any vehicle or equipment, any animal-drawn vehicle, or any other machinery, including all road machinery, that usually travels at speeds of less than 25 miles per hour or any vehicle operated under a special restricted operator's license issued under s. 343.135 or any lightweight utility vehicle, as defined in s. 346.94 (21) (a) 2., unless there is displayed on the most practicable visible rear area of the vehicle or combination of vehicles, a slow moving vehicle (SMV) emblem as described in and displayed as provided in sub.

(2). Any towed vehicle or machine is exempt from this provision if the towing vehicle is visible from the rear and is in compliance with this section. All road machinery is excluded when it is engaged in actual construction or maintenance work either guarded by a flagman or clearly visible warning signs. Except as provided in s. 347.21 (1), the requirement of the emblem shall be in addition to any lighting devices required or permitted by law. Mopeds and motor bicycles are excluded from the provisions of this section unless they are operated under a special restricted operator's license issued under

s. 343.135. Electric personal assistive mobility devices are excluded from the provisions of this section. The SMV emblem need not be displayed on vehicles moving directly across the highway.

NOTE: Sub. (1) is amended eff. 11-1-15 by 2013 Wis. Act 377 to read:

(1) After January 1, 1970, no person may operate on a highway, day or night, any vehicle or equipment, any animal-drawn vehicle, or any other machinery, including all road machinery, that usually travels at speeds of less than 25 miles per hour or any vehicle operated under a special restricted operator's license issued under s. 343.135 or any lightweight utility vehicle, as defined in s. 346.94

(21) (a) 2., or any wide implement of husbandry, as defined in s. 347.24 (3) (a), that is manufactured before January 1, 2014, unless there is displayed on the most practicable visible rear area of the vehicle or combination of vehicles, a slow moving vehicle (SMV) emblem as described in and displayed as provided in sub. (2). Any towed vehicle or machine is exempt from this provision if the towing vehicle is visible from the rear and is in compliance with this section. All road machinery is excluded when it is engaged in actual construction or maintenance work either guarded by a flagman or clearly visible warning signs. Except as provided in s. 347.21 (1), the requirement of the emblem shall be in addition to any lighting devices required or permitted by law. Mopeds and motor bicycles are excluded from the provisions of this section unless they are operated under a special restricted operator's license issued under s. 343.135. Electric personal assistive mobility devices are excluded from the provisions of this section. The SMV emblem need not be displayed on vehicles moving directly across the highway.

(2) **Standards and specifications for the design and position of mounting of the SMV emblem shall be established by rule by the secretary.** Except as provided in s. 347.21 (1), the standards and specifications for SMV emblems shall correlate with and, so far as possible, conform with those approved by the American society of agricultural engineers. The secretary shall submit such standards and specifications, and any subsequent changes therein, to the assembly and senate committees having jurisdiction over transportation matters as determined by the speaker of the assembly and the president of the senate acting jointly for their approval.

(3) No person shall display such emblem on a roadway, except as provided in sub. (1), nor on roadside stationary objects such as mailboxes or signposts and no such emblem shall be used as a clearance marker for wide vehicles. No slow moving vehicle actually engaged in construction or maintenance guarded by a flagman or clearly visible warning signs need remove the slow moving vehicle emblem.

(4) Except as provided in s. 347.21 (1), no person shall display such emblem on any vehicle or equipment not specified in sub. (1).

(5) This section does not apply to any vehicle or combination of vehicles to the left rear of which is attached a yellow or amber flashing light at least 4 inches in diameter.

NOTE: Sub. (5) is amended eff. 11-1-15 by 2013 Wis. Act 377 to read:

(5) This section does not apply to any vehicle or combination of vehicles to the left rear of which is attached a yellow or amber flashing light at least 4 inches in diameter, except to a wide implement of husbandry, as defined in s. 347.24 (3)(a), that is manufactured before January 1, 2014.

History: 1977 c. 29, 288; 1979 c. 34; 1981 c. 138; 1987 a. 164; 2001 a. 90; 2009 a. 157; 2013 a. 377. **Cross-reference:** See also ch. Trans 304, Wis. adm. code. As applied to Amish appellants, requiring slow moving vehicle signs on buggies unconstitutionally infringed on religious liberties. State v. Miller, 202 Wis. 2d 56, 549 N.W.2d 235 (1996), 94-0159.

347.25 Special warning lamps on vehicles. (1) Except as provided in subs. (1m) (a), (1n), (1r), and (1s), an authorized emergency vehicle may be equipped with one or more flashing, oscillating, or rotating red lights, except that ambulances, fire department equipment, privately owned motor vehicles under s. 340.01 (3) (d), (dg), or (dm) being used by personnel of a full-time or part-time fire department, by members of a volunteer fire department or rescue squad, or by an organ procurement organization or any person under an agreement with an organ procurement organization, and privately owned motor vehicles under s. 340.01 (3) (dh) being used to transport or pick up medical devices or equipment, may be equipped with red or red and white lights, and shall be so equipped when the operator thereof is exercising the privileges granted by s. 346.03 or 346.215 (2) (a). The lights shall be so designed and mounted as to be plainly visible and understandable from a distance of 500 feet both during normal sunlight and during hours of darkness. No operator of an authorized emergency vehicle may use the warning lights except when responding to an emergency call or when in pursuit of an actual or suspected violator of the law, when responding to but not upon returning from a fire alarm, when transporting an organ for human

transplantation, when transporting medical personnel for the purpose of performing human organ harvesting or transplantation immediately after the transportation, when necessarily parked in a position which is likely to be hazardous to traffic, or as authorized under s. 346.215 (2) (a).

(1m) (a) A police vehicle under s. 340.01 (3) (a) may be equipped with a blue light and a red light which are flashing, oscillating or rotating.

(b) If the vehicle is so equipped, the lights shall be illuminated as required under s. 346.03 or 346.215 (2) (a) when the operator of the police vehicle is exercising the privileges granted under s. 346.03 or 346.215 (2) (a). On a marked police vehicle, the blue light shall be mounted on the passenger side of the vehicle and the red light shall be mounted on the driver side of the vehicle. When in use on an unmarked police vehicle, the blue light shall be displayed on the passenger side of the vehicle and the red light shall be displayed on the driver side of the vehicle. The lights shall be designed and displayed so as to be plainly visible and understandable from a distance of 500 feet during normal sunlight and during hours of darkness. No operator of a police vehicle may use the warning lights except when responding to an emergency call or when in pursuit of an actual or suspected violator of the law, when responding to but not upon returning from a fire alarm, when necessarily parked on a highway in a position which is likely to be hazardous to traffic using the highway, or as authorized under s. 346.215 (2) (a).

(c) If the state or any local authority intends to equip its police vehicles as authorized under par. (a), the state or the local authority shall give notice of its intent as a class 2 notice under ch. 985 at least 90 days before so equipping the first vehicle.

(1n) A police vehicle under s. 340.01 (3) (a) may be equipped with one or more flashing white lights. The lights shall be designed and displayed so as to be plainly visible and understandable from a distance of 500 feet both during normal sunlight and during hours of darkness. The lights may be used only when the warning lamps authorized under sub. (1) or (1m) are in use.

(1r) (a) 1. A police vehicle under s. 340.01 (3) (a) may be equipped so that the high beams of its headlamps pulsate or flash alternately at a rate of 70 to 90 pulses or flashes per minute. The pulsating or flashing headlamps may be used only when the warning lamps authorized under sub. (1) or (1m) are in use.

2. If the state or any local authority intends to equip its police vehicles as authorized under subd. 1., the state or the local authority shall give notice of its intent as a class 2 notice under ch. 985 at least 90 days before so equipping the first vehicle.

(b) 1. a. A vehicle of a fire department under s. 340.01 (3) (c) or an ambulance under s. 340.01 (3) (g) may be equipped so that the high beams of its headlamps pulsate or flash alternately at a rate of 70 to 90 pulses or flashes per minute. The pulsating or flashing headlamps may be used only when the warning lamps authorized under sub. (1) are in use.

b. If any local authority intends to equip its vehicles as authorized under subd. 1. a., the local authority shall give notice of its intent as a class 2 notice under ch. 985 at least 90 days before so equipping the first vehicle.

2. a. A sheriff or others designated by the county board may authorize that an ambulance under s. 340.01 (3) (i) be equipped so that the high beams of its headlamps pulsate or flash alternately at a rate of 70 to 90 pulses or flashes per minute. The pulsating or flashing headlamps may be used only when the warning lamps authorized under sub. (1) are in use.

b. If the sheriff or others designated by the county board intend to authorize any ambulance under s. 340.01 (3) (i) to be equipped as authorized under subd. 2. a., the local authority shall give notice of its intent as a class 2 notice under ch. 985 at least 90 days before authorizing the first vehicle to be so equipped.

(c) 1. a. The state fire marshal may authorize that a privately owned motor vehicle under s. 340.01 (3) (d) that is being used by a deputy state fire marshal be equipped so that the high beams of its headlamps pulsate or flash alternately at a rate of 70 to 90 pulses or flashes per minute. The pulsating or flashing headlamps may be used only when the warning lamps authorized under sub. (1) are in use.

b. If the state fire marshal intends to authorize any privately owned motor vehicle under s. 340.01 (3) (d) that is being used by a deputy state fire marshal to be equipped as authorized under subd. 1. a., the state shall give notice of its intent as a class 2 notice under ch. 985 at least 90 days before authorizing the first vehicle to be so equipped.

2. a. A fire chief may authorize that a privately owned motor vehicle under s. 340.01 (3) (d) that is being used by an employee of the fire department or, if applicable, a member of the volunteer fire department be equipped so that the high beams of its headlamps pulsate or flash alternately at a rate of 70 to 90 pulses or flashes per minute. The pulsating or flashing headlamps may be used only when the warning lamps authorized under sub. (1) are in use.

b. If the fire chief intends to authorize any privately owned motor vehicle under s. 340.01 (3) (d) that is being used by an employee of the fire department or, if applicable, a member of the volunteer fire department to be equipped as authorized under subd. 2. a., the local authority shall give

notice of its intent as a class 2 notice under ch. 985 at least 90 days before authorizing the first vehicle to be so equipped.

(1s) A vehicle in use by a fire department as a command post at the site of an emergency call may be equipped with a blue or green light which is flashing, oscillating or rotating.

(2) No person may operate a school bus which is painted as provided in s. 347.44 unless it is equipped with a 360-degree flashing white strobe light having a flash rate of 60 to 120 per minute and either flashing red warning lights or flashing red and amber warning lights. The secretary shall prescribe rules for the type, installation, operation and light output brilliance of the lights required under this subsection. No vehicle may be equipped with the warning and strobe lights required under this subsection unless it also is painted as provided in s. 347.44.

Cross-reference: See also ch. Trans 300, Wis. adm. code.

(2g) No person may operate on a highway any self-propelled implement of husbandry manufactured before January 1, 2014, and having a total width in excess of 12 feet, unless it is equipped with a 360-degree yellow or amber rotating strobe or beacon light, mounted at the highest practicable point, or 2 flashing amber lights visible to the front and rear, and the light or lights are activated.

NOTE: Sub. (2g) is created eff. 11-1-15 by 2013 Wis. Act 377.

(2m) A human service vehicle may be equipped with a 360-degree flashing strobe light with a flash rate of 60 to 120 per minute. Notwithstanding s. 110.05 (1), the secretary shall prescribe rules for the type, color, installation, operation and light output brilliance of the lights permitted under this subsection.

(3) The lead vehicle in a funeral procession may be equipped, or any vehicle in the procession may be equipped if all vehicles in the procession are so equipped, with a flashing amber light that may be used only in the procession.

(4) No vehicle may be equipped with or display any blue colored light or lamp unless the vehicle is used in police work authorized by the state or a political subdivision of the state or is used by a fire department as authorized under sub. (1s).

(5) Notwithstanding s. 347.26 (11), whenever flashing warning lamps on an authorized emergency vehicle are designed and being used to exhibit a directional arrow at the scene of an emergency, the lamps exhibiting the directional arrow may be flashing simultaneously or sequentially. If the use of flashing warning lamps to exhibit a directional arrow would likely direct approach-

ing traffic into a lane of traffic moving in the opposite direction, only the flashing warning lamps that exhibit the horizontal bar of a directional arrow may be used and such lamps shall be flashing simultaneously.

History: 1977 c. 29 s. 1654 (7) (c); 1977 c. 228; 1979 c. 54, 149; 1983 a. 56; 1985

a. 143; 1987 a. 126; 1989 a. 69; 1991 a. 73, 142; 1993 a. 369; 1995 a. 31, 190; 1997 a. 31, 117; 2007 a. 20, 177; 2009 a. 46; 2013 a. 95, 96, 313, 377. The burden is on the operator of an emergency vehicle to prove that the warning light met the requirements. A light showing only to the front would not provide the operator with emergency privileges for stopping, parking, or turning as to vehicles approaching from the rear. *Pittman v. Lieffring*, 59 Wis. 2d 52, 207 N.W.2d 610 (1973).

347.26 Restrictions on certain optional lighting equipment. (1) GENERAL RESTRICTIONS.

A vehicle need not be equipped with the lamps specified in this section, but if a vehicle is equipped with any such lamps, no person shall operate such vehicle on a highway during hours of darkness unless such lamps comply with the requirements of this section and no person shall use such lamps in a manner inconsistent with this section.

(2) SPOTLAMPS. (a) Any motor vehicle may be equipped with not more than 2 spotlamps.

(b) No spotlamp shall be used as a substitute for headlamps. No spotlamp shall be used as an auxiliary driving light on any motor vehicle except when such spotlamp is set or adjusted so that the rays of light are projected directly upon the road surface at a distance not exceeding 150 feet directly in front of the vehicle and to the right of the center of the traveled roadway. No spotlamp shall project any glaring light into the eyes of an approaching driver.

(3) ADVERSE WEATHER LAMPS. (a) Any motor vehicle may be equipped with not more than 2 adverse weather lamps which shall be mounted on the front of the vehicle below the level of the centers of the headlamps.

(b) Adverse weather lamps shall not be used in lieu of headlamps unless absolutely necessary in case of rain, snow, dust or fog and then only when a vehicle is equipped with 2 adverse weather lamps mounted on opposite sides of the front of the vehicle and when both such adverse weather lamps are lighted. Whenever any vehicle is equipped with only one adverse weather lamp, both headlamps of such vehicle shall be lighted at all times when such adverse weather lamp is lighted.

(4) BACK-UP LAMPS. (a) Any motor vehicle may be equipped with not more than 2 back-up lamps which shall be so directed as to project a white or amber light illuminating the roadway to the rear of such vehicle for a distance not to exceed 75 feet.

(b) No lighted back-up lamp shall be displayed on any vehicle upon a highway except when such vehicle is about to be or is being driven backward. Whenever a back-up lamp is lighted during hours of darkness, the tail lamp or tail lamps on the vehicle displaying such lighted back-up lamp also shall be lighted.

(5) IDENTIFICATION LAMPS ON TAXICABS AND BUSES. No person shall operate a motor vehicle regularly used for transporting passengers for hire displaying any lighting device for identification purposes other than a single illuminated sign or lighted lamp mounted above the top line of the windshield, colored white, amber or green. Such illuminated sign or lamp shall be so constructed as to emit a steady or flashing nonglaring light.

(6) WARNING LAMPS ON TOW TRUCKS AND SERVICE VEHICLES.

(a) Any vehicle which by reason of its use upon a highway creates a vehicular traffic hazard requiring the exercise of unusual care in approaching, overtaking or passing shall be equipped with a flashing or rotating amber lamp of the dome type at the highest practicable point, visible from a distance of 500 feet, or 2 flashing amber lamps, one showing to the front and one showing to the rear, visible from a distance of 500 feet and mounted approximately midway between the extremities of the width of the vehicle and at the highest practicable point. Such amber lamp or lamps shall be lighted when such vehicle is moving a disabled vehicle along or upon a public highway at a speed below the average speed of motor vehicle traffic on such street or highway and may not be lit at other times.

(b) Operators of tow trucks or towing vehicles shall equip each tow truck or towing vehicle with a flashing or rotating red lamp, in addition to flashing type amber lamps. Such lamp shall be placed on the dome of the vehicle at the highest practicable point visible from a distance of 500 feet. This flashing red lamp shall be used only when such vehicle is standing on or near the traveled portion of a highway preparatory to towing or servicing the disabled vehicle.

(7) WARNING LAMPS ON CERTAIN HIGHWAY VEHICLES. Any vehicle of the department or a county or municipal highway department which by reason of its use upon a highway creates a vehicular traffic hazard requiring the exercise of unusual care in approaching, overtaking or passing may be equipped with a flashing red or amber lamp of the dome-light type or with 2 flashing red or amber lamps, one showing to the front and one showing to the rear. Such lamp or lamps shall be mounted approximately midway between the extremities of the

width of the vehicle and at the highest practicable point and shall be used only for the purpose of warning operators of other vehicles of the presence of the traffic hazard.

(8) WARNING LAMPS FOR MAIL DELIVERY VEHICLES. Any vehicle used for mail delivery may be equipped with a flashing amber lamp or strobe light mounted at the highest practicable point and showing to the front and rear that may be used only to warn other motorists of the presence of a vehicular traffic hazard requiring the exercise of unusual care in approaching, overtaking or passing when the vehicle is being used to deliver mail.

(9) WARNING LAMPS ON PUBLIC UTILITY AND COOPERATIVE VEHICLES. Any vehicle of a public utility as defined in s. 196.01 (5), of a telecommunications carrier, as defined in s. 196.01 (8m), or of a cooperative association organized under ch. 185 for the purpose of producing or furnishing heat, light, power or water to its members, which by reason of its use upon a highway creates a vehicular traffic hazard requiring the exercise of unusual care in approaching, overtaking or passing may be equipped with a flashing amber lamp of the dome type or with 2 flashing amber lamps, one showing to the front and one showing to the rear. Such lamps shall be mounted approximately midway between the extremities of the width of the vehicle and at the highest practicable point and shall be used only for the purpose of warning operators of other vehicles of the presence of the traffic hazard. Should such vehicle be of a type so as to make impractical the mounting of such lamps midway between the extremities of the width of the vehicle then such mountings shall be made at or near the upper left front and rear corners of such vehicle.

(10) FLASHING AMBER LIGHT ON OVERSIZE VEHICLE. Any vehicle moving on the highway pursuant to an oversize permit issued under s. 348.25, 348.26 or 348.27 may be equipped with a flashing amber dome light upon the cab of such vehicle or with double faced flashing amber light mounted along the sides of such vehicle mounted and used when the movement is oversize.

(11) FLASHING WARNING LAMPS. (a) Any vehicle may be equipped with lamps which may be used for the purpose of warning the operators of other vehicles of the presence of a vehicular traffic hazard requiring the exercise of unusual care in approaching, overtaking or passing, and when so equipped may display such warning in addition to any other warning signals required by this section. The lamps used to display such warning to the front shall be mounted at the same level and as widely spaced laterally as practicable, and shall display simultaneously flashing

white or amber lights, or any shade of color between white and amber. The lamps used to display such warning to the rear shall be mounted at the same level and as widely spaced laterally as practicable, and shall show simultaneously flashing amber or red lights, or any shade of color between amber and red. These warning lights shall be visible from a distance of not less than 500 feet under normal atmospheric conditions at night. Directional signals meeting the requirements of this chapter shall be used or lamps meeting these requirements, mounted so as to comply with turn signal installation.

(am) In addition to any other lamps authorized under this subsection, a motor truck having a gross vehicle weight rating of more than 26,000 pounds may be equipped with a 360-degree flashing or rotating amber light mounted at the highest practicable point. The flashing or rotating amber lamp may be lighted only when the motor truck is upon a highway having a maximum speed limit of more than 35 miles per hour and the motor truck is traveling 10 or more miles per hour below the maximum speed limit, is stopped, or is backing on such highway. The flashing or rotating amber lamp may not be lit at other times.

(b) Whenever any vehicle other than an automobile, which is equipped as permitted in par. (a), is stopped for more than 10 minutes on the traveled portion of any highway, or shoulder thereof, during hours of darkness, the driver of such vehicle shall display warning signals as required by s. 347.29.

History: 1977 c. 29 s. 1654 (8) (a); 1983 a. 53 s. 114; 1985 a. 204; 1989 a. 134, 336; 1993 a. 496; 2005 a. 38. **Cross-reference:** See also ss. Trans 305.075, 305.08, 305.10, and 305.11, Wis. adm. code.

347.27 When lighted lamps required on parked vehicles. (1) No person shall park or leave a vehicle standing, whether attended or unattended, upon a roadway or the shoulder immediately adjacent thereto during hours of darkness unless:

(a) Such vehicle is parked or standing where there is sufficient artificial light to render it visible from a distance of 500 feet or is lawfully parked within the corporate limits of a city or village and in either case is equipped with at least one red reflector mounted on the rear thereof as near as practicable to the side of the vehicle which is closest to passing traffic and otherwise meeting the mounting and visibility requirements specified in ss. 347.18 and 347.19; or

(b) Such vehicle displays one or more lighted lamps meeting the following requirements:

1. At least one lamp shall display a white or amber light visible from a distance of 500 feet to the front of the vehicle, and the same lamp or at least one other lamp shall display a red light visible from a distance of 500 feet to the rear of the vehicle.
2. The location of such lamp or lamps shall always be such that at least one lamp or combination of lamps meeting the requirements of this section is installed as near as practicable to the side of the vehicle which is closest to passing traffic.
3. If the vehicle is equipped with 2 parking lamps and 2 tail lamps, both parking lamps and both tail lamps shall be lighted.

(2) Any lighted headlamps on a vehicle parked on a highway shall be depressed or dimmed.

(3) In this section, “vehicle” includes farm tractors and self-propelled farm implements, implements of husbandry, animal-drawn vehicles, lightweight utility vehicles as defined in s. 346.94 (21) (a) 2., and road machinery. **History:** 2009 a. 157.

347.28 Certain vehicles to carry flares or other warning devices. (1) No person shall operate a motor truck or motor bus more than 80 inches in width or a truck tractor or road tractor on any highway outside the corporate limits of a city or village during hours of darkness unless such vehicle carries in a place readily accessible to the driver the following warning devices:

(a) At least 3 pot torches or 3 red electric lanterns or 3 red emergency reflectors, each of which shall be capable of being seen and distinguished at a distance of at least 600 feet under normal atmospheric conditions during hours of darkness. If pot torches are carried in lieu of red electric lanterns, at least 3 red-burning fuses shall be carried in addition to such pot torches; and

(b) At least 2 red-cloth flags, not less than 12 inches square, with standards to support such flags.

(2) No person shall operate upon a highway outside the corporate limits of a city or village during hours of darkness any motor vehicle used for the transportation of explosives or any cargo tank truck used for the transportation of flammable liquids or compressed gases unless there is carried in such vehicle 3 red electric lanterns or 3 red emergency reflectors meeting the requirements of sub. (1). No pot torch or fusee or signal produced by flame shall be carried in any such vehicle. Such red emergency reflectors shall comply with the specifications for such reflectors as set forth in interstate commerce commission motor carrier safety regulations.

347.29 Display of warning devices for certain vehicles when standing on highway. (1)

Except as provided in s. 347.26 (11) (b), whenever any motor truck, motor bus, trailer or semitrailer more than 80 inches in width or truck tractor or road tractor is left standing, whether attended or unattended, during hours of darkness upon the traveled portion of any highway or the shoulder adjacent thereto outside the corporate limits of a city or village, the operator of such vehicle shall display the following warning devices upon the highway during the entire time the vehicle is so left standing and such devices shall be placed in the following order:

(a) A lighted fusee or lighted red electric lantern or a red emergency reflector shall immediately be placed at the traffic side of the vehicle in the direction of the nearest approaching traffic. If a lighted fusee was so placed, the driver shall replace such fusee with a lighted pot torch or lighted red electric lantern or a red emergency reflector after the driver has placed the warning devices specified in pars. (b) and (c) and before the fusee burns out.

(b) A lighted pot torch or lighted red electric lantern or a red emergency reflector shall be placed approximately 100 feet from the standing vehicle in the center of the lane occupied by such vehicle and toward traffic approaching in that lane.

(c) One lighted pot torch or lighted red electric lantern or a red emergency reflector shall be placed approximately 100 feet from the standing vehicle in the center of the lane occupied by such vehicle and in the opposite direction from the warning device placed in accordance with par. (b).

(2) Whenever any vehicle referred to in this section is left standing, whether attended or unattended, within 500 feet of a curve, hillcrest or other obstruction to view, the warning signal in that direction shall be so placed as to afford ample warning to other users of the highway, but in no case less than 100 feet nor more than 500 feet from the standing vehicle.

(3) Whenever any vehicle of a type referred to in this section is left standing, whether attended or unattended, upon any roadway of a divided highway during hours of darkness, the appropriate warning devices prescribed in subs. (1) and (4) shall be placed as follows:

(a) One shall be placed at a distance of approximately 200 feet from the vehicle in the center of the lane occupied by the standing vehicle and in the direction of traffic approaching in that lane;

(b) One shall be placed at a distance of approximately 100 feet from the vehicle in the center of the lane occupied by the vehicle and in the direction of traffic approaching in that lane;

(c) One shall be placed at the traffic side of the vehicle and approximately 10 feet from the vehicle in the direction of the nearest approaching traffic.

(4) No operator of a motor vehicle used in the transportation of explosives, or of a cargo tank truck used for the transportation of any flammable liquid or compressed flammable gas shall use any flame-producing emergency signal for protecting any such vehicle. In lieu thereof, red electric lanterns or red emergency reflectors shall be used, the placement of which shall be in the same order and manner as prescribed in subs. (1) to (3).

(5) Whenever any vehicle of a type referred to in this section is left standing at any place mentioned in this section at times other than during hours of darkness, the operator of the vehicle shall display 2 red flags upon the roadway in the lane of traffic occupied by the standing vehicle, one at a distance of approximately 100 feet in advance of the vehicle and one at a distance of approximately 100 feet to the rear of the vehicle.

(6) The flares, fusees, red electric lanterns, red emergency reflectors and flags to be displayed as required in this section shall conform with the requirements of s. 347.28.

(7) This section does not apply to vehicles standing on a highway in compliance with traffic regulations or the directions of a traffic officer or official traffic sign or signal.

History: 1991 a. 316. A flag warning under sub. (5) is not applicable in a city. *Northland Insurance Co. v. Avis Rent-A-Car*, 62 Wis. 2d 643, 215 N.W.2d 439 (1974).

347.30 Penalty for violating lighting equipment requirements. (1)

Any person violating s. 347.06 or 347.13 (2), (3) or (4) may be required to forfeit not less than \$10 nor more than \$20 for the first offense and not less than \$25 nor more than \$50 for the 2nd or subsequent conviction within a year.

(2) Any person violating ss. 347.03, 347.07 to 347.12, 347.13 (1) or 347.14 to 347.29 may be required to forfeit not less than \$10 nor more than \$200.

History: 1971 c. 278.

SUBCHAPTER III**Other Equipment**

347.35 Brakes. (1) MOTOR VEHICLES. No person shall operate any motor vehicle, other than a moped or motorcycle, upon a highway unless such motor vehicle is equipped with brakes adequate to control the movement

of and to stop and hold such vehicle and capable of meeting the performance specifications under s.

347.36. There shall be 2 separate means of applying the brakes, each of which means shall be effective to apply the brakes to at least 2 wheels.

(1a) PARKING BRAKES. Every such vehicle and combination of vehicles, except mopeds and Type 1 motorcycles, shall be equipped with parking brakes adequate to hold the vehicle on any grade on which it is operated, under all conditions of loading on a surface free from snow, ice or loose material. The parking brakes shall be capable of being applied by the driver's muscular effort or by spring action or by equivalent means. Their operation may be assisted by the service brakes or other source of power provided that failure of the service brake actuation system or other power assisting mechanism will not prevent the parking brakes from being applied. The parking brakes shall be so designed that when once applied they shall remain applied with the required effectiveness despite exhaustion of any source of energy or leakage of any kind. The same brake drums, brake shoes and lining assemblies, brake shoe anchors and mechanical brake shoe actuation mechanism normally associated with the wheel brake assemblies may be used for both the service brakes and the parking brakes. If the means of applying the parking brakes and the service brakes are connected in any way, they shall be so constructed that failure of any one part shall not leave the vehicle without operative brakes.

(2) MOPEDS AND MOTORCYCLES. No person may operate a moped or motorcycle upon a highway unless the moped or motorcycle is equipped with at least one brake capable of meeting the performance specifications set forth in s. 347.36. The brake may be designed to be operated either by hand or by foot.

(3) TRAILERS, SEMITRAILERS AND TOWED VEHICLES. (a) Except as provided in par. (am), no person shall operate on a highway any trailer, semitrailer or other towed vehicle having a gross weight of 3,000 pounds or more and manufactured after January 1, 1942 unless such vehicle is equipped with brakes adequate to control the movement of and to stop and hold it.

(am) A motor vehicle may be towed without being equipped with brakes as provided in par. (a) if the gross weight of the towed vehicle is not more than 40% of the gross weight of the towing vehicle and the brakes on the towing vehicle are capable of bringing the combination of towing vehicle and towed vehicle to a stop as provided in s. 347.36 (1).

(b) Every full trailer, semitrailer, pole trailer or other towed vehicle required to be equipped with brakes shall

be equipped with brake systems of such design and type, and capable of meeting such performance standards, as established by rule of the department.

(c) This subsection does not apply to farm trailers or to disabled vehicles while being towed to a place of repair or to automobiles or trucks while being towed or being transported pursuant to

s. 341.47 (1) (b).

(4) MOBILE HOMES AND RECREATIONAL VEHICLES. No person shall manufacture and no person shall sell a mobile home or recreational vehicle in this state unless such mobile home or recreational vehicle is equipped with brakes adequate to control the movement of and to stop and hold it. No person shall operate on a highway any mobile home registered as a 1940 or later year model or recreational vehicle unless such mobile home or recreational vehicle is equipped with brakes adequate to control the movement of and to stop and hold it.

(5) IMPLEMENTS OF HUSBANDRY. (a) No person may operate on a highway any self-propelled implement of husbandry manufactured after February 1, 1985, unless the vehicle is equipped with brakes or other stopping device adequate to control the movement of and to stop and hold the implement of husbandry.

(b) Every self-propelled implement of husbandry required to be equipped with brakes or other stopping device shall be equipped with brakes or a stopping device that meets design, type or performance standards established by the department by rule. The rule of the department under this paragraph shall comply with the applicable standard established by the American society of agricultural engineers.

History: 1977 c. 29 s. 1654 (7) (e); 1979 c. 163; 1983 a. 124, 243, 244; 1985 a. 65; 2007 a. 11. **Cross-reference:** See also ch. Trans 308 and ss. Trans 305.17, 305.37, and 305.51, Wis. adm. code.

347.36 Performance ability of brakes. (1) Brakes on motor vehicles and brakes on combinations of vehicles shall be capable of bringing the vehicle or combination of vehicles to a stop, under normal conditions, within 50 feet when traveling at a speed of 20 miles per hour.

(3) All required brakes shall be maintained in good working order.

History: 1983 a. 243. **Cross-reference:** See also ss. Trans 305.17 and 305.37, Wis. adm. code.

347.37 Brake fluid, sale regulation. (1) After January 1, 1960, no hydraulic brake fluid for use in motor vehicles shall be sold in this state if such brake fluid is below the minimum standard of specifications established by the society of automotive engineers for heavy duty type brake fluid No. 70R1 or a later designator for an improved product.

(2) All manufacturers of brake fluids selling such fluids in Wisconsin shall state on the immediate containers in which such fluid is packaged that the fluid therein meets or exceeds the specifications under sub. (1).

347.38 Horns and warning devices. (1) No person shall operate a motor vehicle upon a highway unless such motor vehicle is equipped with a horn in good working order and capable of emitting sound audible under normal conditions from a distance of not less than 200 feet, but no person shall at any time use a horn otherwise than as a reasonable warning or make any unnecessary or unreasonably loud or harsh sound by means of a horn or other warning device.

(2) Except as otherwise provided in this section, no vehicle shall be equipped with nor shall any person use upon a vehicle any siren or compression or exhaust whistle.

(3) Any vehicle may be equipped with a theft alarm signal device if such device is so arranged that it cannot be used by the driver as an ordinary warning signal.

(4) An authorized emergency vehicle shall be equipped with a siren, but such siren shall not be used except when such vehicle is operated in response to an emergency call or in the immediate pursuit of an actual or suspected violator of the law, when responding to but not upon returning from a fire alarm, when transporting an organ for human transplantation, or when transporting medical personnel for the purpose of performing human organ harvesting or transplantation immediately after the transportation, in which events the driver of such vehicle shall sound the siren when reasonably necessary to warn pedestrians and other drivers.

Cross-reference: See also ss. [Trans 305.25](#) and [305.41](#), Wis. adm. code. **History:** 2007 a. 20.

347.385 Auxiliary lamps on emergency vehicles; traffic control signal emergency preemption devices. (1m) In this section:

(a) “Authorized emergency vehicle” means an authorized emergency vehicle as defined in s. [340.01](#) (3) (a), (c), (g), or (i).

(b) “Emergency preemption device” means a device, located on or within a traffic control signal, that is designed to receive an electronic, radio, light, or sound transmission from an approaching vehicle that alters the normal sequence of the traffic control signal to provide or maintain a green signal for the vehicle to proceed through the intersection.

(c) “Transmitter” means a device that emits a signal for the purpose of activating an emergency preemption device.

(2m) An authorized emergency vehicle may be equipped and operated with lamps designed and used, or with any other transmitter designed and used, to activate emergency preemption devices.

(3m) The lamps authorized for use under this section may be any color and may be flashing, oscillating, rotating or pulsating.

(4) No operator of an authorized emergency vehicle may use a transmitter, including lamps under sub. (2m), except when responding to an emergency call, when pursuing an actual or suspected violator of the law, or when responding to, but not when returning from, a fire alarm.

(5) (a) No person may operate upon a highway a motor vehicle, other than an authorized emergency vehicle, that is equipped with a transmitter or in which a transmitter is located. This subsection does not apply to a motor carrier or person in the business of selling transmitters to authorized users who transport a transmitter in original, unopened packaging or in an inoperative condition in an enclosed storage compartment of the vehicle.

(b) No person may sell a transmitter except for use for authorized purposes as described in sub. (2m).

History: 2005 a. 193 ss. 1 to 6; Stats. 2005 s. 347.385.

347.39 Mufflers. (1) No person shall operate on a highway any motor vehicle subject to registration unless such motor vehicle is equipped with an adequate muffler in constant operation and properly maintained to prevent any excessive or unusual noise or annoying smoke. This subsection also applies to motorcycles.

(2) No muffler or exhaust system on any vehicle mentioned in sub. (1) shall be equipped with a cutout, bypass or similar device nor shall there be installed in the exhaust system of any such vehicle any device to ignite exhaust gases so as to produce flame within or without the exhaust system. No person shall modify the exhaust system of any such motor vehicle in a manner which will amplify or increase the noise emitted by the motor of such vehicle above that emitted by the muffler originally installed on the vehicle, and such original muffler shall comply with all the requirements of this section.

(3) In this section, “muffler” means a device consisting of a series of chambers of baffle plates or other mechanical design for receiving exhaust gases from an internal combustion engine and which is effective in reducing noise.

History: 1983 a. 243. **Cross-reference:** See also ss. [Trans 305.20](#) and [305.39](#), Wis. adm. code.

347.40 Mirrors. (1) No person shall operate any motor vehicle upon a highway unless such vehicle is equipped with a mirror so located as to reflect to the operator a view of the roadway for a distance of 200 feet to the rear of such vehicle.

(2) No person shall operate on a highway any school bus having a passenger-carrying capacity of 10 or more persons including the operator unless such bus is equipped with at least one mirror which is 7 inches in diameter so located as to enable the operator to see a reflection of the road from the entire front bumper forward to a point where direct observation is possible.

(3) No person may operate or permit the operation of any motor bus on a highway unless the bus is equipped with 2 outside rearview mirrors, one to the right and one to the left of the operator. Each mirror shall have not less than 50 square inches of unobstructed reflective surface and shall be firmly supported and adjustable to give the operator a clear view past both the right and left rear of the bus.

History: 1975 c. 84; 1987 a. 235.

Cross-reference: See also ss. [Trans 305.26](#) and [305.44](#), Wis. adm. code.

347.41 Speed indicators. No person shall operate on a highway any motor vehicle primarily designed for use upon a highway unless such motor vehicle is equipped with a speedometer which with reasonable accuracy registers the speed of the vehicle, except that motor trucks or truck tractors may be equipped with tachometers or any other devices that indicate speed and motor vehicles transported pursuant and in compliance with s. [341.47 \(1\) \(b\)](#) and

(c) may be equipped with a governor of speed of a type which restricts speed and which is set at a level equal to or below the limits of 55 miles per hour in lieu of a speedometer.

History: 1983 a. 54. **Cross-reference:** See also s. [Trans 305.18](#), Wis. adm. code.

347.413 Ignition interlock device tampering; failure to install. (1) No person may remove, disconnect, tamper with, or otherwise circumvent the operation of an ignition interlock device installed in response to the court order under s. [346.65 \(6\)](#), 1999 stats., or s. [343.301 \(1\)](#), 2007 stats., or s. [343.301 \(1g\)](#), or fail to have the ignition interlock device installed as ordered by the court. This subsection does not apply to the removal of an ignition interlock device upon the expiration of the order requiring the motor vehicle to be so equipped or to necessary repairs to a malfunctioning ignition interlock device by a person authorized by the department.

(3) The department shall design a warning label which

shall be affixed to each ignition interlock device upon installation. The label shall provide notice of the penalties for tampering with or circumventing the operation of the ignition interlock device under sub. (1) and s. [343.10 \(5\) \(a\) 3](#).

History: 1991 a. 277; 1993 a. 213; 1999 a. 109; 2001 a. 16 ss. [3445f](#), [3445g](#), [4060hd](#), [4060hw](#), [4060hy](#); 2009 a. 100, 121.

347.415 Odometer tampering. (1g) In this section, “odometer” means an instrument for measuring and recording the actual distance that a motor vehicle, snowmobile, all-terrain vehicle, or utility terrain vehicle has traveled while in operation, but does not include any auxiliary instrument designed to be reset to zero to measure and record the actual distance that a motor vehicle, snowmobile, all-terrain vehicle, or utility terrain vehicle has traveled on trips.

(1m) No person may, either personally or through an agent, remove, replace, disconnect, reset, tamper with, alter, or fail to connect the odometer of any motor vehicle, snowmobile, all-terrain vehicle, or utility terrain vehicle with the intent to change or affect the number of miles indicated thereon.

(2) No person may operate a motor vehicle subject to registration under ch. [341](#) on any street or highway with knowledge that the odometer is removed, disconnected or nonfunctional. An exemption may be provided if parts are on back order to correct a nonfunctional odometer.

(3) No person may advertise for sale, sell, use, install, or have installed any device which causes an odometer to register any mileage other than the true mileage driven. For purposes of this subsection, “true mileage driven” means that mileage traveled by the vehicle as measured and recorded by the odometer within the manufacturer’s design tolerance.

(4) No person shall conspire with any other person to violate sub. (1m), (2) or (3).

(5) Nothing in this section shall prevent the service, repair or replacement of an odometer, provided the mileage indicated thereon remains the same as before the service, repair or replacement. Where the odometer is incapable of registering the same mileage as before such service, repair or replacement, the odometer shall be adjusted to read zero, and a written notice shall be attached, by the owner or an agent, to the left door frame of the vehicle, or other location as prescribed by the department, specifying the mileage prior to service, repair or replacement of the odometer and the date on which it was serviced, repaired or replaced. No person may, with intent to defraud, remove or alter such a notice so affixed. No person who services, repairs or replaces an

odometer that is incapable of registering the same mileage as before such service, repair or replacement may fail to adjust the odometer to read zero or fail to attach the notice required by this subsection.

History: 1975 c. 121, 199; 1977 c. 29 s. 1654 (7) (a); 1993 a. 159; 2003 a. 166; 2011 a. 208.

Cross-reference: See also ch. [Trans 154](#), Wis. adm. code.

347.417 Immobilization device tampering. (1) No person may remove, disconnect, tamper with, or otherwise circumvent the operation of any immobilization device installed in response to a court order under s. [346.65 \(6\)](#), 1999 stats., or s. [343.301 \(2\)](#), 2007 stats. This subsection does not apply to the removal of an immobilization device pursuant to a court order or to necessary repairs to a malfunctioning immobilization device.

(2) The department shall design a warning label which shall be affixed by the owner of each immobilization device before the device is used to immobilize any motor vehicle under s. [346.65 \(6\)](#), 1999 stats., or s. [343.301 \(2\)](#), 2007 stats. The label shall provide notice of the penalties for removing, disconnecting, tampering with, or otherwise circumventing the operation of the immobilization device.

History: 1991 a. 277; 1999 a. 109; 2001 a. 16 ss. [3445h](#) to [3445m](#), [4060hg](#), [4060hj](#), [4060hw](#), [4060hy](#); 2009 a. 100.

347.42 Windshield wipers. No person may operate on a highway any motor vehicle equipped with a windshield, except a moped or Type 1 motorcycle, unless the motor vehicle also is equipped with a device for cleaning rain, snow or other moisture from the windshield. The device shall be so constructed as to be controlled or operated by the operator of the vehicle and shall at all times be maintained in good working order.

History: 1979 c. 163; 1983 a. 243; 1985 a. 65. **Cross-reference:** See also s. [Trans 305.35](#), Wis. adm. code.

347.43 Safety glass. (1g) In this section, “safety glass” means glass so treated or combined with other materials as to reduce, in comparison with ordinary sheet glass or plate glass, the likelihood of injury to persons by objects from external sources or by such glass when it is struck, cracked or broken.

(1s) No person may operate upon a highway any motor vehicle manufactured after January 1, 1936, except a recreational vehicle other than a 5th-wheel recreational vehicle, unless the motor vehicle is equipped with safety glass wherever glass is used on the motor vehicle in partitions, doors, windows or windshields.

(2) No person may sell any new motor vehicle unless such vehicle is equipped with safety glass in accordance with the requirements of sub. **(1s)**.

(4) If a common carrier or person operating under a permit or certificate issued by the department is convicted of operating a vehicle in violation of this section, the department may suspend or revoke the permit or certificate until such time as the vehicle has been equipped with safety glass as required by this section.

History: 1977 c. 29 s. 1654 (9) (f); 1981 c. 347; 1985 a. 187; 1993 a. 16; 1999 a. 85; 2007 a. 60.

Cross-reference: See also ss. [Trans 305.32](#) and [305.34](#), Wis. adm. code. Sub. **(1)** [now sub. **(1s)**] requires that whenever broken glass is replaced in a vehicle it must be replaced with safety glass. Replacing glass with plastic violated this section, and an officer observing a vehicle with replacement plastic had probable cause to stop the vehicle for a violation of this section. *State v. Longcore*, 2001 WI App 15, 240 Wis. 2d 429, 623 N.W.2d 201, 00-1171.

347.44 Painting requirements for school buses; restrictions as to painting of other vehicles. (1) All school buses shall be painted as follows:

(a) With the exception of trim, the body, including hood, fenders, cowl and roof shall be painted a uniform color, national school bus glossy yellow, according to national institute of standards and technology specifications;

(b) The body trim, if used, shall be black; and

(c) The words, “SCHOOL BUS”, in black letters at least 8 inches high shall appear on both the front and rear of the upper body area or on a sign attached thereto.

(2) A motor vehicle described in s. [340.01 \(56\) \(b\)](#) may, but need not, comply with sub. **(1)**. If the motor vehicle complies with sub. **(1)**, the vehicle shall comply with other regulations relating to school buses prescribed by the department by rule.

(3) No person may paint or in any way designate a motor vehicle in the manner described in sub. **(1)** except as expressly authorized by this section.

(4) When a motor vehicle in compliance with sub. **(1)**, s. [347.25 \(2\)](#), and the rules of the department relating to school bus equipment is no longer operated as a school bus, the registration of the motor vehicle for another purpose may not be permitted until the owner:

(a) Physically removes the signs identifying the vehicle as a school bus, the lights required by s. [347.25 \(2\)](#) and such other equipment as the department may specify by rule; and

(b) Repaints the entire vehicle to a color other than national school bus glossy yellow or any color commonly referred to as yellow.

History: 1975 c. 121, 199, 224, 429; 1977 c. 29 s. 1654 (7) (e); 1977 c. 228; 1979 c. 221; 1983 a. 175; 1985 a. 287; 1989 a. 165. **Cross-reference:** See also ch. [Trans 300](#), Wis. adm. code.

347.445 Crossing gates for school buses. No person

may operate a school bus that is painted as provided in s. 347.44 unless it is equipped with a retractable crossing gate on the front of the bus that, when in use, prevents children from crossing in front of the school bus in such proximity that they are not visible to the operator of the school bus from the operator's seat. The secretary shall prescribe rules for the specifications, installation, and operation of crossing gates required under this section. **History:** 2001 a. 58.

347.447 Additional safety mirrors on school buses.

A school bus that is painted as provided in s. 347.44 may be equipped with a supplemental mirror system, mounted on the passenger side of the school bus and designed to enhance operator visibility of children near the passenger side of the school bus, if the supplemental mirror system does not make inoperative or diminish the performance of any other mirror or safety device required on the school bus. **History:** 2011 a. 223.

347.45 Tire equipment. (1) All automobiles, motor trucks, motor buses, truck tractors, trailers, semitrailers, recreational vehicles, and mobile homes when operated upon a highway shall be completely equipped with tires inflated with compressed air and all other motor vehicles when operated on a highway shall be equipped with tires of rubber or of some material or construction of equal resiliency. No person may operate on a highway any motor vehicle, trailer, semitrailer, recreational vehicle, or mobile home having any metal tire in contact with the roadway, except that tire chains of reasonable proportions may be used when required for safety because of snow, ice or other conditions tending to cause a vehicle to skid, and except as provided in sub. (2)(c).

(2) No person shall operate on a highway any vehicle, including farm tractors, self-propelled farm implements, implements of husbandry, animal-drawn vehicles and road machinery, if such vehicle has on the periphery of any of its tires any block, stud, flange, cleat, spike or other protuberance of any material other than rubber which projects beyond the tread of the traction surface of the tire, except that:

- (a) Farm tractors, self-propelled farm implements, implements of husbandry, bicycles, animal-drawn vehicles, and road machinery may be operated with metal tires or tires having protuberances that will not injure the highway.
- (b) Tire chains of reasonable proportions may be used on any vehicle when required for safety because of snow, ice or other conditions tending to cause a vehicle to skid.
- (c) A pneumatic tire may have embedded in it wire or wire coils for improving traction on ice and snow, but

such tire shall be so constructed that the percentage of wire or wire coils in contact with the roadway does not exceed, after the first 1,000 miles of use or operation, 5 percent of the total tire area in contact with the roadway. During the first 1,000 miles of use or operation of any such tire the wire or wire coils in contact with the roadway shall not exceed 20 percent of the total tire area in contact with the roadway. Tires equipped with tungsten carbide studs shall be limited in usage and design as follows:

1. The department shall, by rule, designate the times of year during which any type of tire described in this paragraph may be used.
2. Such tires may be used only on authorized emergency vehicles, school buses, vehicles used to deliver mail and automobiles with out-of-state registrations and then only if such automobile is in the course of passing through this state for a period of not more than 30 days.
3. Such studs shall not project more than one-eighth inch beyond the tread surface of the tire.

(3) The authority in charge of maintenance of the highway in question may, in its discretion, issue a special permit authorizing operation upon such highway of a vehicle the operation of which would otherwise be prohibited under this section.

(4) No person shall knowingly operate on any highway any vehicle on which any tire has been regrooved or recut or offer such tire for sale or exchange. This subsection shall not apply to regrooved or recut commercial vehicle tires which are designed and constructed in such a manner that regrooving or recutting is an acceptable and safe practice, nor does this subsection apply to regrooving or recutting done in a tire recapping process.

History: 1973 c. 338; 1977 c. 29 s. 1654 (7) (a); 1985 a. 187; 1997 a. 102; 1999 a. 85; 2007 a. 11; 2009 a. 177; 2011 a. 73. **Cross-reference:** See also ch. *Trans 306* and s. *Trans 305.30*, Wis. adm. code.

347.455 Modifications to height of vehicle. (1) Except as further provided in this section, no person may operate any vehicle on a highway if modifications have been made to the suspension system, axles or chassis of the vehicle which cause any portion of the vehicle to ride more than 4 inches above the height of the vehicle specified by the manufacturer. The height of the vehicle shall be measured from the level surface on which the vehicle stands.

(2) If the modification is for the purpose of strengthening or improving handling, modifications may be made to the suspension system, axles or chassis of a 4-wheel drive vehicle or a motor truck which has a gross weight

of not more than 8,000 pounds which cause the vehicle to ride 5 or less inches above the height of the vehicle specified by the manufacturer. The height of the vehicle shall be measured from the level surface on which the vehicle stands.

(3) A 4-wheel drive vehicle or a motor truck which has a gross weight of not more than 8,000 pounds may be modified to use a tire and wheel size which exceeds the wheel and tire size specified by the manufacturer for the vehicle by up to 4 inches in radius.

(4) No person may operate any vehicle on a highway if modifications have been made to the suspension system, axles, chassis or exhaust system of the vehicle which cause any portion of the vehicle, except the tires, to extend below lines drawn from the bottom of each wheel rim to the points of contact between the tires on the opposite side and opposite end of the vehicle and the level surface on which the vehicle stands.

History: 1981 c. 216; 1993 a. 165. **Cross-reference:** See also ss. [Trans 305.18](#), [305.29](#), and [305.31](#), Wis. adm. code.

347.46 Fenders and mudguards. (1) No person shall operate a vehicle of the tractor type on a highway unless the driving wheels of such vehicle are protected by suitable fenders.

(2) No person shall operate on a highway in intercity movement any privately owned motor truck or privately owned semitrailer drawn by a truck tractor, except those motor trucks and semitrailers equipped with dump bodies, unless such motor truck or semitrailer is equipped with rear fenders or mudguards of such material and so constructed and placed as to restrict to a minimum the splashing of water, mud or other material which may be thrown by the rear wheels. Such rear fenders or mudguards shall meet the following minimum specifications:

(a) The fenders or mudguards shall cover the tire or multiple tires they are protecting starting at the top from a line drawn vertically through the center of the axle and extending rearward and downward so that the fender or mudguard under any condition of operation or loading of the vehicle has a ground clearance of not more than one third of the horizontal distance from the center of the rearmost axle to the fender or mudguard;

(b) The fenders or mudguards shall be at least as wide as the tire or multiple tires they are protecting;

(c) If the vehicle is so designed and constructed that the rear wheels are covered in the manner specified in pars.

(a) and (b) by means of fenders, body construction or other means of enclosure, then no special mudguards are required. Otherwise, the vehicle shall be equipped with

special mudguards to the extent necessary to meet the requirements of pars. (a) and (b).

Cross-reference: See also ss. [Trans 305.22](#) and [305.53](#), Wis. adm. code.

347.47 Drawbars, trailer hitches and mobile home couplings. (1) No person shall operate a vehicle towing or drawing another vehicle or vehicles on a highway if the drawbar or other connection between any 2 vehicles exceeds 12 feet in length.

(2) No person shall operate a motor vehicle drawing a trailer, semitrailer, recreational vehicle, or mobile home upon a highway unless the hitch and coupling attaching the trailer, semitrailer, recreational vehicle, or mobile home to the vehicle by which it is drawn is of such construction as to cause such trailer, semitrailer, recreational vehicle, or mobile home to follow in direct line with the propelling vehicle without dangerous side swing or wobble. The hitch and coupling, the surface to which they are attached, and the connections, shall be of sufficient strength to prevent failure under all conditions of operation. The hitch is that part of the connecting mechanism, including the coupling platform and its attaching members or weldments, which is attached to the towing vehicle. The coupling is that part of the connecting mechanism, including the coupling and its attaching members or weldments, which is attached to the trailer, recreational vehicle, or mobile home and by which connection is made to the hitch. If a device is used between the trailer proper and the coupling such as a pole, such device shall also meet the requirements of this section.

(3) In addition to the hitch and coupling specified in sub. (2), every towed vehicle shall be coupled to the towing vehicle by means of safety chains, leveling bars or cables. This requirement does not apply to a semitrailer having a connecting device composed of a 5th wheel and kingpin assembly, nor to a pole or pipedolly. The safety chains, leveling bars or cables shall have only the necessary slack to permit proper turning and safety chains or cables shall be so connected to the towed and towing vehicle to prevent the drawbar from dropping to the ground if the hitch or coupling disengages. Two separate lengths of safety chain, leveling bars or cable shall be required on all trailers and mobile homes; however, the department may authorize use of such other appropriate equipment or methods approved by nationally recognized organizations which recommend safety standards for motor vehicles.

(4) Trailer, semitrailer, recreational vehicle, and mobile home couplings and the safety chains, leveling bars or

cables shall be of such minimum strength, design and type as established by published rule of the department.

History: 1971 c. 88; 1977 c. 29 ss. 1654 (7) (e); 1979 c. 34; 2007 a. 11.

Cross-reference: See also ch. [Trans 308](#) and s. [Trans 305.52](#), Wis. adm. code.

347.475 Airbags, prohibited practices. (1) In this section, “airbag” means an inflatable restraint system that is designed to be installed and to operate in a motor vehicle to deploy by inflating upon an impact of the vehicle with another object.

(2) No person may, either personally or through an agent, sell, install, reinstall, or distribute any previously deployed airbag. This subsection does not apply to the sale of a motor vehicle with a previously deployed airbag unless the deployment is concealed or disguised.

(3) No person may, either personally or through an agent, remove, disconnect, tamper with, or otherwise circumvent the operation of any airbag, except for the purpose of testing, repairing, or maintaining an airbag, salvaging an undeployed airbag, disposing of a deployed airbag, or replacing a deployed airbag with a functional airbag. This subsection does not apply to the installation or use of an on-off switch by any person who is authorized by federal law or regulation to install or use an on-off switch for an airbag.

(4) No person may, either personally or through an agent, install a cover or otherwise conceal or disguise a missing airbag or a previously deployed airbag.

History: 2001 a. 28.

347.48 Safety belts and child safety restraint systems.

(1) SAFETY BELTS REQUIRED. (a) No person may buy, sell, lease, trade or transfer a motor vehicle other than an automobile at retail from or to Wisconsin residents unless the vehicle is equipped with safety belts installed for use as required under [49 CFR 571](#), and no such vehicle may be operated in this state unless such belts remain installed.

(b) No person may buy, sell, lease, trade or transfer an automobile that is required under [49 CFR 571](#) to be equipped with safety belts from or to a resident of this state unless the front designated seating positions of the automobile are equipped with safety belts installed for use as required under [49 CFR 571](#) and unless each rear outboard designated seating position of the automobile is equipped with a safety belt consisting of a combination of a pelvic and upper torso restraint that conforms to standards for a Type 2 seat belt assembly under [49 CFR 571.209](#), and no automobile may be operated in this state

unless such belts remain installed. Nothing in this section applies to antique reproductions.

(2) TYPE AND MANNER OF INSTALLING. All such safety belts must be of a type and must be installed in a manner approved by the department. The department shall establish specifications and requirements for approved types of safety belts and attachments thereto. The department will accept, as approved, all seat belt installations and the belt and anchor meeting the society of automotive engineers’ specifications.

(2m) REQUIRED USE. (a) In this subsection, “properly restrained” means wearing a safety belt approved by the department under sub. (2) and fastened in a manner prescribed by the manufacturer of the safety belt which permits the safety belt to act as a body restraint.

(b) If a motor vehicle is required to be equipped with safety belts in this state, no person may operate that motor vehicle unless the person is properly restrained in a safety belt.

(c) If a motor vehicle is required to be equipped with safety belts in this state, no person may operate that motor vehicle unless each passenger who is at least 8 years old and who is seated at a designated seating position in the front seat required under [49 CFR 571](#) to have a safety belt installed or at a designated seating position in the seats, other than the front seats, for which a safety belt is required to be installed is properly restrained.

(d) If a motor vehicle is required to be equipped with safety belts in this state, no person who is at least 8 years old and who is seated at a designated seating position in the front seat required under [49 CFR 571](#) to have a safety belt installed or at a designated seating position in the seats, other than the front seats, for which a safety belt is required to be installed may be a passenger in that motor vehicle unless the person is properly restrained.

(dm) Paragraphs (b), (c) and (d) do not apply to the operation of an authorized emergency vehicle by a law enforcement officer or other authorized operator under circumstances in which compliance could endanger the safety of the operator or another.

(dr) Paragraph (b) does not apply to the operator of a vehicle while on a route which requires the operator to make more than 10 stops per mile involving an exit from the vehicle in the scope of his or her employment. Paragraphs (c) and (d) do not apply to a passenger while on a route which requires the passenger to make more than 10 stops per mile involving an exit from the vehicle in the scope of his or her employment.

(e) The department shall, by rule, exempt from the requirements under pars. (b) to (d) persons who, because of a physical or medical condition, cannot be properly restrained in a safety belt.

Cross-reference: See also ch. [Trans 315](#), Wis. adm. code.

(f) 1. This subsection does not apply if the motor vehicle is an ataxicab or is not required to be equipped with safety belts under sub. (1) or [49 CFR 571](#).

1. This subsection does not apply to a privately owned motor vehicle while being operated by a rural letter carrier for the delivery of mail or while being operated by a delivery person for the delivery of newspapers or periodicals.
2. This subsection does not apply to a motor vehicle while being operated by a land surveying crew while conducting a land survey along or upon the highway.
7. This subsection does not apply to a farm truck or dual purpose farm truck while being used in conjunction with the planting or harvesting of crops and not being operated upon the highway.

(g) Evidence of compliance or failure to comply with par. (b), (c) or (d) is admissible in any civil action for personal injuries or property damage resulting from the use or operation of a motor vehicle. Notwithstanding s. [895.045](#), with respect to injuries or damages determined to have been caused by a failure to comply with par. (b), (c) or (d), such a failure shall not reduce the recovery for those injuries or damages by more than 15%. This paragraph does not affect the determination of causal negligence in the action. (gm) A law enforcement officer may not take a person into physical custody solely for a violation of this subsection or sub. (1) or (2) or a local ordinance in conformity with this subsection, sub. (1) or (2) or rules of the department.

(3m) SAFETY BELT INFORMATION PROGRAM. The department shall develop and administer a public information program to promote safety belt awareness and use.

(4) CHILD SAFETY RESTRAINT SYSTEMS REQUIRED; STANDARDS; EXEMPTIONS. (ag) In this subsection:

1. “Child booster seat” means a child passenger restraint system that meets the applicable federal standards under [49 CFR 571.213](#) and is designed to elevate a child from a vehicle seat to allow the vehicle’s safety belt to be properly positioned over the child’s body.

2. “Designated seating position” has the meaning given in [49 CFR 571.3](#).

3. “Properly restrained” means any of the following:

a. With respect to par. (as) 1. and 2., fastened in a

manner prescribed by the manufacturer of the child safety restraint system which permits the system to act as a body restraint but does not include a system in which the only body restraint is a safety belt of the type required under sub. (1).

b. With respect to par. (as) 3., wearing a safety belt consisting of a combination lap belt and shoulder harness approved by the department under sub. (2) and fastened in a manner prescribed by the manufacturer of the safety belt so that the safety belt properly fits across the child’s lap and the center of the child’s chest in a manner appropriate to the child’s height, weight, and age that permits the safety belt to act as a body restraint.

c. With respect to par. (as) 4., fastened in a manner prescribed by the manufacturer of the system which permits the system to act as a body restraint. (am) No person may transport a child under the age of 8 in a motor vehicle unless the child is restrained in compliance with par. (as) in a safety restraint system that is appropriate to the child’s age and size and that meets the standards established by the department under this paragraph. The department shall, by rule, establish standards in compliance with applicable federal standards, including standards under [49 CFR 571.213](#), for child safety restraint systems. (as) A child under the age of 8 years who is being transported in a motor vehicle shall be restrained as follows:

1. If the child is less than one year old or weighs less than 20 pounds, the child shall be properly restrained in a rear-facing child safety restraint system, positioned at a designated seating position in a back passenger seat of the vehicle if the vehicle is equipped with a back passenger seat.
2. Subject to subd. 1., if the child is at least one year old and weighs at least 20 pounds but is less than 4 years old or weighs less than 40 pounds, the child shall be properly restrained as provided in subd. 1. or properly restrained in a forward-facing child safety restraint system, positioned at a designated seating position in a back passenger seat of the vehicle if the vehicle is equipped with a back passenger seat.
3. Subject to subds. 1. and 2., if the child is at least 4 years old but less than 8 years old, weighs at least 40 pounds but not more than 80 pounds, and is not more than 57 inches in height, the child shall be properly restrained as provided in subd. 2. or properly restrained in a child booster seat.
4. Subject to subds. 1. to 3., if the child is less than 8 years old, the child shall be properly restrained as

provided in subds. 1. to 3. or properly restrained in a safety belt approved by the department under sub. (2).

(b) The department may, by rule, exempt from the requirements under pars. (am) and (as) any child who because of a physical or medical condition or body size cannot be placed in a child safety restraint system, child booster seat, or safety belt.

(c) This subsection does not apply if the motor vehicle is a motor bus, school bus, taxicab, moped, motorcycle or is not required to be equipped with safety belts under sub. (1) or 49 CFR 571.

(d) Evidence of compliance or failure to comply with pars. (am) and (as) is admissible in any civil action for personal injuries or property damage resulting from the use or operation of a motor vehicle but failure to comply with pars. (am) and (as) does not by itself constitute negligence.

History: 1975 c. 337; 1977 c. 29 s. 1654 (7) (a); 1981 c. 327; 1983 a. 285; 1987 a. 132 ss. 3 to 6, 11; 1987 a. 399; 1989 a. 22; 1991 a. 26, 39, 198, 269; 1997 a. 190; 2005 a. 106; 2009 a. 28; 2011 a. 111. **Cross-reference:** See also ch. Trans 310 and s. Trans 305.27, Wis. adm. code. “Seat belt negligence” and “passive negligence” are distinguished. Jury instructions regarding seat belts are recommended. A method for apportioning damages in seat belt negligence cases is adopted. *Foley v. City of West Allis*, 113 Wis. 2d 475, 335 N.W.2d 824 (1983). A common law action for contribution may not be brought against a person who violates sub. (2m) (g). *Gaertner v. Holcka*, 219 Wis. 2d 436, 580 N.W.2d 271 (1998), 96-2726.

A statute requiring the wearing of seat belts in motor vehicles would be constitutional. 58 Atty. Gen. 241. The seat belt defense — state of the law. *Kircher*, 53 MLR 172. The seat belt defense — the trial lawyer’s view. *Bowman*, 53 MLR 191. Practical defense problems — the expert’s view. *Huelke*, 53 MLR 203. The seat belt as a cause of injury. *Snyder*, 53 MLR 211.

347.485 Protective headgear for use on Type 1 motorcycles. (1) (a) No person who holds an instructional permit under s. 343.07 (4) or who is under 18 years of age may operate or ride upon a Type 1 motorcycle on any highway unless the person is wearing protective headgear of a type which meets the standards established for motorcycle operation in 49 CFR 571.218 and the chin strap is properly fastened.

(am) No person may operate a Type 1 motorcycle when carrying a passenger under 18 years of age unless the passenger is wearing protective headgear.

(b) No person may sell or offer for sale any protective headgear for use by a driver or passenger on a Type 1 motorcycle, not meeting the standards established for motorcycle operation in 49 CFR

(2) (a) No person may operate a motorcycle on any highway without wearing any of the following eye protection:

1. A protective face shield attached to the headgear.
2. Glasses.
3. Goggles.

(b) Except for photosensitive corrective glasses prescribed by an ophthalmologist, physician, oculist or optometrist, eye protection worn during hours of darkness may not be tinted or darkened.

) Notwithstanding par. (a), if the motorcycle is a Type 2 motorcycle equipped with a windshield or a Type 1 motorcycle equipped with a windshield that rises a minimum of 15 inches above the handlebar, the use of other eye protective devices is not mandatory.

(d) This subsection shall not apply to persons operating a motorcycle in a parade sanctioned by the local municipality.

(3) No person may rent, lease or loan a Type 1 motorcycle to another unless he or she has ascertained that such party has the required eye protection and, if the party holds an instructional permit under s. 343.07 (4) or is under 18 years of age, that the party has the required protective headgear for operating the Type 1 motorcycle.

(4) Every person in the Type 1 motorcycle rental business shall have clean, usable protective headgear for rent in sufficient quantity to care for the needs of all customers. .

History: 1977 c. 29 s. 1654 (7) (e); 1977 c. 204, 447; 1983 a. 133, 243, 538; 1985 a. 65, 85. Three-wheeled trucks and automobiles, golf carts, and other special purpose vehicles such as street sweepers, industrial fork-lifts, and motorized wheelbarrows are not motorcycles, and operators are not subject to this section. 58 Atty. Gen. 17.

347.486 General requirements. (1) No person may operate a Type 1 motorcycle if the handlebars rise more than 30 inches above the lowest point of the top of the driver’s seat when the seat is occupied.

(2) No person may operate a Type 1 motorcycle with an improvised, defective or repaired handlebar.

(3) No person may operate a motorcycle without a functioning muffler.

History: 1979 c. 163; 1983 a. 243; 1985 a. 65. **Cross-reference:** See also subch. III of ch. Trans 305, Wis. adm. code.

347.487 Seating requirements. Except as provided in s. 346.595 (3m), no more than 2 persons may ride on a Type 1 motorcycle during operation, and then only if the vehicle is equipped and designed with adequate seats and foot rests or pegs. Foot rests or pegs shall be mounted in accordance with manufacturer’s specifications. In the absence of manufacturer’s specifications, foot rests or pegs for the passenger shall be located on the same horizontal

plane as those of the operator.

History: 1983 a. 243; 1985 a. 65.

(3) The performance characteristics of the moped have not been altered so as to enable it to exceed the maximum design speed authorized for a moped under s. 340.01 (29m).

History: 1977 c. 288.

347.489 Lamps and other equipment on bicycles, motor bicycles, and electric personal assistive mobility devices.

(1) No person may operate a bicycle, motor bicycle, or electric personal assistive mobility device upon a highway, sidewalk, bicycle lane, or bicycle way during hours of darkness unless the bicycle, motor bicycle, or electric personal assistive mobility device is equipped with or, with respect to a bicycle or motor bicycle, the operator is wearing, a lamp emitting a white light visible from a distance of at least 500 feet to the front of the bicycle, motor bicycle, or electric personal assistive mobility device. A bicycle, motor bicycle, or electric personal assistive mobility device shall also be equipped with a red reflector that has a diameter of at least 2 inches of surface area or, with respect to an electric personal assistive mobility device, that is a strip of reflective tape that has at least 2 square inches of surface area, on the rear so mounted and maintained as to be visible from all distances from 50 to 500 feet to the rear when directly in front of lawful upper beams of headlamps on a motor vehicle. A lamp emitting a steady or flashing red light visible from a distance of 500 feet to the rear may be used in lieu of the red reflector.

(2) No person may operate a bicycle, motor bicycle, or electric personal assistive mobility device upon a highway, bicycle lane, or bicycle way unless it is equipped with a brake in good working condition, adequate to control the movement of and to stop the bicycle, motor bicycle, or electric personal assistive mobility device whenever necessary.

(3) No bicycle, motor bicycle, or electric personal assistive mobility device may be equipped with nor may any person riding upon a bicycle, motor bicycle, or electric personal assistive mobility device use any siren or compression whistle.

History: 1973 c. 182, 333; 1977 c. 208; 1983 a. 243 s. 39; Stats. 1983 s. 347.489; 1995 a. 138; 2001 a. 90; 2011 a. 73.

347.49 Equipment of vehicles transporting flammable liquids.

(1) In this section, “flammable liquid” means any gasoline, naphtha, benzine, fuel oil, crude oil, kerosene or other liquid which has a flashpoint of 80° F. or less as determined by a Tagliabue or equivalent closed-cup test device.

(2) No person shall transport in or on any motor vehicle, trailer or semitrailer upon a highway any flammable liquid except by tank mounted on or attached to or structurally a part of such motor vehicle, trailer or semitrailer and which is plainly marked to show that flammable liquids are being transported therein.

(3) This section does not apply to transportation of flammable liquids as freight only by the consumer from the place of purchase to the place of consumption if such liquids are transported in drums or other containers having a capacity of not more than 100 gallons each and if the total amount of such liquids so transported in any one vehicle or combination of vehicles does not exceed 500 gallons.

347.50 Penalties. **(1)** Any person violating ss. 347.35 to 347.49, except s. 347.385 (5), s. 347.413 (1) or s. 347.415 (1m), (2) and (3) to (5) or s. 347.417 (1) or s. 347.475 or s. 347.48 (2m) or (4) or s. 347.489, may be required to forfeit not less than \$10 nor more than \$200.

347.488 Moped equipment. No person may operate a moped unless:

(1) The moped complies with all federal emission, equipment and safety standards applicable at the time of manufacture;

(2) None of the original equipment installed on the moped by the manufacturer has been replaced with equipment of lesser performance characteristics; and

(1m) Any person violating s. 347.385 (5) may be fined not more than \$10,000 or imprisoned for not more than one year in the county jail, or both, for each violation.

(1s) Any person violating s. 347.413 (1) or 347.417 (1) may be fined not less than \$150 nor more than \$600, or may be imprisoned for not more than 6 months, or both for the first offense. For a 2nd or subsequent conviction within 5 years, the person may be fined not less than \$300 nor more than \$1,000, or imprisoned for not more than 6 months, or both.

(1t) In addition to the penalty under sub. (1s), if a person who is subject to an order under s. 343.301 violates s. 347.413, the court shall extend the order under s. 343.301 (1g) or (2m) for 6 months for each violation.

(2) Any person violating s. 347.415 (1m), (2), and (3) to (5) or 347.475 may be fined not more than \$5,000 or imprisoned for not more than one year in the county jail, or both, for each violation.

(2m) (a) Any person who violates s. 347.48 (2m) (b) or (c) and any person 16 years of age or older who violates s. 347.48 (2m) (d) shall be required to forfeit \$10.

(b) No forfeiture may be assessed for a violation of s. 347.48 (2m) (d) if the violator is less than 16 years of age when the offense occurs.

(3) (a) Any person violating s. 347.48 (4) (am) may be required to forfeit not less than \$30 nor more than \$75 if the child is less than 4 years old.

(b) No forfeiture may be assessed under par. (a) if all of the following apply:

1. The motor vehicle was not equipped with a child safety restraint system meeting the requirements under s. 347.48 (4) (am) at the time the uniform traffic citation was issued.
2. The person provides proof that, within 30 days after the uniform traffic citation was issued, a child safety restraint system meeting the requirements under s. 347.48 (4) (am) was purchased or leased and

properly installed in the motor vehicle.

3. The person has not, within the immediately preceding 3 years, been issued a uniform traffic citation for a violation of s. 347.48 (4) (am).

(4) Any person violating s. 347.48 (4) (am) may be required to forfeit not less than \$10 nor more than \$25 for the first offense if the child is at least 4 years old and less than 8 years old. For a 2nd or subsequent conviction within 3 years involving a child who is at least 4 years old and less than 8 years old, a person may be required to forfeit not less than \$25 nor more than \$200.

(5) Any person violating s. 347.489 may be required to forfeit not more than \$20.

History: 1971 c. 278; 1975 c. 121; 1981 c. 327; 1983 a. 243; 1985 a. 309; 1987 a. 132; 1989 a. 22; 1991 a. 26, 277; 2001 a. 28; 2003 a. 166; 2005 a. 106, 193; 2007 a. 97; 2009 a. 28, 100.

LAW ENFORCEMENT GRANT TARGETING METHODOLOGY

As It Relates to Alcohol, Speed, and Occupant Protection Grants

Introduction

The following is documentation for the methodology on how the targeting lists of political entities and their respective law enforcement agencies were selected for alcohol, speed, and occupant protection law enforcement grants.

Initially Wisconsin counties were grouped by descending degree of apparent crash problem (alcohol, speed, and occupant protection), within the respective grant types (alcohol, speed, and occupant protection). The following summarizes the larger steps taken for all three types of law enforcement grants in generating the overall list.

Initial Scoring

The Division of Motor Vehicles' Traffic Crash files were queried for instances of alcohol, speed, and occupant protection related crashes, by crash type (fatal, injury, and property damage), as noted on the MV4000 crash report form, in Wisconsin cities, villages and townships and grouped together by county for the calendar years 2011, 2012, and 2013. Three years of data were collected to disguise some of the natural fluctuations from year to year. Not all locations in Wisconsin have recorded each of the three types of crashes during the 2011-2013 three year period; those locations were immediately excluded from further investigation, within their respective targeting list grant type (alcohol, speed, and occupant protection).

Reported crashes on public roads were matched with the people involved in the crashes, assigning numeric weights to reported injuries (and non-injuries). The numeric weights assigned were:

Fatal injury = 20

Incapacitating injury = 20

Non-incapacitating injury=10

Possible injury = 5

Unknown or no injury = 1

Numeric weights of the injuries (and non-injuries) were summed by county and cities, villages, or townships, within a county. That value was named Calculated Score for Injuries.

A Normalized Score for injuries was calculated by matching the Calculated Score for Injuries with the final January 1, 2013 population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center (Ex. Calculated Score * (1000/Population Number)) for cities, villages, and towns. Population estimates are based on the 2010 census and an analysis of more current data such as housing units and automobile registrations. 2013 population data was used because it is the most recent available.

A *Normalized Score for injuries*, at the county-level was calculated by matching the Calculated Score for Injuries at the individual county-level, with the 2011-2013 3-year average of the Vehicle Miles Traveled (VMT) estimates, as released by the Wisconsin Department of Transportation, Division of Transportation Management (DTIM), State Highway Programs (SHP) website (<http://dotnet/dtim-bshp/tfs/vmt.htm>). An example of the formula to be used for each of the respective seventy-two counties in the state is the following:

$$\text{Calculated Score} * (100,000,000 / (\text{Average}(2011, 2012, \text{ and } 2013 \text{ County VMT})))$$

Each county is evaluated with regard to its Calculated Score for Injuries and its Normalized Score to see if it meets the criteria for selection. The county-level criteria varies by grant type (alcohol, speed, and occupant protection) and can be found in one of the three respective subsections for grant types, below. The exception to this scoring are all counties with a population of 200,000 or greater, where counties meeting this criterion will automatically be included in the three law enforcement grant types (Alcohol, Speed, and Occupant Protection).

I. Full-year Law Enforcement Grants (Alcohol Only)

Municipalities located in multiple counties have been combined, thus only appear once in the listings. The county containing the largest percentage of the municipality's population has been designated the county of record for the listings. If counties in which a municipality exists are needed, please reference the worksheet named "2015MuniInMultiCounties", in the MS Excel files named "2015MuniAlcWeightedTrgtNormal.xlsx".

Criteria at County Level:

Select counties with the criteria of Weight \geq 3,000 OR NormalScore \geq 50.00 OR (Weight \geq 2,000 AND NormalScore \geq 30.00).

Select the next two counties, from those counties that are still unselected who have a Rural-Urban Continuum Code of one through six and have the next highest NormalScore scores from ALL counties per RPM Region.

Criteria at Municipal Level:

A list of municipalities for each of the counties selected as a possible grant candidate will be generated, showing the NormalScore and Weight, for each of the municipalities within a county. Municipalities within each of these counties will be selected for potential grants using the following criteria:

Weight \geq 300

NormalScore \geq 50.00

Each of these municipalities will be highlighted in blue. Please note that municipalities that have a law enforcement agency presence, besides the county sheriff will also be highlighted.

II. Seasonal Law Enforcement Grants

Common to All types

Seasonal Law Enforcement Grant candidates are selected based upon a 3-month (quarterly) time-period, using the seasonal definition of the meteorological year. These time period are the following:

Meteorologists use whole months to identify meteorological seasons. In the northern hemisphere the months are the following:

- Meteorological spring takes place during March, April, and May
- Meteorological summer takes place during June, July, and August
- Meteorological autumn takes place during September, October, and November
- Meteorological winter takes place during December, January, and February

http://www.aos.wisc.edu/~hopkins/WES/fall_05/WESf05supl10.html

Spring Quarter: March, April, May

Summer Quarter: June, July, August

Autumn Quarter: September, October, November

Winter Quarter: December, January, February

A Calculated Score for Injuries and a Normalized Score are then calculated for each quarter of the past year (2013 in this particular case) as one selected grouping. Another Calculated Score for Injuries and a Normalized Score as an average, by quarter for the five years that precede the past year (2008-2012 in this particular case) are also selected into another grouping.

The purpose of having these two groupings are to identify county-level political entities that have immediate, short-term, quarterly traffic crash issues for the 2013 selected grouping and those that have a long-term trend, within a specific seasonal quarter, with regard to traffic crash issues for the 2008-2012 selected grouping.

Each county is evaluated with regard to its Calculated Score for Injuries and its Normalized Score for each of the four quarters to see if it meets the criteria for selection. The county-level criteria varies by grant type (alcohol,

speed, and occupant protection) and can be found in one of the three respective subsections for grant types, below.

Counties with normalized scores that fall outside one or more standard deviations, but less than two standard deviations from the population group's average, but whose normalized score is at least 15% above the group mean are displayed against a lightly red shaded background and will be selected as grant candidates. Counties with normalized scores that fall outside two or more standard deviations from one of the nine population group means are displayed against a more darkly shaded background and are automatically eligible as a grant candidate.

Please note those counties who have a Rural-Urban Continuum Code of seven through nine will be excluded from possible selection.

Alcohol (All four seasons will be used for the 2015 Federal Fiscal Year)

The selection of counties for alcohol-related seasonal grants will follow the "Common to All types" section of the Seasonal Law Enforcement Grants section.

Speed (the summer quarter and possibly the autumn quarter will be used for the 2015 Federal Fiscal Year)

The selection of counties for speed-related seasonal grants will follow the "Common to All types" section of the Seasonal Law Enforcement Grants section.

Occupant Protection (Only the spring and summer quarters will be used for the 2015 Federal Fiscal Year)

The selection of counties for speed-related seasonal grants will follow the "Common to All types" section of the Seasonal Law Enforcement Grants section.

III. Occupant Protection Grants by County, Based Upon the Number of Registered Pick-up Trucks

The selection process will also make counties eligible for Occupant Protection Grants, based upon the number of pick-up trucks registered in a particular county, for the year 2013, relative to the mean number of pick-up trucks per county, for the state as a whole.

Counties, which are one or more standard deviations, above the mean, for pick-up truck registrations statewide will be considered for seasonal occupant protection grants. The local County Sheriff's law enforcement agency will be the first enforcement agency contacted, for each county, given they have county-wide jurisdiction.

After each county that has been selected for a particular type of grant (Alcohol, Speed, and Occupant Protection) we then drilled-down to the municipal (City, Village, or Town) level to select the specific municipal entities that will be offered a grant. This will be achieved by measuring the *Normalized Score* for injuries and the *Calculated Score for Injuries*, for each of the municipalities against the criteria set for municipalities, in each of the grant types (Alcohol, Speed, and Occupant Protection) as described in Section I., above.

Please note that the County Sheriff of a selected county, regardless of grant type will always be considered for a grant, otherwise the local law enforcement agency that has a selected municipality within its jurisdiction will be considered to implement a grant on behalf of the selected municipality.

OP-3:**WINS FUNDED GRANTS 2015****FG-2014-WINS*-02237**

Alcohol Enforcement

Motorcycle Enforcement

Seat Belt Enforcement

Speed Enforcement

Comprehensive Alcohol Risk Reduction (CARD) Project

Bicycle Enforcement

Pedestrian Safety Enforcement

TRaCS

Child Passenger Safety Enforcement

General

Proposed Project Title: WINS Support 2015

Type of Municipality: Other | Applicant Agency/County: Portage County | Enforcement Area: Statewide

Agency Federal Employer ID (FEIN): 93-0828679 DUNS Number 95-722-9354

Agency Head or Authorizing Official: Joanne Peotter, Director

52 Sunset Blvd., Stevens Point, Wisconsin 54481

Project Coordinator: Patti Dickey, Director

Phone: 866-511-9467 | Fax: 715-346-0003 | wins9467@sbcglobal.net

Problem Identification/Project Justification

Describe the situation that this Project will address and why the selected activity is the best way to address it.

Child Passenger Protection Law (Sec. 347.48 Wis. Stats) has been in effect since November 1, 1982. This primary enforcement law was amended in 2006 and 2011. It is imperative that law enforcement be knowledgeable of the law in order to enforce it properly. Motor vehicle crashes remain the leading cause of death among children ages 19 and under. Nationally, 3 out of 4 car seats are used incorrectly. When installed and used correctly, child safety seats and seatbelts prevent injuries and save lives. Child passenger safety technology is always changing. There are many different types and models of child safety restraints as well as changing technology in vehicles and their restraint systems. This may pose challenges for parents/caregivers when installing safety seats.

Seats are sometimes purchased at garage sales, second hand stores, or handed down from one family member

to another. Often these seats may not have instruction books, parts may be missing or damaged, or recalls may have been issued.

Other unique CPS challenges include: the inability of some of the population to read and/or speak English, which may hinder them from understanding the law as well as understanding instruction manuals in order to properly install safety seats; children being transported at young ages to schools and day cares; and assessing the transportation issues of special needs children. Education, training, current information and resources, along with best practice recommendations are necessary components of this program .

I agree to the terms and conditions above.

Project Objectives with Evaluation Plan

OBJECTIVES: What will the project accomplish? Objectives must be quantifiable and time-framed.

Objective 1: To provide staffing for a toll-free number and email 5 day per week.

Objective 2: To maintain updated recall list of child safety seats.

Objective 3: To provide for free loan of Vince & Larry and Buckle Bear costumes, Egg helmets, Fatal Vision goggles, Toy Convincer and other safety items and videos.

Objective 4: To provide incentive items for the public to use for education.

Objective 5: To provide technical information to the public on child safety seats.

Objective 6: To assist with CPS grants. Providing grantees with updated LATCH manuals.

Objective 7: To coordinate and schedule CPS training sessions throughout the state.

Objective 8: To provide assistance and resources to CPS Technicians and Instructors.

Objective 9: To assist BOTS with the coordination of annual safety conference, in particular with a Child Passenger Safety track for CPS Technicians to earn CEUs

Objective 10: To provide input into Highway Safety Plan.

Objective 11: To coordinate statewide CPS Advisory Board and schedule board meetings.

Objective 12: To create WINS Facebook account

Objective 13: To maintain and update WINS webpage

Evaluation Plan

Describe how you will measure success in achieving each Project goal and objective.

WINS staff will monitor, maintain records and report on the following activities:

- number of phone calls (incoming and outgoing) and emails for information and resources
- number of registered training classes held per year (NHTSA 4 day training, Special Needs training, Refresher courses, Renewal classes)
- number of new certified technicians, instructors, instructor candidates, senior checkers.
- number of Safety Seat and Fitting Stations grants awarded
- number of items sent and where for free loan

-numbers for group rate subscriptions for Safe Ride News, LATCH manuals and Car Seat Manufacturer' Instruction CDs

-number of participants attending the CPS track of the Governor's Conference on Highway Safety

-responses to requests for information and materials

-numbers of Facebook page activity

-numbers on website activity

SELF SUFFICIENCY STATEMENT

Describe how Highway Safety Project activity will continue when Highway Safety funds are no longer available.

This project will not be able to continue on a statewide level when Highway Safety funds are no longer available.

I agree to the terms and conditions above.

All grantees agree to adhere to the following policies, which are detailed in the full contract.

Grantee is:

- 1.subject to audit and is responsible for complying with appropriate maintenance of records
- 2.subject to on-site monitoring and review of records by BOTS staff
- 3.prohibited from purchasing equipment other than equipment approved by BOTS
- 4.prohibited from using grant funds to supplant existing state or local expenditures
- 5.prohibited from discriminating against any employee or applicant for employment
- 6.prohibited from receiving grant funds if presently debarred
- 7.prohibited from using these funds to further any type of political or voter activity
- 8.prohibited from using these funds to engage in lobbying activity
- 9.required to comply with Buy America

If the grant funds will be expended on law enforcement, grantee further certifies:

- 1.that it has a written departmental policy on pursuits
- 2.that it has a written departmental policy on BAC testing of drivers involved in fatal crashes
- 3.that it has a written departmental policy on the use of safety belts by employees
- 4.that it complies with Title VI of the Civil Rights Act of 1964

A-133 Single Audit requirement Verification

The grantee has verified that their political entity (payee for this grant) IS NOT Subject to A-133 Single Audit requirements.

If subject to A-133 Single Audit requirements, the grantee has verified that its political entity is in compliance and has filed with the Federal Audit Clearing House: Not Applicable.

Annual Mandatory Grants Training:

List the name of the person or persons who have taken or are scheduled to take the Annual Mandatory Grants Training. List the name of the person, training location and the date of training.

Joanne Peotter

Training Location: Steven Point

8/12/2014

I agree to the terms and conditions above.

Describe who will do what by when in order to achieve project goals and objectives. If the work plan or other documentation must be changed after the contract is signed, Grantee must submit an amendment request via the WISE Grants System. Amended activity may not commence prior to BOTS approval. Amendments may not be considered after July 1 of the fiscal year during which the project is commenced. Failure to perform planned activity may be considered grounds for terminating the grant.

BOTS will contract with an occupant protection organization (WINS) by October 1,2014. This organization will be responsible for:

- Staffing a statewide toll-free number 5 days per week - ongoing
- Maintaining an email account, webpage and Facebook page - ongoing

- Providing technical assistance and be a source of information for child passenger safety and safety belt issues/questions - ongoing
- Maintaining current recall list of child safety seats - ongoing as needed
- Providing and managing free loan of Vince and Larry, Click It the Cricket and Buckle Bear costumes, Buckle Bear puppets, toy ramps, Egg helmets, video library, banners, etc ... - ongoing
- Scheduling and coordinating child safety seat check up clinics and training sessions as requested - ongoing
- Managing the Saved by the Belt Club and Survivor of the Year programs and certificates - ongoing
- Managing the ordering and distribution of child safety seat and safety belt materials - ongoing
- Providing desktop publishing for safety belt and child safety programs, as needed - ongoing
- Assisting BOTS in developing and implementing statewide conferences/training sessions for occupant protection activities - ongoing
- Assisting BOTS in providing materials and training to public health, EMS, Fire Departments, Law Enforcement personnel and other public partners on child passenger safety seats - ongoing
- Providing information and technical assistance to parents and caregivers and the public on child safety seat issues - ongoing

Work Plan/Calendar:

The Work Plan/Calendar contained within this contract is a term of the contract. Please use the space below to describe activities to be performed, approximate month activities will be performed in, and the approximate number of hours to perform.

BOTS will contract with an occupant protection organization (WINS) by October 1,2014. This organization will be responsible for:

- Staffing a statewide toll-free number 5 days per week - ongoing
- Maintaining an email account, webpage and Facebook page - ongoing

- Providing technical assistance and be a source of information for child passenger safety and safety belt issues/questions - ongoing
- Maintaining current recall list of child safety seats - ongoing
- Providing and managing free loan of Vince and Larry, Click It the Cricket and Buckle Bear costumes, Buckle Bear puppets, toy ramps, Egg helmets, video library, banners, etc ... - ongoing
- Scheduling and coordinating child safety seat check up clinics and training sessions as requested - ongoing
- Managing the Saved by the Belt Club and Survivor of the Year programs and certificates - ongoing
- Managing the ordering and distribution of child safety seat and safety belt materials - ongoing
- Providing desktop publishing for safety belt and child safety programs, as needed - ongoing
- Assisting BOTS in developing and implementing statewide conferences/training sessions for occupant protection activities - ongoing, with conference taking place in August 2015
- Assisting BOTS in providing materials and training to public health, EMS, Fire Departments, Law Enforcement personnel and other public partners on child passenger safety seats - ongoing
- Providing information and technical assistance to parents and caregivers and the public on child safety seat issues - ongoing

Work Plan Amendments:

If work plan or other documentation must be changed after the contract is signed, Grantee must submit an amendment request via the WISE Grants System. Amended activity may not commence prior to BOTS approval.

Amendments may not be considered after July 1 of the fiscal year during which the project is commenced.

I agree to the terms and conditions above.

Relationship to Work Plan:

All budget items must relate to activities described in the Work Plan. Reimbursement will be based on actual costs, NOT budgeted rates. Only project activities and

expenses described in the approved work plan and budget, incurred during the grant period, are eligible for reimbursement. Expenses incurred that are not specified in the budget or work plan will not be reimbursed.

Documentation Requirements:

Grantee will document hours, wage and fringe rate, and all match costs. Fringe benefit shall be actual costs. Payment for salaries and wages shall be supported by a time and attendance report, or equivalent records, which shall be kept on file at the agency for three years from the date the project closes. Grantor reserves the right to perform monitoring activities, to include ongoing review and audit of department records.

Monitoring:

Grantee consents to monitoring by BOTS staff to ensure compliance with applicable state and federal regulations. Monitoring may occur on-site and will require access to original versions of employee payroll information, citations, and other materials related to the implementation of this grant.

Match Requirement (If Any):

A local match of at least 25% of the grant total is required. The match budget line may consist of estimates of program match.

Buy America Act:

Grantee agrees to comply with the provisions of the Buy America Act, 23 USC 3.13, which includes the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with federal funds unless the US Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project Grant by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the US Secretary of Transportation

Equipment Purchase:

Item	American Made	Federal Grant	Local Match
Anti virus software,Gotomeeting, Surv Monkey,Norton	Yes	\$700.00	
Website for WINS	Yes	\$570.00	
Supplies for CPS Training curriculum-Evenflo car seats	Yes	\$735.00	
2 new demonstrator seats for CPST trailer	Yes	\$740.00	
3 sets of Huggable images dolls for CPST training trailer	Yes.	\$2,000.00	
<i>Domestic materials or equipment not of satisfactory quality</i>			
Rubbermaid Mobile Workcenter for CPS training trailer.	Yes	\$403.00	
Two wheel hand truck	Yes	\$100.00	
		Total \$5,248.00	

Travell Training Request:

All expenses are reimbursed at actual costs and at current State of Wisconsin travel rates.

Item	Number of	Federal Grant Request	Local Match	Total
Travel (air, mileage, taxi, etc.)		\$1,200.00	\$400.00	\$1,600
Hotel/Lodging		\$800.00	\$300.00	\$1,100
Registration		\$700.00	\$150.00	\$850.00
Meals		\$300.00	\$100.0	\$400.00
Total		\$3,000.00	\$950.00	\$3,950.00

Please use the text box below to briefly describe how this travel/training will benefit this program and any additional information that may be necessary:

Funding will allow 2 WINS staff to attend a national conference on CPS and all staff to attend the statewide Governor's Conference on Highway Safety. Our local organization will provide additional funds. We will seek scholarships to defray the cost of registrations as they become available. Because we are responsible for providing current and accurate information on CPS issues, it is vital for us to attend conferences dedicated to CPS each year.

Description of other activities:

(i.e. Description of materials & supplies, contractual services, media, and community activities, etc.):

Materials & Supplies include printed materials, office supplies, paper, printer and fax ink, laminating materials, and LATCH manuals for grantees.

Contractual Services include Administration, Worker's Compensation, bonding Insurance, term

Insurance for Karen Everman, Professional Liability, General Liability, Professional Fees, Depreciation, and Payroll Taxes. "Other" includes Rent, Phone/Shipping/Postage and Copier and Postage Meter leasing and maintenance.

Item	Federal Grant	Local Match	Total
Wage/Fringe	\$72,761.00	\$38,790.00	\$111,551.00
Travel/Mileage	\$3,000.00	\$950.00	\$3,950.00
Training	\$125.00	\$0	\$125.00
Contractual	Services	\$26,250.00	\$0
			\$26,250.00
Equipment	\$5,248.00	\$0	\$5,080.00
Materials & Supplies	\$4,800.00	\$100.00	\$4,900.00
Other	\$24,370.00	\$6,225.00	\$30,595.00
Total	\$136,554.00	\$46,065.00	\$182,619.00

Amendments:

If Work plan or other documentation must be changed after the contract is signed. Grantee must submit an amendment request via the WISE Grants System. Amended activity may not commence prior to BOTS approval.

Amendments may not be considered after July 1 of the fiscal year during which the project is commenced.

[Click Here to see Amendment Process.](#)

Signatures:

The signature of agency head or authorizing official must be emailed to DOTsafetygrants@dot.wl.gov. An electronic grant submission through the WISE Grants System will initiate the grant approval process, but no reimbursement will be made until the signature page is received.

I agree to the terms and conditions above.

Forms:

Forms will only be accepted through the WISE Grants. Questions about grant submissions should be referred to either the State Program Manager or the Regional Program Manager.

[Click Here to see the RPM and SPM map.](#)

Project Match Report:

Grantee will complete the Final Project Match Report form provided by Grantor AFTER all project activity is complete, but no later than November 1st of the fiscal year during which the project is commenced.

Earned Media Event Documentation:

Documentation (hard-copy, faxed and/or electronic copies of media materials) of each earned media event must be submitted to BOTS. An electronic link to a print article, news online or other format is acceptable documentation.

Place of Delivery:

All Electronic Project Deliverables shall be submitted via the WISE Grants System.

Signature Pages shall be e-mailed to DOTsafetygrants@dot.wi.gov.

Questions about the Traffic Safety Program or this project should be addressed to the State Program Manager or the Regional Program Manager.

[Click Here to see the RPM and SPM map.](#)

Mailing Address:

Wisconsin State Patrol, BOTS

P.O. Box 7936

MADISON, WI 53707-7936

FAX: (608) 267-0441

I agree to the terms and conditions above.

GENERAL CONTRACT TERMS GENERAL

This Grant Agreement (Agreement), entered into by and between the Bureau of Transportation Safety (BOTS) and _____ (Grantee), is executed pursuant to terms that follow.

1 Purpose of this Agreement

The Bureau of Transportation Safety, housed within the Wisconsin Department of Transportations Division of State Patrol, serves as the administering agency for state and federal grants relating to transportation safety. The purpose of this Agreement is to enable BOTS to award grant funding to Grantee for eligible costs of the Grant Project (Grant) undertaken as outlined in the project narrative and work plan. The funds shall be used exclusively in accordance with the provisions of this Agreement, as well as applicable federal and state laws and regulations.

2 Term

Work conducted under this Grant must occur within the federal fiscal year: October 1 to September 30. This Agreement expires September 30 of the fiscal year during which the Grant is conducted.

3 Implementation

Grantee shall be solely responsible for the design and implementation of the Grant as described in the project narrative and work plan. Grantee agrees to conduct the Grant in accordance with these plans as approved by BOTS. Modification of the Grant shall require prior approval of BOTS. Any change in project coordinator, financial officer, authorizing official, addresses, or telephone numbers requires written notification to BOTS. If the work plan or other documentation must be changed after the contract is signed, Grantee must submit an amendment request via the WISE Grants System. Amended activity may not commence prior to

BOTS approval. Amendments will not be considered after July 1 of the fiscal year during which the project is commenced. Failure to perform planned activity may be considered grounds for termination of funding.

4 Audit and Maintenance of Records

Grantee government subdivisions are responsible for obtaining audit~ in accordance with the Single Audit Act Amendments of 1996 (31 U.S. C. 7501-8507) and revised OMB Circular A-133. If grantee government subdivision is subject to an AB-133 audit, BOTS must be notified of the audit and subsequent results. BOTS may take corrective action within six months and may require independent auditors to have access to grantees records and financial statements. Note: Circular A-.133 may be obtained by contacting the Financial Standards and Reporting Branch, Office of the Federal Financial Management, Office of Management and Budget, Washington, DC 20503, telephone, (202) 395-3993. Documentation of costs shall be maintained for three years following final reimbursement. Reimbursement claim cost detail shall include a list of all personnel whose time is claimed; current billing period and year-to-date wages and fringe benefits paid to each person listed; all travel listed individually and broken out by transportation/mileage, meals, lodging, and related costs; all materials and supplies and contractual services, itemized, required to complete project activity. Employee time records for actual hours worked or percent of time dedicated to project activity are to be maintained by Grantee and made available to BOTS upon request with reasonable notice. Each budget item identified as Other shall be claimed separately.

5 Monitoring by the State

Grantee consents to monitoring by BOTS staff to ensure compliance with applicable state and federal regulations. Monitoring may occur on-site and will require access to original versions of employee payroll information, citations, and other materials related to the implementation of this grant.

6 Payment of Funds by the State

All highway safety projects are funded on a cost reimbursement basis. State or local funds shall be expended before federal reimbursement is made . . . BOTS shall reimburse Grantee only for the actual hours worked, and for other eligible costs, and only if the

costs are incurred in performing tasks identified in the Project Narrative or Work Plan. Personnel costs shall be reimbursed on the basis of hourly salary and fringe rate(s) that have been verified and approved by BOTS, or on the basis of percentage of annual salary and fringe dedicated to project activity as described in the Project Narrative or Work Plan. All expenses for which Grantee seeks reimbursement must be documented in Project Activity Reports.

7 Equipment

Tangible, non-expendable personal property having an acquisition cost of \$5,000 or more, with a useful life of greater than two years, that is purchased in whole or in part by Grantee using funds awarded as part of this Agreement must be justified in the project narrative or work plan and approved by the NHTSA Regional Office in writing. Each item shall be tagged, inventoried, and monitored until the federal interest is released. Tangible, non-expendable personal property having an acquisition cost of less than \$5,000, and budgeted as materials and supplies, will also be monitored. Grantee must inform BOTS when equipment is no longer used for the purpose for which it was acquired.

8 Print and Audio Visual Materials

Grantee shall submit all materials developed under this Agreement to BOTS for approval of content and style prior to final production and release. All video materials intended for general public viewing must be close-captioned. Grantee shall credit the Wisconsin Department of Transportation Bureau of Transportation Safety and the National Highway Traffic Safety Administration on all such materials. Grantee may not copyright any portion of materials produced under this Agreement.

9 Program Income

Program income is gross income derived by Grantee from grant-supported activities. Grantee will report program income on reimbursement claims, stating whether the income is retained or credited as a reduction in federal share of project expenditures. If retained, such income may be used only for highway safety activities and is subject to audit by BOTS.

10 Additional Requirements Where Funds Are Expended on Law Enforcement

Grantee agency certifies that it has a written departmental policy on biased based policing, or that it will initiate development of one during the grant period.

A. Grantee agency certifies that it has a written departmental policy on pursuits or that it will initiate development of one during the grant period. The policy should conform to the guidelines of IACP or a similar pursuit policy.

B. Grantee agency certifies that it has a written departmental policy on the BAC testing of all drivers involved in fatal vehicle crashes involving alcohol, or that it will initiate one during the grant period. Grantee agency will require a test of all killed drivers and will encourage all surviving drivers to consent to a test.

C. Grantee agency certifies that it has a written departmental policy on the use of safety belts by employees, or that it will initiate development of one during the grant period.

D. Grantee must comply with Title VI of the Civil Rights Act of 1964 and Presidential Executive Order 13166 regarding language access and Policy Guidance Concerning Recipients Responsibilities to Limited English Proficient (LEP) Persons.

11 Supplanting

The replacement of routine or existing state or local expenditures with the use of federal grant funds for costs of activities that constitute general expenses required to carry out the overall responsibilities of a state or local agency is prohibited.

12 Nondiscrimination

Grantee will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352), which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), and the Americans with Disabilities Act of 1990 (Pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of

disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100-259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

13 Debarment and Suspension

Grantee certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from entering into this Grant by any federal agency, or by any department, agency, or political subdivision of the state. For purposes of this grant, principal includes an officer, director, owner, partner, or other person with primary management and supervisory responsibilities, or a person who has critical influence on or substantive control over the operations of Grantee.

14 Political Activity (Hatch Act)

Grantee will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

15 Lobbying Activities

Certification Regarding Federal Lobbying No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influ-

encing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, Disclosure Form to Report Lobbying, in accordance with its instructions.

The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Restriction on State Lobbying

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., grassroots) lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications

urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

16 Buy America Act

Grantee will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

17 Termination

This grant may be terminated upon BOTS determination that Grantee has materially failed to comply with terms of this Agreement. Termination may be considered among the criteria for subsequent grant awards.

18 Correspondence

All correspondence with BOTS regarding this project shall include the Grant Number, and shall be submitted to the

following address:

Wisconsin State Patrol

BOTS

P.O. Box 7936

Madison, WI 53707

I agree to the terms and conditions above. *

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION INSTRUCTIONS FOR CERTIFICATION:

- 1 By signing and submitting this proposal, the prospective low tier participant is providing the certification set out below.

2 The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which the transaction originated may pursue available remedies, including suspension and/or debarment.

3 The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4 The terms covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5 The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be

entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended,

declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department

or agency with which this transaction originated.

6 The prospective lower tier participant further agrees by submitting this proposal that it will include this clause titled

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transaction,

without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transaction. (See below)

7 A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the Non-procurement list.

8 Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9 Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this on, in addition to other remedies available to the Federal government, the department of agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION LOWER TIER COVERED TRANSACTIONS.

1 The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2 Where the prospective lower tier participant is unable to certify to any of the statement in this certification, such prospective participants shall attach an explanation to this proposal.

SIGNED:

(Agency Head or Authorizing Official),

(

Date),

(Agency Name)

(Director, Bureau of Transportation Safety),

(Date)

Federal Identifier	2015-25-02-M2
CFDA Number	20.616
DUNS Number	95-722-9354
Amount	\$136,554
Funding Year	2015
Project ID Number	0955-25-09
Revenue Project ID Number	000
Appropriation	582
Program	5487
Object Codes	5818
Agency Federal Employer ID (FEIN):	93-0828679
Vendor Number	3960006446
County-Muni Code	49-000
Payee	Portage Co Child Passenger Safety
SPM Assigned	Jacqueline Kamin
Agency Head	Director Joanne Peotter
Start Date	10/1/2014

OP-4:

WISCONSIN INFORMATION NETWORK FOR SAFETY (WINS) FITTING STATION/SAFE KIDS CHAPTER DIRECTORY

(arranged by county)

Adams

Adams County Public Health

Adams County Child Passenger Safety Program
Lisa Krizan
108 East North Street
Friendship 53934
608 339 4376
Fax: 608 339 4560
lkrizan@co.adams.wi.us
Program Type: give-away, fitting station
Car Seat Types: toddler, booster
Service Availability: appointment
Hours: 8am-4:30pm daily
Eligibility Requirement: Adams County resident, meet income guidelines

Adams County Family Resource Center

(a program of Renewal Unlimited, Inc.)
Sheila Michels
1070 State Hwy 13
Friendship 53934
608 564 1255 ext. 205
smichels@renewalunlimited.net
Program Type: fitting station,
Community checkup events
Car Seat Types: infant, toddler, booster
Service Availability: by appointment only
Hours: 8am-4:30pm M-F, by appointment
Eligibility Requirement: Adams County resident

Ashland

Ashland County Health & Human Services

Public Health Car Seat Safety Program
Sara Wartman
630 Sanborn Av
Ashland 54806
715 682 7028
swartman@hsd.co.ashland.wi.us
Program Type: fitting station
Car Seat Types: infant, toddler, booster
Service Availability: by appointment only
Hours: 7:30am-5pm daily

Eligibility Requirement: Ashland County resident, donation recommended

Ashland Fire Department

Child Passenger Safety Program
Julie Le Blanc
300 Stuntz Av
Ashland 54806
715 682 7052
Fax: 715 682 7903
jleblanc@coawi.org
Program Type: fitting station;
donation/purchase
Car Seat Types: infant, toddler, booster
Service Availability: appointment,
check-up events
Hours: M-F 8AM-4PM; annual car seat event is the 3rd Saturday in May from 10am-1pm
Eligibility Requirement: donation recommended

Bad River Transit

Jessica Bigboy
P.O. Box 126
Odanah 54861
715 685 9461
transitclerk@badriver-nsn.gov
Program Type: fitting station; grant seats
Car Seat Types: infant, toddler, booster
Service Availability: appointment,
check-up events
Hours: M-F 8AM-4PM
Eligibility Requirement: None

Barron

Barron County Dept Health & Human Services

Barron County Car Seat Program
Becky Tollers
410 E. LaSalle Av
Barron 54812
715 537 6580
Fax: 715 537 6274
btollers@co.barron.wi.us
Program Type: donation/purchase
Car Seat Types: infant, toddler, booster,
special needs

Service Availability: appointment,
check-up events
Hours: 8:00am-4:30pm daily
Eligibility Requirement: Income will determine the amount clients will pay for seat,
however no one is turned away for inability to pay. Barron County resident.

Bayfield

Brown

Bellevue Fire Department
Jacob Lodi
3100 Eaton Road
920-884-1077 Ext. 303
JLodi@Bellevue-fire.com
Program Type: seat checks only
Service Availability: By appointment only

Brown County Health Department

Brown County Car Seat Program
Andrea Schultz
610 S Broadway PO Box 23600
Green Bay 54305
920 448 6432
Fax: 920 448 6449
schultz_an@co.brown.wi.us
Program Type: fitting station;
donation/purchase
Car Seat Types: infant, toddler, booster,
special needs
Service Availability: appointment
Hours: 9am-3:30pm M-Th, some Fridays
Eligibility Requirement: Brown County resident, discount to WIC families
Discounted or free seats available thru other programs (must have voucher)

Center for Childhood Safety/Safe Kids Greater Green Bay

Center for Childhood Safety Car Seat Inspection Station
Jennifer Mayer
842 S. Military Avenue
Green Bay 54304
920 272 0110
jmayer@ccsgb.org

Website: centerforchildhoodsafety.org
 Program Type: fitting station; donation
 Car Seat Types: infant, toddler, booster, special needs
 Service Availability: appointment, check-up events
 Hours: Arranged by appointment, but generally 8:30-3:30, M-F.
 Eligibility Requirement: No residency requirements for seeing clients at the CSS Inspection Station.

De Pere Health Department

De Pere Car Seat Inspection Program
 Julie Switzer
 335 S Broadway
 De Pere 54115
 920 339 4054
 Fax: 920 339 2745
 deperehealth@mail.de-pere.org
 Program Type: fitting station
 Car Seat Types: infant, toddler, and booster
 Service Availability: by appointment
 Hours: 8am-4:30pm M-F
 Eligibility Requirement: City of De Pere resident

Green Bay Metro Fire Department

Nicklaus Craig
 501 S Washington St
 Green Bay 54301
 920 448 3293
 nickcr@greenbaywi.gov
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster, special needs
 Service Availability: by appointment
 Hours: Arranged by appointment
 Eligibility Requirement:

Oneida Health Center

Oneida Car Seat Inspection program
 920 869 4840
 Program Type:
 Car Seat Types:
 Service Availability: appointment
 Hours:
 Eligibility Requirement: tribal members only

Wrightstown Police Dept.

Perry Kingsbury
 352 High Street
 Wrightstown 54180
 920 532 6007
 Fax: 920 532 4996
 pkingsbury@wrightstown.us
 Program Type: fitting station

Car Seat Types: infant, toddler, booster
 Service Availability: appointment only
 Hours: 8am-5pm
 Eligibility Requirement:

Buffalo

Buffalo County DHHS

Jen Rombalski
 407 s 2nd St PO Box 517
 Alma 54610
 608 685 4412
 Fax: 608 685 3342
 Jennifer.rombalski@buffalocounty.com
 Program Type: give away
 Car Seat Types: infant, toddler, booster
 Service Availability: walk-in, appointment
 Hours: M-F 8:00am-4:30pm
 Eligibility Requirement: We take need into consideration (ie-subjective value of ability to purchase an appropriate seat)

Burnett

Burnette County Family Resource Center

Annie Lupo-Gondwe
 24062 State Rd 35/70
 Siren 54872
 715-349-2922
 Email: administrator@bcfrc.com
 Car Seat Types: infant, toddler, booster
 Service Availability: Walk-in Service, By appointment
 Hours: Monday-Thursday, 9:00-3:00pm, Friday by appointment
 Eligibility Requirement: None

St. Croix Tribal Health Dept

St Croix Tribal Ride Safe
 Kathy Dittmar
 4404 State Rd 70
 Webster 54893
 715 349 8554
 Fax: 715 349 2559
 katdity@yahoo.com
 Program Type: give-away; donation/purchase
 Car Seat Types: infant, toddler, booster
 Service Availability: walk-in, appointment, check-up events
 Hours: M-F 8:00am-4:00pm
 Eligibility Requirement: income

Calumet

Safe Kids Fox Valley

Calumet County Public Health
 Sarah Rhone
 sarah.rhone@co.outagamie.wi.us
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: by appointment
 Hours: by appointment
 Call Health Division to schedule appt
 920 849 1432
 Eligibility Requirement:

Chippewa

Clark

Clark County Health Department/Memorial Medical Center-Neillsville

Clark County Car Seats for Kids
 Brittany Boyer or Julie Simek-Heggebo
 517 Court St Room 105
 Neillsville 54456
 715 743 5105 or 715-743-8423
 Fax: 715 743 5115
 brittany.boyer@co.clark.wi.us
 Program Type: give-away; fitting station; donation/purchase
 Car Seat Types: infant, toddler, booster
 Service Availability: By appointment; check-up events
 Hours: 8am-4:30pm Mon-Fri
 Eligibility Requirement: Clark County resident and income eligible, enrolled in at least one of the following programs: WIC, Medicaid/BadgeCare, FoodShare, Head Start

Columbia

Columbus Community Hospital

Beth Simons
 1515 Park Ave
 Columbus 53925
 920 623 2200
 Fax:
 Program Type: Fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: appointment
 Hours: Call for appointment
 Eligibility Requirement:

Crawford

Prairie du Chien Memorial Hospital Family Resource Center

Car Seat Program

Amanda Nagel
800 E Taylor St
Prairie du Chien 53821
608 357 2135
Fax: 608 326 4882
frc@pdcmemorialhospital.org
Program Type: rental; fitting station
Car Seat Types: infant, toddler, booster
Service Availability: appointment
Hours: 8am-4:30pm
Eligibility Requirement: All are welcome

Dane

Madison Area Safe Kids Child Passenger Safety

Nicole Vesely
610 N. Whitney Way, Suite B40
Mailcode: 9797
Madison 53705-9797
608 890 8999
safekids@uwhealth.org
Website:
www.uwhealthkids.org/safekids
Program Type: fitting station, reduced cost seats
Car Seat Types: convertible, harness booster, booster
Service Availability: appointment, check-up events
Hours: weekdays
Eligibility Requirement: all are welcome

Middleton Fire Department

Lynda Nelson
7600 University Avenue
Middleton 53562
608 827 1090
Fax:
Lyndanelson254@hotmail.com
Program Type: fitting station
Car Seat Types: infant, toddler, booster
Service Availability: appointment
Hours: Sunday afternoons by appointment
Eligibility Requirement: n/a

Middleton Police Department

Julie Normann
7341 Donna Dr
Middleton 53562
608 824 7300
Fax:
jnormann@ci.middleton.wi.us
Program Type: fitting station
Car Seat Types: infant, toddler, booster
Service Availability: walk-in, by appointment

Hours: 3pm-11pm
Eligibility Requirement: n/a

UW-Madison Police Department

1429 Monroe St
Madison 53711
608 262 2957
Program Type: fitting station
Car Seat Types: infant, toddler, booster
Service Availability: appointment
Hours: Generally M-F, 7am-4pm
Eligibility Requirement: seat checks only and by appointment, no seats available

Sun Prairie Fire Department

Angela White
135 N Bristol St
Sun Prairie 53590
608 837 5066 x2
awhite@cityofsunprairie.com
Program Type: fitting station
Car Seat Types: infant, toddler, booster
Service Availability: by appointment
Hours: By appointment only
Eligibility Requirement: seat checks only-by appointment

Cross Plains Police Department

Cross Plains Child Passenger Safety Program
Gregory Kosharek, Police Officer
2417 Brewery Road
Cross Plains 53528
608 798 4100 x132
gkosharek@crossplainspolice.wi.com
Program Type: fitting station, donation/purchase
Car Seat Types: infant, toddler, booster
Service Availability: walk-in, by appointment, check-up events
Hours: By appointment, scheduled fitting stations throughout the year
Eligibility Requirement: car seats are available for families in need. Generally this requires that the family is receiving some form of public assistance

Dodge

Watertown Fire Department

Andrea Peters
106 Jones St
Watertown 53094
920 261 3610
Fax: 920 262 4016
apeters@cityofwatertown.org
Program Type: fitting station

Car Seat Types: infant, toddler, booster, special needs
Service Availability: walk-in, appointment, check-up events
Hours: 8am-4:30pm, station staffed 24 hours/day
Eligibility Requirement: none

Dodge County Human Services and Health Dept-Public Health Unit

Dodge County Public Health Car Seat Program
Abby Saucer, Public Health Nurse
Amy Muenchow, Public Health Technician
199 County Rd DF
Juneau 53039
920 386 3670
asauer@co.dodge.wi.us
Program Type: give-away, fitting station
Car Seat Types: infant, toddler, booster
Service Availability: appointment and community check-up events
Hours: M-F, 8:00am-4:30pm
Eligibility Requirement: Must be a resident of Dodge County and be participating or eligible for the WIC program in order to receive a car seat.

Watertown Department of Public Health

Abbey Frye
515 S. First St
Watertown 53094
920 262 8090
afrye@ci.watertown.wi.us
Program Type: fitting station, Community checkup events
Car Seat Types: infant, toddler, booster
Service Availability: by appointment only
Hours: 8am – 4:30pm Mon-Fri
Eligibility Requirement: none

Door

Door and Kewaunee County Car Seat Inspection Program

Jenny Austin
920 929 3700
jennifer.austin@dot.state.wi.us
Program Type:
Car Seat Types:
Service Availability: appointment
Hours:
Eligibility Requirement:

Sturgeon Bay Fire Dept.

Tim Dietman
421 Michigan Street
Sturgeon Bay, 54235
920-746-2405
tdietman@sturgeonbaywi.org
Program Type: donation
Car Seat Types: infant, toddler, booster
Service Availability: By appointment only, we are available at any time
Eligibility Requirement: None

Douglas**Douglas County Sheriff's Department**

Douglas County Sheriff's Department
Child Passenger Safety Program
John Parenteau
1316 N 14th St Rm 100
Superior 54880
715 395 1371
Fax: 715 395 1503
Program Type: donation/purchase
Car Seat Types: infant, toddler, booster
Service Availability: appointment
Hours: 9am-4pm
Eligibility Requirement: donation recommended

Dunn**Dunn County Health Dept**

Safe Kids Coalition
Dianne Robertson or Deb Benoit
800 Wilson Ave, Room 20A
Menominee 54751
715 232 2388
Fax: 715 232 1132
dbenoit@co.dunn.wi.us
drobertson@co.dunn.wi.us
Program Type: fitting station;
donation/purchase
Car Seat Types: infant, toddler, booster
Service Availability: appointment
Hours: M-F 8am-4:30pm
Eligibility Requirement: Dunn County Resident

Eau Claire**Sacred Heart Hospital's Center for Healthy Living**

Safe Kids Chippewa Valley
Paula Pater
2103 Heights Dr
Eau Claire 54701
715 839 4481

Fax: 715 858 1616
paula.pater@hshs.org
Program Type: donation/purchase
Car Seat Types: infant, toddler, booster, special needs
Service Availability: appointment, check-up events
Hours: M-Th 9am-2pm; week end events
Eligibility Requirement: donation requested; resident of Dunn, Chippewa or Eau Claire counties

Eau Claire City-County Health Depart/Safe Kids Chippewa Valley

Kids Ride Safe
Beth Draeger
720 Second Av
Eau Claire 54703
715 839 5122
Fax: 715 839 1674
Beth.draeger@co.eau-claire.wi.us
Program Type: give away
Car Seat Types: infant, toddler
Service Availability: appointment, check up events
Hours: 8:30am-5pm
Eligibility Requirement: Pregnant women participating in the Prenatal Care Coordination Program

Florence**The Family Center of Florence County**

Lori Friberg
612 Lake Avenue PO Box 17
Florence 54121
715 528 5566
Fax: 715 528 5572
fcfamily@borderlandnet.net
Program Type:
Car Seat Types:
Service Availability:
Hours: M-F 8am-4pm
Eligibility Requirement: income; WI resident

Fond du Lac**Fond du Lac Sheriff's Dept**

Donna
PO Box 1273
Fond du Lac 54935
920 929 3372
Program Type: Fitting Station
Car Seat Types: infant, toddler, booster
Service Availability: by appointment

Hours:
Eligibility Requirement:

Family Resource Center of Fond du Lac County, Inc.

Kelley Baker
104 S. Main Street, Suite 302
Fond du Lac 54935
920 923 4110
admin@fdlfrfc.org
Program Type: Fitting Station, Give away
Car Seat Types: infant, toddler, booster
Service Availability: walk-in
Hours: Mon,Wed, 9am-4pm; Tue,Thur, 9am-2pm
Eligibility Requirement: Car seats are only available by referral only.

Forest**Forest County Health Dept**

Forest County Car Seat Program
Deborah Bellamy, Julie Weber
200 E Madison St
Crandon 54520
715 478 3371
Fax: 715 478 5171
dbellamy@co.forest.wi.us
Program Type: give-away; fitting station
Car Seat Types: infant, toddler, booster
Service Availability: walk-in, appointment
Hours: M-F 8:30am-12pm, 1-4:30pm
Eligibility Requirement: Forest County resident; income at poverty level

Grant**Grant County Health Department**

111 S Jefferson St, 2nd Floor
Lancaster 53813-1672
608 723 6416
Fax: 608 723 6501
health@co.grant.wi.gov
Program Types:
Car Seat Types:
Service Availability:
Hours:
Eligibility Requirement:

Platteville Police Department

Detective Andrea Droessler
5 W Mineral St
Platteville 53818
608 348 2313
Fax: 608 348 4916

droesslera@platteville.org
Program Type: fitting station
Car Seat Types:
Service Availability: appointment
Hours: vary-please call
Eligibility Requirement: carseats not provided-installations/checks only

Green

Monroe Area Safe Kids

Child Passenger Safety/Safe Kids
Buckle-Up
Heidi Walter
N3150 Highway 81
Monroe 53566
608 328 9390
Fax: 608 325 7575
monroearsafekids@greencountywi.org
Program Type: give-away; fitting station; donation/purchase
Car Seat Types: infant, toddler, booster, special needs
Service Availability: walk-in, appointment, check-up events
Hours: M-F 8am-4:30pm
Eligibility Requirement: voucher program w/WIC participation or similar financial need; others-donation encouraged based on ability to pay. No rental program.

Green Lake

Iowa

Family Resource Center

KICKS
Amy Hugill
115 West Merrimac St
Dodgeville 53533
608 935 7300
Program Type: rental; fitting station; donation/purchase
Car Seat Types: infant, toddler, booster
Service Availability: By appointment
Hours: 9am-3pm
Eligibility Requirement:

Iron

Jackson

Ho-Chunk Nation Division of Health

Ho-Chunk Nation Car Seat Program
Rob Voss
W9850 Airport Rd PO Box636

Black River Falls 54615
715 284 9851 ext 5059
Fax: 715 284 9592
robert.voss@ho-chunk.com
Program Type: donation/purchase
Car Seat Types: infant, toddler, booster, special needs
Service Availability: walk-in, appointment, check-up events
Hours: 8am-4:30pm
Eligibility Requirement: must be Ho-Chunk Nation Tribal member of Native American decent or an employee of the Ho-chunk Nation

Black River Memorial Hospital

Charlene Galston RN
711 West Adams St
Black River Falls 54615
715 284 5361
Fax: 715 284 7166
dagalston@centurytel.net
Program Type: fitting station
Car Seat Types:
Service Availability: walk-in, appointment, check-up events
Hours: flexible, based on client need
Eligibility Requirement: none

Jackson County Health & Human Services

Jackson County Child Safety Seat Program
Anita Leis
420 Hwy 54 POBox 457
Black River 54615
715 284 4301 x 301
Fax: 715 284 7713
Anita.Leis@co.jackson.wi.us
Program Type: give-away
Car Seat Types: infant, toddler, booster
Service Availability: appointment, check-up events
Hours: M-F 8am-4:30pm
Eligibility Requirement: WIC participant, Jackson County resident, availability of seats based on grant funds

Jackson County Sheriff's Office

Scott Bluedorn
30 North Third St
Black River Falls 54615
715 284 9009
Fax: 715 284 0252
scott.bluedorn@co.jackson.wi.us
Program Type: give-away; fitting station
Car Seat Types: infant, toddler, booster

Service Availability: appointment
Hours: 5am-1pm w/appointment
Eligibility Requirement: WIC participant, Jackson County resident

Jefferson

Fort Health Care

OB Unit
Deborah Schumacher
611 E Sherman Av
Fort Atkinson 53538
920 568 5304
Fax: 920 568 6036
Deborah.schumacher@forthc.com
Program Type: fitting station
Car Seat Types: infant, toddler, booster
Service Availability: appointment
Hours: 7am-11pm most days
Eligibility Requirement: n/a

Watertown Fire Department

Andrea Peters
106 Jones St
Watertown 53094
920 261 3610
Fax: 920 262 4016
apeters@cityofwatertown.org
Program Type: fitting station
Car Seat Types: infant, toddler, booster, special needs
Service Availability: walk-in, appointment, check-up events
Hours: 8am-4:30pm, station staffed 24 hours/day
Eligibility Requirement: none

Jefferson County Health Department

Marsha Hake, Vicki Gallardo, Mary Stearns
1541 Annex Rd
Jefferson 53549
920 674 7275
Program Type: fitting station, give-away
Car Seat Types: infant, toddler, booster
Service Availability: by appointment only
Hours: 8am-4pm, by appt
Eligibility Requirement: Grant seats are available for income eligible clients. Any owned car seats will be checked with an appointment

Watertown Department of Public Health

Abbey Frye
515 S. First St

Watertown 53094
920 262 8090
afrye@ci.watertown.wi.us
Program Type: fitting station,
Community checkup events
Car Seat Types: infant, toddler, booster
Service Availability: by appointment
only
Hours: 8am – 4:30pm Mon-Fri
Eligibility Requirement: none

Whitewater Police Department

Officer Michele Martin/ Officer Bill
Oliver
312 W. Whitewater St
Whitewater 53190
262 473 0555
mmartin@whitewater-wi.gov
woliver@whitewater-wi.gov
Program Type: give away
Car Seat Types: infant, toddler, booster
Service Availability: walk-in service
Hours: 7am – 3pm
Eligibility Requirement: Must receive
state aid for grant seats. It is recom-
mended to call ahead and make sure
Officer Martin or Officer Oliver is
working that day.

Juneau

Juneau County Health Department

Juneau County Car Seat Program
Jennifer Froh
220 E State St-courthouse
Mauston 53948
608 847 9373
Fax: 608 847 9407
jfroh@co.juneau.wi.us
Program Type: give-away; fitting
station, donation/purchase
Car Seat Types: infant, toddler, booster
Service Availability: appointment
Hours: 8am-4:30pm
Eligibility Requirement: Juneau county
resident, must meet income guidelines

Kenosha

Kenosha County Division of Health

Child Passenger Safety Seat Program
Gabrielle Hargrove
8600 Sheridan Rd Suite 600
Kenosha 53143
262 605 6700 or 262 605 6753
Fax: 262 605 6715
gabrielle.hargrove@kenoshacounty.org

Program Type: fitting station;
donation/purchase
Car Seat Types: infant, toddler, booster
Service Availability: appointment,
check-up events
Hours: M-F 8am-5pm
Eligibility Requirement: Kenosha
county resident, donation/fee based on
income/sliding fee scale

Town of Salem Fire and Rescue

Jason Witte
11252 254th Court
Trevor 53179
262 843 2439 ext. 5633
Program Type: fitting station
Car Seat Types: infant, toddler, booster
Service Availability: By appointment
only
Hours: Mon-Fri 8am-4pm, after hours
available by appt
Eligibility Requirement: No eligibility
criteria

Kewaunee

Door and Kewaunee County Car Seat Inspection Program

Jenny Austin
920 929 3700
jennifer.austin@dot.state.wi.us
Program Type:
Car Seat Types:
Service Availability: appointment
Hours:
Eligibility Requirement:

La Crosse

Agape Pregnancy Resource Center

Penny Rediske or Nancy Amann
744 Moore Street
La Crosse 54603
608 784 4966
support@LaCrossePregnancy.com
Program Type: Car Seat Checks Car Seat
Types: infant, toddler, booster
Service Availability: appointment only
Car seat checks are available on
Tuesdays between 10:30am and
3:00pm
Eligibility Requirement: None, We also
offer a Learn-N-Earn program through
which new car seats may be obtained.

La Crosse County Health Department

Emergency Car Seat Program

Maichor Lee
300 4th St N
La Crosse 54601
608 785 9872
Fax: 608 785 9846
mlee@lacrossecounty.org
Program Type: give-away;
donation/purchase
Car Seat Types: infant, toddler, booster
Service Availability: appointment,
check-up events
Hours: 8:00am-4:30pm
Eligibility Requirement: income -
WIC/MA/Free or Reduced Lunch
program qualified

La Crosse County Health Department

Car Seat Check Program
Maichor Lee
300 4th St N.
La Crosse 54601
608 785 9872
Fax: 608 785 9846
mlee@lacrossecounty.org
Program Type: rental; give-away; fitting
station; donation/purchase
Car Seat Types: infant, toddler, booster
Service Availability: appointment,
check-up events
Hours: 8:00am-4:30pm
Eligibility Requirement: WIC/MA/for
free giveaways, when available

La Crosse County Health Department

Brenengen Chevrolet Car Seat Fitting
Station
Paula Silha-LCHD/Russ Simon-
Brenengen Chevrolet
990 W City Hwy 16
West Salem, WI 54669
608 785 9872 LCHD
608 786 0400 Brenengen's
psilha@lacrossecounty.org
Program Type: fitting station
Car Seat Types: infant, toddler, booster
Service Availability: walk-in, check-up
event
Hours: 3-7pm; first Thursday of each
month, April through September
Eligibility Requirement: none

University of Wisconsin-La Crosse

Victor Hill
605 17th Street North
La Crosse 54601
608-785-8056
vhill@uwlax.edu

Program Type: fitting station
 Car seat types: infant, toddler, booster
 Service Availability: By appointment only, community check-up events
 Hours: M-F, 8:00a.m.-4:30p.m., Appointments required
 Eligibility Requirement: None
 Service Availability: Community Check-Up Events
 Hours: 4-6pm 2nd Wednesday of each month
 Eligibility Requirement: seats can be obtained through Salvation Army voucher if income guidelines met-WIC, MA participants

Lafayette

Langlade

Langlade County Health Department

Kids TravelSafe of Langlade County
 Sheila Rine
 City of Antigo Fire Dept
 700 Edison St
 Antigo 54409
 715 627 6250
 Fax: 715 627 6391
 srine@co.langlade.wi.us
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: walk-in, appointment, check-up events
 Hours: 4-6pm 2nd Wednesday of each month
 Eligibility Requirement: seats can be obtained through Salvation Army voucher if income guidelines met-WIC, MA participants

Lincoln

Lincoln County Health Department

Tammi Boers
 607 N Sales St
 Merrill 54452
 715 536 0307
 Fax: 715 536 2011
 tboers@co.lincoln.wi.us
 Program Type: donation/purchase
 Car Seat Types: infant, toddler, booster
 Service Availability: appointment
 Hours: 8am-4:30pm
 Eligibility Requirement: income

Manitowoc

Marathon

Safe Kids Wisconsin

Libbe Slavin
 705 S 24th Av Ste 402
 Wausau 54401
 715 843 1890
 Fax: 715 848 2959
 lslavin@chw.org
 Services: unintentional injury prevention programming for children 0-14 with a focus on child passenger safety. Providing educational materials and resources related to all unintentional injury areas.

Safe Kids Wausau Area

Michelle Armstrong
 906 Tulip Lane
 Wausau 54401
 715 847 2864
 Fax: 715 847 2015
 Michelle.Armstrong@aspirus.org
 Program Type: fitting station; donation/purchase
 Car Seat Types: infant, toddler, booster, special needs
 Service Availability: Community Check-Up Event
 Hours: 3rd Wednesday of each month from 11am-1pm & 4-6pm at Yach's Body & Custom in Wausau
 Eligibility Requirement: None

Safe Kids Wausau Area

Aspirus Wausau Hospital
 Michelle Armstrong
 333 Pine Ridge Blvd.
 Wausau 54404
 715-847-2864
 Fax 715-847-2015
 michelle.armstrong@aspirus.org
 Program Type: fitting station, donation/purchase
 Car Seat Type: infant, toddler, booster, special needs
 Service Availability: Community Check-Up Events
 Hours: 1st Wednesday of each month from 4-6pm at Wausau Aspirus Hospital Birthing Center Entrance.

Wausau Police Dept

Maureen Pilsner
 515 Grand Av

Wausau 54403
 715 261 7853
 Fax: 715 261 4132
 mlpilsner@mail.ci.wausau.wi.us
 Program Type: fitting station; purchase
 Car Seat Types:
 Service Availability: walk-in, appointment, check-up event
 Hours: all
 Eligibility Requirement: n/a

Marinette

Marinette County Health & Human Services

Safe Kids Child Passenger Safety Program
 Mary Rosner, Wendy Stuart, Molly Bonjean
 2500 Hall Ave Suite C
 Marinette 54143
 715 732 7670
 Fax: 715 732 7646
 mrosner@marinettecounty.com
 Program Type: fitting station; donation/purchase
 Car Seat Types: infant, toddler, booster, special needs
 Service Availability: appointment, check up events
 Hours: 8:30am-4:30pm M-F
 Eligibility Requirement: low income eligible and county resident

Marinette Fire Department

Assistant Chief Jay Heckel/Firefighter Steve Kunick
 1450 Main Street
 Marinette 54143
 715-732-5178
 Program Type: Check special needs seats
 Car Seat Types: Special needs seats
 Service Availability: Appointments are appreciated. Techs are not available on all shifts. Walk-ins accepted based on availability of techs and work schedule.

Marquette

Marquette County Health Department

Rachel Schackow
 428 Underwood Avenue
 P.O. Box 181
 Montello 53949
 608-297-3135
 Fax: 608-297-8923

Email: rschackow@co.marquette.wi.us
 Program Type: car seat checks
 Service Availability: 8:30-4pm M-F by appointment only
 Eligibility Requirement: Marquette County Resident

Menominee

Menominee Tribal Clinic

Carseat/Booster seat program
 Renata Maulson
 PO Box 970
 Keshena 54135
 715 799 5436
 Renattam@mtclinic.net
 Program Type: donation/purchase
 Car Seat Types: infant, toddler, booster
 Service Availability: by appointment only
 Hours: 8am – 4:30pm M-F
 Eligibility Requirement: must live in Contract Health service area and child must be enrolled
 Menominee or a descendant

Milwaukee

COA Youth & Family Centers

Early Education Center
 Francine Milan
 909 E North Av
 Milwaukee 53121
 414 263 8397
 Fax: 414 263 8386
 Program Type:
 Car Seat Types:
 Service Availability:
 Hours:
 Eligibility Requirement:

Cudahy Health Department

Ed Wrench RN
 5050 S Lake Dr
 Cudahy 53110
 414-769-2239 ext. 300
 Fax: 414 769 2291
 wrenche@ci.cudahy.wi.us
 Program Type: give-away; donation
 Car Seat Types: infant, toddler, booster
 Service Availability: appointment only
 Hours: By appointment only
 Eligibility Requirement: Must be a resident of the City of Cudahy.

Children's Hospital of Wisconsin Booster and Car Seat Clinic

Central Scheduling
 9000 W Wisconsin Av
 PO Box 1997
 Milwaukee 53201-1997
 877 607 5280
 Program Type: fitting station;
 donation/purchase
 Car Seat Types: infant, toddler, booster,
 special needs
 Service Availability: appointment
 Hours:
 The Children's Hospital of WI Car Seat Program is available to inpatients and outpatients at the hospital.
 We offer our car seat clinic services to our patients and the community.
 Eligibility Requirement: Families must meet eligibility criteria in our hospital policy.

Hales Corners Fire Department

Joanne Chenery
 10000 W Forest Home Ave
 Hales Corners 53130
 414 529 6168
 Fax: 414 529 6169
 jmchenery@sbcglobal.net
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: by appointment only
 Hours: by appointment only
 Eligibility Requirement: Hales Corners Residents only

City of Wauwatosa Fire Department

Lori Murphy
 1600 Underwood Ave.
 Wauwatosa 53213
 414 471 8457
 Fax: 414 471 8473
 Program Type: fitting station
 Car Seat Types: infant, toddlers, booster,
 special needs
 Service Availability: appointment
 Hours: depends on availability
 Eligibility Requirement: City of Wauwatosa resident

City of Milwaukee Police Department

Training Academy
 Sgt. Shannon Seymer-Tabaska, Sherry Nelson, Lishunda Patterson
 6680 N Teutonia Av
 Milwaukee 53209

414 935 7990 Sherry Nelson or Lishunda Patterson
 414 935 7830 Sgt. Tabaska
 Fax: 414 935 3561
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: appointment
 Hours: M-F 8am-4pm
 Eligibility Requirement: We do checks and education only. We do not have seats to give out.

South Milwaukee Police Department

Officer Mick Olson or Officer Steven Martin
 2424 15th Av
 South Milwaukee 53172
 414 768 8060
 Fax: 414 768 8067
 Olsonc@ci.south-milwaukee.wi.us
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: appointment,
 check-up events
 Hours: 8am-4pm
 Eligibility Requirement: yes

Franklin Health Department

Kristin Anderson
 Kim Kringel
 414 425 9101
 Program Type:
 Car Seat Types:
 Service Availability:
 Hours:
 Eligibility Requirement: Franklin resident

Greendale Fire Department

Lieutenant Eric Campbell
 414 423 2131
 Program Type:
 Car Seat Types:
 Service Availability:
 Hours:
 Eligibility Requirement: Greendale resident

Greenfield Fire Department

Firefighter Dan Weber
 414 545 7946
 Program Type:
 Car Seat Types:
 Service Availability:
 Hours:
 Eligibility Requirement: Greenfield resident

Milwaukee County Sheriff's Office

Lt. Leslie Wachowiak
414 226 7058
Program Type:
Car Seat Types:
Service Availability:
Hours:
Eligibility Requirement: Milwaukee County resident

North Shore Fire Department

Cpt. John Maydak
www.nsfire.org
Program Type:
Car Seat Types:
Service Availability:
Hours:
Eligibility Requirement: North Shore resident

AAA Wisconsin

Lynn Kloss
4433 S. 27th Street
Milwaukee 53221
414-423-2180 ext. 237
lmkloss@aaawisconsin.com
Program Type: fitting station
Car Seat Types: infant, toddler, booster
Service Availability: By appointment only
Hours: M-F, 9:30am-4:00pm
Eligibility Requirement: None

Oak Creek Health Department

Oak Creek Car Seat Program
Ashley Palen: CPST
8640 S. Howell Avenue
Oak Creek 53154
414-768-6539
Fax 414-768-5866
apalen@oakcreekwi.org
Program Type: fitting station
Car Seat Types: infant, toddler, booster
Service Availability: By appointment
Hours: M-F, 8:00am-4:00pm
Eligibility Requirement: None

Monroe

Monroe County Carseat Coalition

Karen Jankowski
9881 Image Ave
Sparta 54656
608 269 6977
mehl@erpcontracting.com
Program Type: give-away; fitting station; donation/purchase

Car Seat Types: infant, toddler, booster
Service Availability: walk-in, appointment, check-up event
Hours: 3rd Thursday of each month 4:30-8pm
Eligibility Requirement: Monroe county resident

Monroe County Health Department

Ann Anderson
Becky Campbell
14301 County Hwy B Box A18
Sparta 54656
608 269 8666
Fax: 608 269 8872
aanderson@co.monroe.wi.us
bcampbell@co.monroe.wi.us
Program Type: give-away; fitting station
Car Seat Types: infant, toddler, booster
Service Availability: appointment
Hours: 8am-4:30pm appointments requested
Eligibility Requirement: WIC income guidelines

Oconto

Oconto County Health & Human Services-Public Health
Oconto County Safe Kids Child Passenger Safety Program
Danielle Risner – Safe Kids Coordinator
Sara Applebee
Lynn Stymiest
501 Park Av
Oconto 54153
920 834 7000
Fax: 920 834 6889
danielle.risner@co.oconto.wi.us
sara.applebee@co.oconto.wi.us
lynn.stymiest@co.oconto.wi.us
Program Type: fitting station; donation/purchase
Car Seat Types: toddler, booster
Service Availability: appointment
Hours: morning, late afternoon, and evening are available. Appointments are held 2-3 times a month and alternate between Gillett and Oconto.
Eligibility Requirement: WIC income eligible receive a reduced rate seat. No restrictions on who can receive a full priced seat.

Oneida

Oneida Oneida County Health Department

Dawn Klink
Rob Deede
100 W. Keenan St.
Rhineland 54501
715 369 6111
Fax: 715 369 6112
Program Type: fitting station, give-away
Car Seat Types: infant, toddler, booster
Service Availability: appointment, check-up events
Hours: M-F 8am-4:30pm, by appointment during the hours of 8:30am to 3:00pm
Eligibility Requirement: Must have expired or unsafe car seat, (has been in a crash) to exchange for a new convertible car seat.

Outagamie

Easter Seals Helpline

KARS
Jill Gretzinger
820 W College Av
Appleton 54914
920 834 0344
Fax: 920 832 0364
jgretzinger@wi.easterseals.com
Program Type:
Car Seat Types: special needs
Service Availability: appointment
Hours: M-Th 9am-3pm
Eligibility Requirement: Outagamie county resident

Grand Chute Fire Dept.

Sarah Rhone
2250 W. Grand Chute Blvd
Grand Chute 54914
920 832 5100
Fax: 920 832 4924
schwls@co.outagamie.wi.us
Program Type: fitting station
Car Seat Types: infant, toddler, booster, special needs
Service Availability: appointment only
Hours: by appointment
Call Nurse Direct to schedule appointment 920 738 2230
Toll Free call 800 362 9900
Eligibility Requirement:

Safe Kids Fox Valley

Outagamie County Public Health
 Sarah J. Rhone, R.N. BSN
 401 S. Elm Street
 Appleton 54911
 920-832-5103
 Sarah.rhone@outagamie.org
 Program Type: donation/fitting station
 Car Seat Type: infant, toddler, booster
 Service Availability: By appointment only & community check-up events
 Hours: Varies, please call nurse direct line @920-738-2230
 Eligibility Requirements: We do have eligibility criteria for free car seats that would have to be screened by health departments.

Wrightstown Police Department

Perry Kingsbury
 352 High Street
 Wrightstown 54180
 920 532 6007
 Fax: 920 532 4996
 pkingsbury@wrightstown.us
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: appointment only
 Hours: 8am-5pm
 Eligibility Requirement:

ThedaCare Medical Center – New London

Kristal Skenadore, RN
 1405 Mill Street
 New London 54961
 920 531 2214
 Fax: 920 531 2213
 Kristal.skenadore@thedacare.org
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: by appointment only
 Hours: by appointment
 Eligibility Requirement: none

Ozaukee**Ozaukee County Public Health Dept**

Car Seat Safety Program
 121 W Main St
 Port Washington 53074
 Joanne Viesselmann
 262 284 8170
 Program Type: give-away, fitting station
 Car Seat Types: infant, toddler, booster

Service Availability: appointment, check up events
 Hours: 8:30am–5:00pm
 Eligibility Requirement: low income, Ozaukee County residents

Aurora Medical Center - Grafton

Labor & Delivery
 975 Port Washington Rd
 Grafton 53024
 262 329 4700
 Program Type: fitting station
 Car Seat Types:
 Service Availability: by appointment only
 Hours: by appointment only
 Eligibility Requirement:

Cedarburg Police Department

Officer Ryan Fitting
 262 375 7620
 Program Type:
 Car Seat Types:
 Service Availability:
 Hours:
 Eligibility Requirement:

Grafton Police Department

Officer Scott Brinkman
 262 375 5320
 Program Type:
 Car Seat Types:
 Service Availability:
 Hours:
 Eligibility Requirement:

Pepin**Pepin County Health Department**

Heidi Stewart
 740 7th Ave W
 Durand 54736
 715 672 5961
 Fax: 715 672 5920
 hstewart@co.pepin.wi.us
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: by appointment
 Hours: 8:30am-4:30pm

Pierce**Pierce County Public Health Dept.**

Laura Krech
 412 W Kinne St
 Ellsworth 54011
 715 273 6755

Lkrech@co.pierce.wi.us
 Program Type: give-away, fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: by appointment only
 Hours: 9am-4pm, Mon-Fri
 Eligibility Requirement: No eligibility requirements to have seats checked. Must be at or below 185% poverty level to be eligible for grant seats.

R.F. Ambulance

Mary Waters
 N7809 920th Street
 River Falls 54022
 715-529-2861
 mc-l-waters@sbcglobal.net
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster, special needs
 Service Availability: Walk-in and Community Check-Up Events
 Hours: Please call for appt. and to find out if a check-up is scheduled. Available daily..
 Eligibility Requirements: None

River Falls Area Hospital

Cyndy Bayer, RN
 1629 East Division Street
 River Falls, 54022
 715-307-6169
 cynthia.bayer@allina.com
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: 9-3pm, By appointment and community check-up events
 Eligibility Requirements: None

Polk**Amery Area EMS**

Nicole Gullickson
 150 Snow St
 Amery 54001
 715 268 8698
 Ameryareaems@yahoo.com
 Program Type: fitting station;
 donation/purchase of seats
 Car Seat Types: infant, toddler, booster
 Service Availability: by appointment only
 Hours: flexible, by appointment
 Eligibility Requirement: none

Portage

Stevens Point Child Safety Center

JoAnne Peotter
52 Sunset Blvd
Stevens Point 54481
715 341 7328(SEAT)
Fax: 715 346 0003
WINS9467@sbcglobal.net
Program Type: rental; give-away; fitting station; donation/purchase
Car Seat Types: infant, toddler, booster, special needs
Service Availability: appointment; check-up events
Hours: T-F 8am-4pm
Eligibility Requirement: Portage County resident

Price

Flambeau Hospital

Safe Kids
Dorothy Lepke RN-ER/Trauma Coordinator
PO Box 310
Park Falls 54552
715 762 7489
Fax: 715 762 7545
Lepke.dorothy@marshfieldclinic.org
Program Type: fitting station; donation/purchase
Car Seat Types: infant, toddler, booster
Service Availability: appointment
Hours:
Eligibility Requirement: no

Racine

Central Racine County Health Dept.

Child Passenger Safety Seat
Kathy Vesel
10005 Northwestern Ave Suite A
Franksville 53126
262 898 4473
Fax: 262 898 4490
kvesel@crchd.com
Program Type: give-away; fitting station
Car Seat Types: infant, toddler, booster
Service Availability: appointment; check-up events
Hours: 8am-4:30pm
Eligibility Requirement: income & geographic

City of Racine Health Dept

Sarah Clemons

730 Washington Av
Racine 53403
262 636 9292
Fax: 262 636 9564
sarah.clemons@cityofracine.org
Program Type: fitting station only-no seats available
Car Seat Types: infant, toddler, booster, special needs
Service Availability: appointment
Hours: M-F 8am-4:55pm
Eligibility Requirement: n/a
To make an appointment, call 262 636 9431

Western Racine County Health Department

156 E State St
Burlington 53105
262 763 4930
Fax: 262 763 4928
Program Type: fitting station
Car Seat Types: infant, toddler, booster
Service Availability: by appointment only
Hours: M-F 8am-4:30pm
Eligibility Requirement:

Safe Kids Coalition Kenosha-Racine

Erin Donaldson
3821 Spring St
Racine 53405
262 687 3366
Fax: 262 687 5358
erin.donaldson@wfhc.org
Program Type: fitting station
Car Seat Types:
Service Availability: appointment
Hours: varies
Eligibility Requirement:

Richland

Richland County Health & Human Service Public Health

Marianne Stanek
221 West Semainry St
Richland 53581
608 647 8821
Fax: 608 647 6611
stanekm@richland.wi.us
Program Type: give-away; fitting station; donation/purchase
Car Seat Types: infant, toddler, booster
Service Availability: appointment; check-up events
Hours: 8:30am-4:30pm

Eligibility Requirement: n/a

Rock

City of Janesville Fire Department

City of Janesville Child Safety Seat Program
Jamie Kessenich
303 Milton Av
Janesville 53545
608 755 3050
Fax: 608 373 3438
kessenichj@ci.janesville.wi.us
Program Type: fitting station; donation/purchase
Car Seat Types: infant, toddler, booster
Service Availability: walk-in; appointment; check-up events
Hours: varies
Eligibility Requirement:

Rusk

Rusk County Health and Human Services

311 Miner Av
Ladysmith 54848
715 532 2299
Program Type: give-away; fitting station
Car Seat Types: infant, toddler, booster
Service Availability: by appointment
Hours: 8a-4p
Eligibility Requirement: None

Sauk

Sauk Prairie Police Dept

Sauk Prairie Police Dept CPS Safety
Matthew Alt
726 Water St Suite A
Sauk City 53583
608 643 2427
Fax: 608 643 2670

matta@saukprairiepd.com
Program Type: fitting station; donation/purchase
Car Seat Types: infant, toddler, booster
Service Availability: walk-in; appointment; check-up events
Hours: M-F 9am-5pm
Eligibility Requirement: no

Sauk Prairie Safe Community Coalition

Lisa Wenzel
726 Water St, Suite A
Sauk City 53583

608 963 2716
 SPSCC3@charter.net
 Program Type: give away; fitting station;
 donation/purchase
 Car Seat Types: infant, toddler, booster
 Service Availability: walk-in;
 appointment; check-up events
 Hours: M-F 8am-5pm
 Eligibility Requirement: n/a; donation
 recommended

Baraboo Police Dept

Inspection/Fitting station
 Ruth Browning, Amanda Meddaugh
 135 4th Street
 Baraboo 53913
 608 355 2720
 Fax: 608 356 1710
 rbrowning@cityofbaraboo.com
 ameddaugh@cityofbaraboo.com
 Program Type: give away; fitting station;
 donation/purchase
 Car Seat Types: toddler, booster
 Service Availability: appointment;
 check-up events
 Hours: M-Sun if a CPS Tech is available
 Eligibility Requirement: income guide-
 lines through Public Health/hospital
 recommendation
 or a need observed by Officers through
 contact for receiving a car seat

Sawyer

Lac Courte Oreilles Early Head Start
 Native C.A.R.S. (Children Always Ride
 Safe) Fitting Station
 Tiffany Leach, Dolores Belille
 8837 N Trepania Rd
 Hayward 54843
 715 634 7262
 Fax: 715 634 8604
 tleach@lcohs-ehs.org
 dbelille@lcohs-ehs.org
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster.
 Special needs (preemie)
 Service Availability: By appointment,
 check-up events
 Hours: M-F 8am-4pm
 Eligibility Requirement: seats are desig-
 nated for Native American families, or
 parents/guardians of Native children.

Shawano

Shawano County Sheriff's Department
 Sandra Finger
 405 N. Main Street
 Shawano 54166

715-526-3111
 Sandra.finger@co.shawano.wi.us
 Program Type: Fitting Station
 Car Seat Type: infant, toddler, and
 booster
 Service Availability: By appointment
 only
 Hours:
 Eligibility Requirement: None
 Sheboygan
 Aurora Sheboygan Memorial Medical
 Center
 Donna Mayer
 2629 N. 7th St
 Sheboygan 53083
 920 451 5581
 donna.mayer@aurora.org
 Program Type: fitting station
 Car Seat Types:
 Service Availability: appointment
 Hours: pre-scheduled appointment
 Eligibility Requirement: n/a

Sheboygan County Safe Kids Chapter

Low Cost Car Seat Program
 Sheboygan Co Public Health
 1011 North 8th St
 Sheboygan 53081
 920 459 3030
 Program Type: fitting station;
 donation/purchase
 Car Seat Types: toddler, booster
 Service Availability: appointment;
 check up events
 Hours: 2nd Tuesday of every month
 from 11:00AM-2:00PM
 Eligibility Requirement: Income guide-
 lines as determined by public health

St. Nicholas Hospital

Susie Runaas
 3100 Superior Av
 Sheboygan 53081
 920 459 4628
 srunaas@sns.hshs.org
 Program Type: fitting station
 Car Seat Types:
 Service Availability: appointment
 Hours: pre-scheduled appointment
 Eligibility Requirement: n/a

St. Croix

River Falls Area Hospital

Cyndy Bayer, RN
 1629 East Division Street
 River Falls, 54022
 715-307-6169
 cynthia.bayer@allina.com

Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: 9-3pm, By
 appointment and community check-up
 events
 Eligibility Requirements: None

Taylor

Trempealeau

Trempealeau County Health
 Department
 Barb Barczak
 36245 Main St
 Whitehall 54773
 715 538 2311 x 220
 Fax: 715 538 4861
 barbarab@trempeleaucounty.com
 Program Type: donation/purchase
 Car Seat Types: toddler, booster
 Service Availability: appointment
 Hours: 8am-3:30pm
 Eligibility Requirement: None
 Vernon
 Vernon Memorial Healthcare
 Viroqua Area Buckle Up Task Force
 Angie Dahl
 507 S Main St
 Viroqua 54665
 608 637 4298
 Fax: 608 637 2141
 adahl@vmh.org
 Program Type: rental; give-away; fitting
 station; donation/purchase
 Car Seat Types: infant, toddler, booster,
 special needs
 Service Availability: appointment;
 check-up events
 Hours:
 Eligibility Requirement:

Vernon County Health Dept

Emily Olson
 318 Fairlane Dr PO Box 209
 Viroqua 54665
 608 637 5251
 Fax: 608 637 5514
 eolson@vernoncounty.org
 Program Type:
 Car Seat Types:
 Service Availability:
 Hours:
 Eligibility Requirement:

Vilas

Walworth

Walworth County Health and Human Services, Public Health

Car Seat Program
Adriana Cano
W4051 County Road NN
Elkhorn 53121
262 741 3122
Fax: 262 741 3757
acano@co.walworth.wi.us
Program Type: rental
Car Seat Types: toddler, booster
Service Availability: appointment
Hours: 8am-4:30pm
Eligibility Requirement: none

Whitewater Police Department

Officer Michele Martin/ Officer Bill Oliver
312 W. Whitewater St
Whitewater 53190
262 473 0555
mmartin@whitewater-wi.gov
woliver@whitewater-wi.gov
Program Type: give away
Car Seat Types: infant, toddler, booster
Service Availability: walk-in service
Hours: 7am – 3pm
Eligibility Requirement: Must receive state aid for grant seats.
It is recommended to call ahead and make sure Officer Martin or Officer Oliver is working that day.

Washburn

Washington

Germantown Police Dept
Officer Toni Olson
N112 W16877 Mequon Rd
Germantown 53022
262 253 7780
Fax: 262 253 7787
Tolson@germantownpolice.org
Program Type: give-away; fitting station
Car Seat Types: infant, toddler, booster
Service Availability: appointment
Hours: varies
Eligibility Requirement: low income

Washington County Health Department

Washington County Health Department
Permanent Fitting Station
Michelle Large
333 E Washington St Suite 1100 PO Box 2003
West Bend 53095

262 335 4742
Fax: 252 335 4705
michelle.large@co.washington.wi.us
Program Type: give-away; fitting station
Car Seat Types: infant, toddler, booster
Service Availability: appointment
Hours: Every Thursday from 8:30am-3:30pm
Eligibility Requirement: poverty level or below to receive free or reduced car seat. Seat checks are free to the public.

Hartford Fire and Rescue

Ann Fry
262 673 8281 (days)
Shari Pfeifer
262 673 2506 (evenings)
Program Type:
Car Seat Types:
Service Availability: appointment
Hours:
Eligibility Requirement:

Waukesha

Village of Mukwonago Police Department

Sergeant Ken Pileggi
262 363 6436
Program Type:
Car Seat Types:
Service Availability:
Hours:
Eligibility Requirement:

New Berlin Police Department

Officer Daniel Hanlon
262 780 8106 (days)
Officer Scott Hippler
262 780 8148 (evenings)
Program Type:
Car Seat Types:
Service Availability:
Hours:
Eligibility Requirement:

City of Pewaukee Fire Department

Division Chief Peter Rohde
262 691 5607
Program Type:
Car Seat Types:
Service Availability:
Hours:
Eligibility Requirement:

Muskego Police Department

Officer Gary Mrotek
262 679 4130
Program Type:

Car Seat Types:
Service Availability:
Hours:
Eligibility Requirement:

Town of Brookfield Police Department

Administrative Assistant Stancy Johnson
655 N Janacek Road
Brookfield, 53045
262-796-3798 ext. 101
clerkjohnson@townofbrookfield.com
Program Type: fitting station
Car Seat Types: infant, toddler, booster
Service Availability: By appointment only
Hours: M-F between 10:00-2:00pm
Eligibility Requirement: Brookfield residence only

Lake Country Fire Department

Firefighters/Paramedics Nick Helternes, Josh Peterson or Tom Cannizzaro
262 646 6235
Program Type:
Car Seat Types:
Service Availability:
Hours:
Eligibility Requirement:

Oconomowoc Memorial Hospital

Prohealth Class Registration
262 928 2745
Program Type:
Car Seat Types:
Service Availability:
Hours:
Eligibility Requirement:

Prohealth Care

Ellen Lyons
791 E. Summit Avenue
Oconomowoc 53066
262-569-9119
Ellen.lyons@phci.org
Program Type: fitting station
Car Seat Types: infant, toddler and booster
Service Availability: By appointment only
Hours: 1st and 3rd Wednesday of every month, 2:00-6:00pm.
Eligibility Requirements: Free to all community members. Appointments meet at Oconomowoc Fire Dept. station #2 in Oconomowoc.

Waupaca***ThedaCare Medical Center – New London***

Kristal Skenadore
 Amy Huss
 1405 Mill Street
 New London 54961
 920 531 2214
 Fax: 920 531 2213
 Amy.huss@thedacare.org
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: by appointment only
 Hours: by appointment
 Eligibility Requirement: none

Waushara***Waushara County Health Department***

Waushara County Health Dept Child Safety Seat Program
 Cheryl Sorenson RN
 Patti Miller
 Judy Burton
 PO Box 837 230 W Park Av
 Wautoma 54982
 920 787 6590
 Fax: 920 787 6511
 Program Type: rental; give-away; fitting station; donation/purchase
 Car Seat Types: infant, toddler, booster
 Service Availability: walk-in; appointment
 Hours: 8am-4:30pm M-F
 Eligibility Requirement: Free car seats available per income eligibility per grant for Waushara, Green Lake or Marquette County

Winnebago***Safe Kids Fox Valley***

Town of Menasha Fire Dept
 Sarah Rhone
 1326 Cold Spring Road
 Neenah 54956
 920 832 5100
 Fax: 920 832 4924
 schwisls@co.outagamie.wi.us
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: appointment
 Hours: 2-4:30pm, Third Wednesday of every month
 Call Nurse Direct to schedule appt. 920 231 6578
 Eligibility Requirement:

Oshkosh Fire Department

John Holland
 101 Court St
 Oshkosh 54901
 920 236 5249
 Fax: 920 236 5295
 jholland@ci.oshkosh.wi.us
 Program Type: fitting station
 Car Seat Types:
 Service Availability: appointment
 Hours: M-F 8am-4:30pm
 Eligibility Requirement:

Safe Kids Fox Valley

Winnebago County Facilities Building
 Tammy Shortness
 1221 Knapp St
 Oshkosh 54902
 1 800 362 9900
 Fax: 920 223 3353
 tshortes@affinityhealth.org
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: appointment
 Hours: 2pm-4pm
 Eligibility Requirement: low income, WIC clients

Safe Kids Fox Valley

Winnebago County Sheriff's Dept
 Sarah Rhone
 4311 Jackson St.
 Oshkosh 54901
 920 832 5103
 Fax: 920 832 4924
 schwisls@co.outagamie.wi.us
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: appointment
 Hours: by appointment
 Call Nurse Direct to schedule appointment 920 231 6578 or Toll Free 800 362 9900
 Eligibility Requirement: Eligibility criteria for free car seats that would have to be screened by health departments.

Wood***Wood County Health Department***

Child Restraint Rental Program
 420 Dewey Street
 (4th floor, Riverview Clinic Building)
 Wisconsin Rapids 54494
 715 421 8911
 Fax: 715 421 8962
 tzastava@co.wood.wi.us

Program Type: rental, assistance program for low-income families, free checks for anyone
 Car Seat Types: infant, toddler, booster
 Service Availability: Call for clinic schedule (Clinic dates are scheduled for WI Rapids 4th Wednesday of the month at Wood County Health Dept. 11:00-1:00 and Marshfield Fire Dept. 11:00-1:00), By appointment only and Community Check-ups events
 Eligibility Requirement: Rental program - 2 wk max rental term, \$25 deposit for each seat-returned when seat is returned in good condition.
 Eligibility Requirement: Individuals qualifying for reduced cost seats (\$25) must meet
 Eligibility requirements (ie: WIC FoodShare, W2 or SSI recipients) and attend a regularly scheduled check event. Call for details.

Wisconsin Rapids Police Dept

Municipal Diversion Program & CPS Checks
 Kasandra Borchardt
 444 W Grand Ave
 Wisconsin Rapids 54495
 715 421 6205
 Fax: 715 423 4408
 kborchardt@wirapids.org
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: appointment
 Hours: 7am-3pm, M-F
 Eligibility Requirement: none

Marshfield Fire & Rescue Department

Brian Barnes
 514 E 4th Street
 Marshfield 54449
 715 486 2094
 Brian.barnes@ci.marshfield.wi.us
 Program Type: fitting station
 Car Seat Types: infant, toddler, booster
 Service Availability: walk-in service, appointment, community checkup events
 Hours: 8am-4:30pm, Sun-Sat, please call in advance to ensure a technician is available
 Eligibility Requirement: All are welcome. We are fortunate to have one person per shift to assist you. We also have recently set up a check event once a month from 11:00-1:00pm, call for dates.

OP-5:

CPS FITTING STATIONS BY COUNTY

Child Safety Seat Fitting Stations and Percent of Population Served

County	2010 Census Population		
		Marquette	15,404
Adams	20,875	Menominee	4,232
Ashland	16,157	Milwaukee	947,735
Barron	45,870	Monroe	44,673
Brown	248,007	Oconto	37,660
Buffalo	13,587	Oneida	35,998
Burnett	15,457	Outagamie	176,695
Clark	34,690	Ozaukee	86,395
Columbia	56,833	Pepin	7,469
Crawford	16,644	Pierce	41,019
Dane	488,073	Polk	44,205
Dodge	88,759	Portage	70,019
Door	27,785	Price	14,159
Douglas	44,159	Racine	195,408
Dunn	43,857	Richland	18,021
Eau Claire	98,736	Rock	160,331
Florence	4,423	Rusk	14,755
Fond du Lac	101,633	Sauk	61,976
Forest	9,304	Sawyer	16,557
Grant	51,208	Shawano	41,949
Green	36,842	Sheboygan	115,507
Iowa	23,687	St. Croix	84,305
Jackson	20,449	Trempealeau	28,816
Jefferson	83,686	Vernon	29,773
Juneau	26,664	Walworth	102,228
Kenosha	166,426	Washington	131,887
Kewaunee	20,574	Waukesha	389,891
La Crosse	114,638	Waushara	24,496
Langlade	19,977	Winnebago	166,994
Lincoln	28,743	Wood	74,749
Marathon	134,063	Total Served	5,428,188
Marinette	41,749	Statewide	5,686,986
		Percentage Served	95.45%

TR-1:
TRCC MEMBERS

Member Organizaions **Vote Representative**

SHSO Co-Chair (Tie vote)	V	Corsi, Larry	larry.corsi@dot.wi.gov
SHSO Co-Chair (alt)		May, Neil	neil.may@dot.wi.gov
OPBF		Swissler, John	john.swissler@dot.wi.gov
WisDOT			
SHSO	V	Romanski, Randy	randy.romanski@dot.wi.gov
SWSP- MCSAP			
WSP -	V	Harvey, Dave	david.harvey@dot.wi.gov
WSP - TraCS (alt)		Wolfe, Paul	paul.wolfe@dot.wi.gov
DMV BDS	V	Winkler, Tommy	tommy.winklerjr@dot.wi.gov
DMV/BVS (alt)		Galbraith, Timothy	timothy.galbraith@dot.wi.gov
DTIM/BSHP (alt)	V	Schieldt, Kelly	kelly.schieldt@dot.wi.gov
DTIM/BSHP-TRADAS (alt)		Forde, Susie	susie.forde@dot.wi.gov
DBM/BITS - GIS	V		
DTSD/BHO	V	Adams, Angela	angela.adams@dot.wi.gov
DTSD/BHO (alt)		Szymkowski, Rebecca	rebecca.szymkowski@dot.wi.gov
		Porter, Brian	

STATE AGENCIES AND ORGANIZATIONS

DOJ/CIB TIME	V	Doberstain, Courtney	dobersteincl@doj.state.wi.us
OJA-WIJIS		Veitenheimer, Derek	derek.veitenheimer@wisconsin.gov
DOA-GIO	V	Pulford, Curtis	curtis.pulford@wisconsin.gov
OSC-CCAP	V	Olson, Andrea	Andrea.Olson@wicourts.gov
OSC-CCAP (alt)		Hicks, Kim	kim.hicks@wicourts.gov
DHS/DPH-EMS	V	Happle, Chuck	charles.happle@dhs.wisconsin.gov
DHS/DPH-EMS (alt)	,		
DHS/DPH/BHIP	V	Miller, Richard	richard.miller@wi.gov
Jefferson County		Udovich, Brian	BrianU@jeffersoncountywi.gov]

RESEARCH

UW CHSRA-CODES		Bigelow, Wayne	Wayne@chsra.wisc.edu
UW TOPS Lab	V	Noyce, David	noyce@engr.wisc.edu
UW TOPS Lab (alt)		Bill, Andi	bill@wisc.edu
UW TOPS Lab (alt)		Parker, Steven	sparker@engr.wisc.edu

LOCAL AGENCIES & ORGANIZATIONS

WI County Hwy Assoc	V	Mandli, Gerald	mandli@co.dane.wi.us
UW-TIC		Pudloski, Steven	graves@epd.engr.wisc.edu
WI Chap, APA		Peterson, Gary	
La Crosse Co SO	V	Lubinski, Bill	lubinski.bill@co.la-crosse.wi.us
Dane County SO	V	Wepfer, Dave	
Dane County SO (alt)		Boldt, Krist	
Madison PD	V	Hemming-Cotter, Carrie	
Madison PD		Strasburg, Carl	
EMS Advisory Committee	V	Lintz, Cal	Chester.lintz@nwtc.edu
Trauma MD	V	Johnson, Ken	Ken.JohnsonMD@stvgb.org
WI Motor Carriers Association		Webb, Susan	sfwebb@witruck.org

FEDERAL PARTNERS

NHTSA/GLR		Warren, Lyn	
FHWA/WI Division		Jolicoeur, David	david.jolicoeur@dot.gov
FMCSA/WI Division		Oesterle, Mark	mark.oesterle@dot.gov

TR-2:

2015-2019 STRATEGIC PLAN FOR TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS



Scott Walker Governor

Mark Gottlieb

Governor's Representative for Highway Safety

June 15, 2014

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INTRODUCTION

On July 6, 2012, the President signed into law P.L. 112-141, the new surface transportation reauthorization bill known as the Moving Ahead for Progress in the 21st Century Act, or “MAP-21”. The bill represents the first multi-year transportation authorization enacted since August 10, 2005, the enactment of the Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users, or “SAFETEA-LU”. The bill contains sections that require the collection, management, and distribution or analysis of safety data by local, state or federal agencies.

Encoded in 23 U.S.C. Section 405(c) of MAP-21 is the Section 405(c) State Traffic Safety Information System Improvements Grants; a provision for providing funds to states for improving identified deficiencies in their various data system components.

In the 23 Jan 2013 Federal Register, NHTSA provided guidance for states applying for Section 405(c) funds. In order to assure that the required data are properly, efficiently and effectively collected, well-managed and available to support increasingly data-driven traffic safety programs, Subsection 3(C) of Section 405(c) basically states it is required that each state should have in place a comprehensive Traffic Safety Information Systems (TSIS) Strategic Plan for the improvement of all the safety data systems in the state.

Wisconsin’s TSIS Strategic Plan, developed with input from data collectors, program managers and users, can be used to guide the most cost-effective use of available resources to result in the greatest quality improvements to the state’s data in terms of timeliness, completeness, accuracy, reliability, inter-operability and accessibility.

BACKGROUND

Wisconsin met the criteria for participation in the 23 USC Section 408 Traffic Safety Information Systems Improvement Grant Program under the 2005-2009 surface transportation reauthorization bill, the Safe, Accountable, Flexible, Efficient Transportation Equity Act, “SAFETY-LU.”, which upon the 2009 expiration was extended through most of 2013, at which time MAP-21 (from Section 405c), superseded SAFETY-LU.

In 2005, the state underwent a Traffic Records Assessment (TRA) and organized a technical level Traffic Records Coordinating Committee (TRCC) under the leadership of the State Highway Safety Office., which was re-assessed in 2010. The TRCC has met quarterly and, in 2000, approved the State Strategic Plan for Traffic Records Improvements, which it reviewed and updated annually.

Wisconsin’s 2014 Strategic Highway Safety Plan (SHSP) has been updated under the leadership of the Wisconsin Department of Transportation’s Traffic Safety Council. Members of the TRCC have been involved in drafting the SHSP section addressing data and information improvements for decision-making. The objectives for both plans are coordinated.

The primary objectives of the 2010-2014 Strategic Plan for Traffic Records Improvement were automation of crash data, improved incident location, development of a state ambulance run reporting system, and increased access to safety data. The TRCC recommended that Section 408 funds be used primarily for the adoption of the national model TraCS law enforcement data collection system for Wisconsin’s safety data system. The 2015-2019 Strategic Plan for Traffic Records Improvement will diverge from the 2010-2014 plan in that it will more closely resemble the data components included in the 2014-2016 Strategic Highway Safety Plan (SHSP).

As was also stated in the introduction, on August 10, 2005, the President signed the new surface transportation reauthorization bill, the Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users, or “SAFETEA-LU.” The bill contains more than 30 sections that require the collection, management, and distribution or analysis of safety data by local, state or federal agencies. The new bill did not modify the strategic planning process nor the overall goal to require that data are properly, efficiently and effectively collected, well-managed and available to support increasingly data-driven traffic safety programs.

I. STRATEGIC PLANNING PROCESS

A. Participants

TRCC – Policy Group, This is the group responsible for oversight of the state’s highway safety data systems. This policy-level group is composed of agency heads or division administrators who have

authority and charge of overseeing the planning and improvement of safety data systems and/or who are collectors or users of these data, and who can commit resources to address multi-year planning across agencies.

This group may meet on an ad hoc basis as required to review and approve the work of the TRCC Technical Group, and to set state policy to result in a statewide data improvement program that assures coordination of efforts and sharing of data. Members represent the Departments of Administration, Transportation (Highways, Motor Vehicles, the State Patrol, including its Bureau of Transportation Safety that incorporates the State Highway Safety Office function for the State of Wisconsin), Health Services, Emergency Government, Justice (Office of Justice Assistance), and the Office of State Courts. Members and affiliations are listed in APPENDIX One, “TRCC Policy Group.” The Members were presented with a draft Charter for review and adoption. The two members responsible for the Traffic Safety Information System files signed the Charter for 405c Application and a second round of signatures of all Policy Group members will be provided for the 2015 planning process.

TRCC -- Technical Group, composed of a core group of members who have met quarterly since the TRCC was organized under TEA-21 in 1999 and additional members who represent new users and/or collectors of these data. The TRCC Technical Group is quite large, with representatives who are managers of crash, roadway, citation/conviction, driver, vehicle, EMS, Trauma Registry and Hospital databases, collectors of crash, roadway and EMS Run data, and data users including state and local program analysts and university researchers in public health, highway safety, and roadway improvements. Members, affiliations and files are listed in APPENDIX Two, “TRCC Technical Group.”

TRCC Technical Group Subcommittees or Workgroups, as required. A location subcommittee of the existing TRCC produced recommendations that have been incorporated into this plan. Proposed subcommittees planned or already operating during 2006 include location coordination, traffic enforcement analysis, crash data improvement scoping, and technology review subcommittees.

B. Identification of “Deficiencies” and Baselines (Benchmarking)

- TRCC members described the files and functions they agreed were components of the state’s Traffic Safety Information System. (APPENDIX Three: Wisconsin’s TSIS Component Files)
- The TRCC Technical Group originally reviewed the 2005 TRA Recommendations, recommendations of the TRCC Public Safety Incident Location Work Group, recommendations of the WisDOT Crash Data Improvements Workgroup, and portions of other assessment documents.
- The data file managers then provided numerical baseline measures of the current status of data quality for each deficient quality variable identified in the Assessments and audits.
 - o Timeliness
 - o Completeness
 - o Accuracy
 - o Consistency
 - o Accessibility
 - o Data Integration
- A publication incorporating these data quality metrics into complete descriptions of each component file, and descriptions of normalizing and related safety data, is planned and will be partially funded with 405c funds.

C. Process for Establishing Improvement Objectives

- The TRCC Technical Group used the following information for establishing objectives that can reasonably be accomplished between FFY2015 and 2019:
 - o Feb 2, 2006 Federal Register examples of quality measures
 - o Requirements and priorities from the 2014-2016 Strategic Highway Safety Plan Issue Areas (APPENDIX Six)
 - o Highway Safety Performance Plan (HSPP) priorities and planned expenditures.

- o TRCC member knowledge of the data files they manage and/or use
- o Existing resources from state and federal fund sources
- o An estimate of 2015 award of 405c funds
- Proposed Performance Measures and Objectives were e-mailed to the TRCC Technical Group for approval and priority determination by majority vote.

(APPENDIX Seven: 2010-2014 Objectives and Supporting Projects, organized by TRA Recommendations and Comments)

D. Process for Determining Priorities for Corrective Action and Selecting Projects for

405c Funding

- At least once annually, during the third quarter (because of the funding cycle), the TRCC Technical Group reviews the identified deficiencies in data quality and discusses changes in the environment, resources, progress of funded and unfunded projects, and new technologies that might affect priorities for funding.
- The Technical Group then determines which of the deficiencies the projects can be reasonably addressed using the 405c funds, as affected by state priorities and available resources, as well as the amount of expected 405c funds.
- Each project will be related to the baseline measures of data quality (benchmarks), and timelines will be approved for project objectives that can reasonably be accomplished between FFY2015 and 2019 given existing resources plus 405c funds. Accountability will be clearly identified in each project application.
- Members of the TRCC Technical Group produced or obtained “micro” descriptions of proposed projects that addressed the priority deficiencies. Subsequently, additional project proposals and additional information about the initial proposals were formatted into the NHTSA preferred format and were sent to all Technical Group members by e-mail for a final round of priority assignment. The resulting project proposals, in priority order, are listed below.

E. Process for Monitoring and Reporting Progress in Achieving Project Objectives

- Each 405c-funded project plan will include performance indicators to measure the success or failure of the project in terms of progress from baselines to quality improvement objectives. Project sponsors will be required to provide quarterly reports reviewed at the TRCC Quarterly Meetings, and, as appropriate, at Subcommittee meetings.
- Matrices for measuring progress will be produced by the State Highway Safety Office (SHSO) based upon project reports, and will be reviewed by the Technical Group at its quarterly meetings.
- Summary quarterly reports will be forwarded to the TRCC Policy Group.
- An Annual Report will be prepared for review and approval of the Technical Group, and then forwarded to the TRCC Policy Group for review and signature.
- The signed report will be forwarded to NHTSA.

F. Process for Modifying or Replacing Objectives

Wisconsin’s Strategic Plan for Traffic Safety Information System Improvements will continue to be an active document that will reflect new issues, new technologies and changing environments.

As soon as practical after the beginning of the funding year, the TRCC Technical Group will review the existing objectives and will begin gathering information about changes in the political environment, technology and strategic resources.

As soon as information is available about the progress of funded projects, and no less than quarterly, this information will be reviewed by the Technical Group. Significant changes in the environment and/or progress of projects will form the basis for proposed changes in objectives. Historically, this has resulted in annual updates to Wisconsin’s Traffic Records Strategic Plan, and is expected to continue.

The proposed changes will be forwarded to the TRCC Policy Group for signoff and subsequently will be included in the Annual Report and annual update of the Strategic Plan.

II. ENVIRONMENTAL SCAN/ DEFICIENCIES/ GAP ANALYSIS

A. Deficiency Identification/Gap Analysis

Note: A new Traffic Records Assessment (TRA) will occur in March, 2015, which may modify this analysis.

Existing/Planned Data Files and Functions, All funding sources (APPENDIX Three: "TSIS Component Files") Table updates the findings of the May 2010 Traffic Records Assessment (TRA), and includes planned improvements, additions, and changes.

Upon request by the Wisconsin State Highway Safety Office, teams of data system experts conducted a TRA in May, 2010 and will again in March, 2015. The purpose of a TRA is to determine whether Wisconsin's traffic safety information system is capable of supporting management's ability to identify safety problems, select and manage countermeasures to reduce or eliminate those problems and evaluate safety programs for their effectiveness. The Assessment compared system function with national criteria and made priority and other recommendations for addressing 'deficiencies' in each of the primary traffic safety information files.

The 2010 TRA recommended increased automation, coordination of efforts across organizations, improved location information, increased access to data and analyses, and statewide EMS data collection.

Based upon Wisconsin's 2010 TRA, other specialized assessments and studies, and their knowledge as gatherers, managers and users of these data, the TRCC Technical Group's targeted areas of opportunity for improvements in Wisconsin's traffic safety information files.

The process began by the TRCC review of priority recommendations of the TRA over the year since it occurred. The recommendations were discussed during the TRCC Strategic Planning Workshop.

The data file managers were then asked to use their detailed knowledge of their files to provide up-to-date and complete numerical baseline measures for the priority issues addressed in this Plan.

Additional assessments and audits provided a more detailed identification of system deficiencies and made recommendations for improving portions of Wisconsin's data. They support the main recommendations of the 2010 Assessment.

B. All Existing Data Improvement Projects

- 2010 Wisconsin Traffic Records Assessment Report.
- 2015-2019 Traffic Records Strategic Plan.
- 2006 MMUCC Review (APPENDIX Four)
- 2012 NEMESIS Review (APPENDIX Five)
- 2014-2016 State of Wisconsin Strategic Highway Safety Plan Data and Decision Support (APPENDIX Six)

III. STRATEGIC PLAN 2015–2019 TRAFFIC SAFETY INFORMATION SYSTEMS STRATEGIC PLAN

A. VISION

Integrated planning for Wisconsin's public health, safety and security information systems results in traffic safety information that is timely, accurate, and complete, and thus meets the needs of many types of users; this information is readily accessible in formats that meet the needs of these users, is consistent between organizations and with national standards, and can be integrated with other types of data and with information from other jurisdictions.

B. MISSION

The State of Wisconsin provides for the safety and welfare of its citizens through development and implementation of science-based and periodically reviewed public health, safety and security regulations, programs and activities, and promotes the use of technology to support agency missions and make government more accessible, responsive and accountable.

- The State of Wisconsin Traffic Records Coordinating Committee (TRCC), a group consisting of collectors, managers and users of all components of Wisconsin's Traffic Safety Information System (TSIS), serves as a forum for discussion of records issues, reviews proposed changes in state TSIS improvement activities before they are implemented, reviews new technology and annually plans, monitors and analyzes safety information improvement projects.

C. PRINCIPLES

Data components of Wisconsin's Traffic Safety Information System are collected by many organizations and agencies for their individual business purposes. The usefulness of these many types of data for highway safety programming and analysis depends upon their availability and quality. Decisions made about changes to any one component of the system may have many down-stream consequences.

Issues of cost of collection and storage should be discussed and decided on a state-level basis.

Data should be entered and stored once but used many times.

Data should be linked and shared between systems.

Data should meet national standards (MMUCC, NEMSIS, MIRE, etc.)

Data quality is defined by the user; business needs of the collector and/or manager should not be paramount in making quality determinations.

D. GOALS

Goal 1: Create a data warehouse to store crash and other ancillary transportation safety data. The data warehouse will have the ability to be queried and generate reports. (In-progress)

Goal 2: Create a comprehensive, formal quality control program for crash data. (In-progress)

Goal 3: Make one hundred percent (100%) of crash and citation data origination reported electronically, by the end of calendar year 2015 (12/31/2015). (In-progress)

Please note that the DMV, a division of the DOT presently only accepts crash data electronically through the use of the Traffic and Criminal Software System (TraCS).

Goal 4: Make useful, quality information readily available on time and in a useful, user-friendly format to organizations that need it for program development, management and/or evaluation, and to the general public, as appropriate. As part of this goal, provide readily accessible, up-to-date documentation of the types, quality and access points for all these data. (Has occurred only partially with regard to the TraCS system of MV4000 crash reporting to the present crash database system)

Goal 5: Support data improvements at all levels of government that minimize duplication, improve uniformity, advance electronic data collection and facilitate data access and use. (This level of coordination has not occurred)

Goal 6: Coordinate traffic safety information with related public health, safety and security information to minimize duplication of effort and inefficient use of resources, and to enable multi-factorial analyses. (In-progress)

Goal 7: Ensure that any proposed improvement to a component of this information system is discussed in a forum that includes collectors, managers, and users of all the system components, so that potential partnerships and problems can be identified and addressed. (In-progress)

Goal 8: Ensure that any proposed improvement to a part of this information system will take into account state and national data standards and reporting requirements affecting all components of the system. (In-progress)

Goal 9: Ensure TRCC involvement at all stages in future Strategic Planning efforts, by establishing a forum for discussion, by the TRCC of all issues and initiatives to be addressed in the new Plan including the findings of the Traffic Records Assessment. (In-progress)

Goal 10: Restart the TRCC Policy Group as the executive level TRCC. (Has not occurred)

Goal 11: Strengthen the effectiveness of the Technical group by reshaping its focus and preparing agendas that include more attention on the following:

- The monitoring of data quality and developing quality control programs. (In-progress)
- The planning of needed traffic records improvements without regard to funding source. (Has not occurred)
- The instilling of a sense of community by building systems, which serve the interest of not only individual members, but public and traffic safety as a whole. (Has only partially occurred)

The following Goals all in red are new and were gleaned from the 2014-2016 Strategic Highway Safety Plan.

Goal 12: Improve Design and Operation of Intersections.

Goal 13: Reduce Speed-Related Crashes/Curb Aggressive Driving.

Goal 14: Reduce Head-On and Cross-Median Crashes – Prevent/Mitigate Roadway Departure Crashes.

Goal 15: Provide Safe Pedestrian and Bicycle Travel.

Goal 16: Reduce Alcohol/Drug-Impaired Driving.

Goal 17: Reduce Driver Distraction/Improve Driver Alertness.

Goal 18: Reduce the Number of Unbelted Fatalities and Serious Injuries.

Goal 19: Improve Teen Driver Performance – Ensure Drivers are Licensed/Competent – Sustain Proficiency in Older Drivers.

- Improve Teen Driver Performance.
- Ensure Drivers are Licensed/Competent.
- Sustain Proficiency in Older Drivers.

Goal 20: Improve Motorcycle Safety.

Goal 21: Improve Traffic Incident Management/Safe Travel in Bad Weather.

E. Objectives: 2010-2014

Promote Automation of Data Collection and Transmission:

1. Create a data warehouse to gather crash and ancillary traffic safety data. A pilot project will be implemented within a given county and its respective law enforcement agencies by 2013. If the pilot is affirmative in showing statewide feasibility, the data warehouse will then be scaled up for statewide use. Please note that the statewide scaling is beyond the timeframe of this plan, thus will not be covered at this time.

- A. The pilot data warehouse must have the capability to be queried and generate ad hoc reports.
- B. The pilot data warehouse must have the following formal quality controls measures incorporated into its processes:
 - A complete set of operationally-relevant data quality performance measures for the crash system.
 - A formal method of counting and tracking errors and providing feedback to law enforcement agencies.

- A link between error tracking and training content so that common errors can be documented and addressed in the academies and in periodic refresher training.
- Improved coordination with key users to ensure that errors noted by users of the data are corrected (where feasible) and addressed in training, instruction manuals, and help files for data collectors.
- Periodic audits of crash reports comparing the narrative and diagram to the coded information on the form.
- Oversight by the TRCC, to include devoting time on the agenda to review of data quality measurements.

1. Create and implement the 2010-2014 statewide plans for implementation and maintenance of the TraCS system, including training of field data collectors and IT support staff. Continue automation of law enforcement data collection and transmission through support of the rollout and development of full functionality of the Badger TraCS suite of software, to result in capture of 100% of crashes, and 100% of citations electronically by 12/31/2015.

Calendar Year 2009 - (Objectives I. and II. were accomplished)

- I. 42% of all crashes and citations that meet the “Reportable Crash” and Wisconsin Uniform Traffic Citation (UTC) definitions will be reported by the end of Calendar year 2009. (Completed)
- II. 40% of all law enforcement agencies that have averaged reporting at least 20 crashes per year, defined as a “Reportable Crash”, for the 10 year period of 1998-2007 or over 200 UTCs in a given year, will be reporting electronically by the end of Calendar year 2009. (Completed)

Calendar Year 2010 - (Objectives III. and IV. were accomplished)

- III. 56% of all crashes and citations that meet the “Reportable Crash” and Wisconsin Uniform Traffic Citation (UTC) definitions will be reported by the end of Calendar year 2010. (Completed)
- IV. 52% of all law enforcement agencies that have averaged reporting at least 20 crashes per year,

defined as a “Reportable Crash”, for the 10 year period of 1999-2008 or over 200 UTCs in a given year, will be reporting electronically by the end of Calendar year 2010. (Completed)

Calendar Year 2011 - (Objectives V. and VI. were accomplished)

V. 70% of all crashes and citations that meet the “Reportable Crash” and Wisconsin Uniform Traffic Citation (UTC) definitions will be reported by the end of Calendar year 2011. (Completed)

VI. 64% of all law enforcement agencies that have averaged reporting at least 20 crashes per year, defined as a “Reportable Crash”, for the 10 year period of 2000-2009 or over 200 UTCs in a given year, will be reporting electronically by the end of Calendar year 2011. (Completed)

Calendar Year 2012 - (Objectives VII., VIII, and IX. were accomplished)

VII. 84% of all crashes and citations that meet the “Reportable Crash” and Wisconsin Uniform Traffic Citation (UTC) definitions will be reported by the end of Calendar year 2012. (Completed)

VIII. 76% of all law enforcement agencies that have averaged reporting at least 20 crashes per year, defined as a “Reportable Crash”, for the 10 year period of 2001-2010 or over 200 UTCs in a given year, will be reporting electronically by the end of Calendar year 2012. (Completed)

IX. 20% percent of all law enforcement agencies that have averaged reporting less than 20 crashes per year, defined as a “Reportable Crash”, for the 10 year period of 2001-2010 or less than 200 UTCs in a given year will be reporting electronically by the end of calendar year 2012. (Completed)

(This is the baseline for law enforcement agencies processing an average of less than 20 crashes per year)

Calendar Year 2013 - (Objectives X., XI, and XII. were accomplished)

X. 90% of all crashes and citations that meet the “Reportable Crash” and Wisconsin Uniform Traffic Citation (UTC) definitions will be reported by the end of Calendar year 2013. (Completed)

XI. 84% of all law enforcement agencies that have averaged reporting at least 20 crashes per year, defined as a “Reportable Crash”, for the 10 year period of 2002-2011 or over 200 UTCs in a given year, will be reporting electronically by the end of Calendar year 2013. (Completed)

XII. 40% percent of all law enforcement agencies that have averaged reporting less than 20 crashes per year, defined as a “Reportable Crash”, for the 10 year period of 2002-2011 or less than 200 UTCs in a given, will be reporting electronically by the end of calendar year 2013. (Completed)

Please note that starting calendar Year 2014, a web-based crash reporting system will be available for those agencies reporting less than an average of 20 crashes per year.

Calendar Year 2014

XIII. 96% of all crashes and citations that meet the “Reportable Crash” and Wisconsin Uniform Traffic Citation (UTC) definitions will be reported by the end of Calendar year 2014.

XIV. 94% of all law enforcement agencies that have averaged reporting at least 20 crashes per year, defined as a “Reportable Crash”, for the 10 year period of 2003-2012 or over 200 UTCs in a given year, will be reporting electronically by the end of Calendar year 2014.

XV. 70% percent of all law enforcement agencies that have averaged reporting less than 20 crashes per year, defined as a “Reportable Crash”, for the 10 year period of 2003-2012 or less than 200 UTCs in a given year as defined by the Division of Motor Vehicles, will be reporting electronically by the end of calendar year 2014.

Calendar Year 2015

XVI. 100% of all crashes and citations that meet the “Reportable Crash” and Wisconsin Uniform Traffic Citation (UTC) definitions will be reported by the end of Calendar year 2015.

XVII. 100% of all law enforcement agencies that have averaged reporting at least 20 crashes per year, defined as a “Reportable Crash”, for the 10 year period of 2004-2013 or over 200 UTCs in a given year, will be reporting electronically by the end of Calendar year 2015.

XVIII. 100% percent of all law enforcement agencies that have averaged reporting less than 20 crashes per year, defined as a “Reportable Crash”, for the 10 year period of 2004-2013 or less than 200 UTCs in a given year, will be reporting electronically by the end of calendar year 2015.

Improve Crash Data

1. Undertake projects to collect MMUCC elements and attributes in addition to those currently collected (PCR has 81/77 elements and 422/622 attributes: Data Dictionary has 101/111 elements and 465/787 attributes) starting Calendar Year 2010 and completing by the start of Calendar Year 2014.
2. Add 46 missing data elements and/or definitions required by NGA and MMUCC, and change definitions to comply with national standards; program commercial vehicle crash database and data collection forms to receive these changes in concert with the addition of other MMUCC elements and attributes starting Calendar Year 2010 and completing by the start of Calendar Year 2014.

Improve Roadway Information/GIS Location System:

1. Locate 90% of crashes on a base map of all roadways by the end of Calendar Year 2015, based upon the implementation of TraCS 10 starting Calendar Year 2011.

Improve Injury Surveillance Information:

(Objective 1. was accomplished)

1. Continue the automation of traffic safety data collection and transmission by supporting roll-out of the WARDS Ambulance Run data system, to capture no less than 50% of ambulance runs electronically by the end of Calendar Year, 2010. (Completed)
2. Undertake projects to collect NEMSIS data elements and attributes in addition to those currently collected (WARDS collects 122 elements that are currently found in the NHTSA Uniform Pre-hospital Dataset, and 75 (100%) of these are designated as national

elements), and to be able to export data to the NHTSA EMS data repository, by the end of the Calendar Year 2010.

(Objective 3. was accomplished)

3. Develop a data archive of injury information from hospital inpatient and emergency department data systems that can be used for traffic safety analyses by 2009. Develop links between records for the same. (Completed)

(Objective 4. was accomplished in 2014)

4. Provide on-line access to injury data by the end of Calendar Year 2012. (Completed)

Improve Access and Use:

1. Establish a communication plan for data. Identify format, detail and graphic user interface needs of all types of data users. Document the component files and analyses in Wisconsin’s traffic safety information data system, including descriptions of data quality and means of access, and provide for annual updates of the documentation by the end of Calendar Year 2011.
2. Establish and update baselines for key quality measures for each component of the TSIS files (roadway, crash, driver, vehicle, citation/adjudication, EMS, ED, hospital discharge), normalizing data (demographic, census, traffic, other), and for the other strategic components of the system (people, funding, materiel, etc.), establish mechanism for annual reviews and reports of quality improvement status by the end of Calendar Year 2014.
3. Perform and update environmental scans to identify government authorities or projects that may drive data collection decisions/formats. Identify SAFETEA-LU and other federal data requirements and determine where improvements can be made in Wisconsin’s data to allow for conformance to federal planning and programming requirements. Identify overlapping federal data requirements. Include these in the Documentation for Objective 1 above by the end of Calendar Year 2011.
4. Establish a repository of traffic crash data that is accessible to the general highway safety community, and develop a data archive of

injury information that can be used for traffic safety analysis by the end of Calendar Year 2013.

5. Identify, evaluate and implement technology that will assist with sharing and transferring data between agencies, extracting and retrieving data, analyzing data and disseminating data. Encourage coordination, completion and use of tools for on-line access to public health and safety data, such as the Justice Gateway and TransPortal, and develop a data archive of injury information that can be used for traffic safety analyses by the end of Calendar Year 2014.
6. Develop a training program to educate data users at various levels in analysis, collaboration and strategic decision-making techniques by the end of Calendar Year 2014.

The following Objectives all in red are new and were gleaned from the 2014-2016 Strategic Highway Safety Plan.

Improve Design and Operation of Intersections:

1. Reduce the 5-year average number of intersection crashes by 5% by 2016.
2. Reduce the 5-year average number of intersection injury crashes by 5% by 2016.
3. Reduce the number of fatal and incapacitating injury intersection crashes by 5% by 2016.

Reduce Speed-Related Crashes/Curb Aggressive Driving:

1. Reduce the 5-year average speed-related crashes by 5% by 2016.
2. Reduce the 5-year average speed-related injury crashes by 5% by 2016.
3. Reduce the number of fatal and incapacitating injury speed-related crashes by 5% by 2016.

Reduce Head-On and Cross-Median Crashes – Prevent/Mitigate Roadway Departure Crashes:

1. Reduce the 5-year average number of lane departure crashes by 5% by 2016.
2. Reduce the 5-year average number of lane departure injury crashes by 5% by 2016.

3. Reduce the number of fatal and incapacitating injury lane departure crashes by 5% by 2016.

Provide Safe Pedestrian and Bicycle Travel:

1. Reduce the 5-year average number of pedestrian/bicycle crashes by 5% by 2016.
2. Reduce the 5-year average number of pedestrian/bicycle injury crashes by 5% by 2016.
3. Reduce the number of fatal and incapacitating injury pedestrian/bicycle crashes by 5% by 2016.

Reduce Alcohol/Drug-Impaired Driving:

1. Reduce the 5-year average number of drug/impaired driving crashes by 5% by 2016.
2. Reduce the 5-year average number of drug/impaired injury crashes by 5% by 2016.
3. Reduce the number of fatal and incapacitating injury drug/impaired crashes by 5% by 2016.

Reduce Driver Distraction/Improve Driver Alertness:

1. Reduce the 5-year average number of distracted driving crashes by 5% by 2016.
2. Reduce the 5-year average number of distracted driving injury crashes by 5% by 2016.
3. Reduce the number of fatal and incapacitating injury distracted driving crashes by 5% by 2016.

Reduce the Number of Unbelted Fatalities and Serious Injuries:

1. Increase seat belt use by passenger vehicle front seat occupants to 86% by 2016.
2. Reduce unrestrained passenger vehicle occupant fatalities by 5% from the most recent five-year average.
3. Reduce unrestrained passenger vehicle occupant serious injuries by 5% from the most recent five-year average.

Improve Teen Driver Performance – Ensure Drivers are Licensed/Competent – Sustain Proficiency in Older Drivers:

1. Improve Teen Driver Performance.
 - A. (No outcomes in SHSP)
2. Ensure Drivers are Licensed/Competent.
 - A. (No outcomes in SHSP)
3. Sustain Proficiency in Older Drivers.
 - A. (No outcomes in SHSP)

Improve Motorcycle Safety:

4. Reduce the 5-year average number of motorcycle crashes by 5% by 2016.
5. Reduce the 5-year average number of motorcycle injury crashes by 5% by 2016.
6. Reduce the number of fatal and incapacitating injury motorcycle crashes by 5% by 2016.
7. Effectively increase the number of Class M Endorsed motorcyclists that are currently riding without appropriate licensure.

Improve Traffic Incident Management/Safe Travel in Bad Weather:

1. Increase the proportion of traffic crashes reported electronically via TraCS to 99% by 2016.
2. Increase the proportion of traffic convictions from citations issued via TraCS to 98% by 2016.
3. Reduce the number of fatalities and injuries in crashes in snow/ice/slush/wet conditions by 5% from the 2008-2012 average by 2016.

F. Baseline Data and Performance Measures for Primary Safety Files

File data managers recommended the appropriate and accurate measures for identified data deficiencies in their files (e.g., no TRA recommendations for the vehicle file therefore no measures at this time) or (e.g., inadequate access to crash data, therefore need baseline and objectives), and the TRCC will determine whether these should be priority objectives for the Strategic Plan and whether the identified projects address them.

IV.2015-2019 Projects – 2015 PLAN

FFY 2010-2014 Projects – 2010 Original Plan

#	Project	Lead	Priority	2015	2016	2017	2018	2019
Automation of Data and Transmission								
1.1.	Automate LE Data Collection		---					
	TraCS Hardware	SHSO/TAS	2	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
	Automate LE Data Collection/IS Data Services Professional-LTE			\$25,000				
	Subtotal Automation			\$ 25,000	\$ 0	\$ 0	\$ 0	\$ 0
Crash Data Improvements								
2.1.	Data Quality Audits							
	Crash Data Audit	UW-TOPS	2	\$0	\$0	\$0	\$0	\$0
	MV4000 Data Quality Assessment	UW-TOPS	2	\$0	\$0	\$0	\$0	\$0
	CMV Data Audit	UW-TOPS	2	\$0	\$0	\$0	\$0	\$0
2.2.	Law Enforcement Traffic Records							
	Data Warehouse	UW-TOPS	1	\$62,500	\$0	\$0	\$0	\$0
2.3.	Bicycle-Pedestrian Motor Vehicle crash data	UW-Milwaukee	1	\$ 30,000	\$ 0	\$ 0	\$ 0	\$ 0
2.4.	Crash Database Project	SHSO/TAS	1	\$ 900,000	\$ 0	\$ 0	\$ 0	\$ 0
2.5.	Correlating MV4000 Crashes with Wisconsin Lane Closure System Records for Enhanced Work Zone Safety Analysis:	UW-TOPS	1	\$ 18,500	\$ 0	\$ 0	\$ 0	\$ 0
	Subtotal Crash			\$ 1,011,000	\$ 0	\$ 0	\$ 0	\$ 0
Driver, Citation and Conviction Data Improvements								
3.3.	TraCS Hardware	UW-TOPS	---	\$0	\$0	\$0	\$0	\$0
	Subtotal Driver, Citation			\$0	\$0	\$0	\$0	\$0
Roadway and GIS Data Improvements								
4.5.	Spatial Crash Data Mining to Improve Site Selection for Initiating Warnings and Citations	UW-TOPS	1	\$ 30,000	\$ 0	\$ 0	\$ 0	\$ 0
4.6.	Supplanting Crash Data with Road Infrastructure Elements by Using Existing GIS-based Road Inventory	UW-TOPS	1	\$ 25,000	\$ 0	\$ 0	\$ 0	\$ 0
	Subtotal Roadway, GIS			\$ 55,000	\$ 0	\$ 0	\$ 0	\$ 0
Injury Surveillance Improvements								
5.4.	Hospital Data Archive	DHS/SHSO	1	\$ 30,000	\$ 0	\$ 0	\$ 0	\$ 0
5.5.	CODES Query/Data Portal	UW CHSRA	1	\$ 85,000	\$ 0	\$ 0	\$ 0	\$ 0
5.6.	CODES Data Distribution	UW CHSRA	1	\$ 50,000	\$ 0	\$ 0	\$ 0	\$ 0
5.7.	CODES Interstate Coordination	UW CHSRA	1	\$ 26,000	\$ 0	\$ 0	\$ 0	\$ 0
5.8.	Investigation of the benefits of CODES, CIREN, and MV4000 crash data	TOPS/DOT	2	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
5.9.	Incorporating Minnesota Hospital Records into CODES	DHS/SHSO	2	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

FFY 2010-2014 Projects – 2010 Original Plan

#	Project	Lead	Priority	2015	2016	2017	2018	2019
5.10.	Incorporating Iowa Hospital Records into CODES	DHS/SHSO	2	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
5.11.	Crash Outcome Data and Evaluation System (CODES) Record Linkage	DHS/SHSO	1	\$ 50,000	\$ 0	\$ 0	\$ 0	\$ 0
5.12.	WI EMS Record Linkage and Report Training	DHS/SHSO	1	\$ 65,000	\$ 0	\$ 0	\$ 0	\$ 0
Subtotal Injury Surveillance				\$ 306,000	\$ 0	\$ 0	\$ 0	\$ 0

Improved Access and Use

6.2.	WisTransPortal Crash Data Retrieval Training and Enhancements	UW-TOPS	2	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
6.8.	Safety Data Resource Portal	UW-TOPS	2	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
6.9.	Community Maps Maintenance and Enhancements	UW-TOPS	1	\$ 40,000	\$ 0	\$ 0	\$ 0	\$ 0
Subtotal Access and Use				\$ 40,000	\$ 0	\$ 0	\$ 0	\$ 0
Totals				\$1,437,000	\$ 0	\$ 0	\$ 0	\$ 0

2015 PROJECTS and FUNDING

#	Project	2015	2016	2017	2018	2019	15-19Total
Automation of Data and Transmission							
1.1.	Automate LE Data Collection/IS Data Services Professional-LTE	\$ 25,000	\$ -	\$ -	\$ -	\$ -	\$25,000
1.2.	Scope Changes to TraCS	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
1.3.	Add Functionality to TraCS	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
1.4.	Crash Rate Automation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
1.5.	MACH AVL System	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Subtotal Automation		\$25,000	\$ -	\$ -	\$ -	\$ -	\$25,000
Crash Data Improvements							
2.1.	Crash Data Audit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
2.2.	Law Enforcement Traffic Records Data Warehouse	\$62,500	\$ -	\$ -	\$ -	\$ -	\$62,500
2.3.	Bicycle-Pedestrian Motor Vehicle crash data	\$30,000	\$ -	\$ -	\$ -	\$ -	\$30,000
2.4.	Crash data project	\$ 900,000	\$ -	\$ -	\$ -	\$ -	\$ 900,000
2.5.	Correlating MV4000 Crashes with Wisconsin Lane Closure System Records for Enhanced Work Zone Safety Analysis:	\$18,500	\$ -	\$ -	\$ -	\$ -	\$18,500
Subtotal Crash		\$ 1,011,000	\$ -	\$ -	\$ -	\$ -	\$ 1,011,000
Driver, Citation and Conviction Data Improvements							
3.1.	TraCS/Citation Tracking System	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
3.3.	TraCS Hardware	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
3.5.	Develop Annual Driver History Reports	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Subtotal Citation/Conviction/Driver		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

2015 PROJECTS and FUNDING

#	Project	2015	2016	2017	2018	2019	15-19Total
Roadway, Traffic and Location Data Improvements							
4.1.	Automated Historical Crash Mapping	\$-	\$-	\$-	\$-	\$-	\$-
4.2.	Road/Centerline Address	\$-	\$-	\$-	\$-	\$-	\$-
4.3.	Google Crash Mapping	\$-	\$-	\$-	\$-	\$-	\$-
4.4.	Safety Data Summit	\$-	\$-	\$-	\$-	\$-	\$-
4.5.	Spatial Crash Data Mining to Improve Site Selection for Initiating Warnings and Citations	\$30,000	\$-	\$-	\$-	\$-	\$30,000
4.6.	Supplanting Crash Data with Road Infrastructure Elements by Using Existing GIS-based Road Inventory	\$25,000	\$-	\$-	\$-	\$-	\$25,000
Subtotal Roadway/Traffic/GIS		\$55,000	\$-	\$-	\$-	\$-	\$55,000
Injury Surveillance Improvements							
5.1.	Needs Assessment/System Integration	\$-	\$-	\$-	\$-	\$-	\$-
5.2.	EMS Data Entry Training	\$-	\$-	\$-	\$-	\$-	\$-
5.3.	EMS High-speed Internet/Equipment	\$-	\$-	\$-	\$-	\$-	\$-
5.4.	Hospital Data Archive	\$30,000	\$-	\$-	\$-	\$-	\$30,000
5.5.	CODES Query/Data Portal	\$85,000	\$-	\$-	\$-	\$-	\$85,000
5.6.	CODES Data Distribution	\$50,000	\$-	\$-	\$-	\$-	\$50,000
5.7.	CODES Interstate Coordination	\$26,000	\$-	\$-	\$-	\$-	\$26,000
5.8.	CODES, CIREN, & MV4000 Integration	\$-	\$-	\$-	\$-	\$-	\$-
5.9.	Incorporating Minnesota Hospital Records into CODES	\$-	\$-	\$-	\$-	\$-	\$-
5.10.	Incorporating Iowa Hospital Records into CODES	\$-	\$-	\$-	\$-	\$-	\$-
5.11.	Crash Outcome Data and Evaluation System (CODES) Record Linkage	\$50,000	\$-	\$-	\$-	\$-	\$50,000
5.12.	WI EMS Record Linkage and Report Training	\$65,000	\$-	\$-	\$-	\$-	\$65,000
Subtotal ISS		\$306,000	\$-	\$-	\$-	\$-	\$306,000
Access and Use Improvements							
6.1.	Data Resource Guide	\$-	\$-	\$-	\$-	\$-	\$-
6.2.	TransPortal Enhancements	\$-	\$-	\$-	\$-	\$-	\$-
6.3.	Web Map Service	\$-	\$-	\$-	\$-	\$-	\$-
6.6.	MREP Record Linkage	\$-	\$-	\$-	\$-	\$-	\$-
6.7.	High Hazard Location ID - multiple data sources	\$-	\$-	\$-	\$-	\$-	\$-
6.8.	Safety Data Resource Portal	\$-	\$-	\$-	\$-	\$-	\$-
6.9.	Community Maps Maintenance and Enhancements	\$40,000	\$-	\$-	\$-	\$-	\$40,000
6.10.	WARDS - Data Quality Audit and WiRover Pilot	\$-	\$-	\$-	\$-	\$-	\$-
6.11.	WARDS - Trauma Registry DB Integration	\$-	\$-	\$-	\$-	\$-	\$-
Subtotal Access/Use		\$40,000	\$-	\$-	\$-	\$-	\$40,000
Total		\$1,437,000	\$-	\$-	\$-	\$-	\$1,437,000

I. Signatures

The undersigned approve the State of Wisconsin's 2015-2019 Traffic Safety Information System Strategic Plan, support the State's application for federal funds and will commit the resources of their organizations to its success, as witnessed by their signatures on this document as of this date: _____ June 2015

Mark Gottlieb, Secretary of Transportation, Governor's Representative for Highway Safety
(Roadway, Crash, Driver, Citation/Conviction, Vehicle Files)

David Pabst, Director, Bureau of Transportation Safety,
Wisconsin Department of Transportation State Highway Safety Coordinator

Karen McKeown, State Health Officer and Administrator
Division of Public Health, Department of Health Services
(Injury Files – Ambulance Run, Emergency Department, Hospital Discharge, Trauma Registry)

David Cagigal, Administrator, Division of Enterprise Technology
Wisconsin Department of Administration, Chief Information Officer, State of Wisconsin

II. Baseline Data and Performance Measures for Primary Safety Files

File data managers recommended the appropriate and accurate measures for identified data deficiencies in their files (e.g., no TRA recommendations for the vehicle file therefore no measures at this time) or (e.g., inadequate access to crash data, therefore need baseline and objectives), and the TRCC will determine whether these should be priority objectives for the Strategic Plan and whether the identified projects address them.

Traffic Records Coordination Contact Information

Larry Corsi, Grants Specialist

WisDOT Bureau of Transportation Safety

4802 Sheboygan Avenue, Room 551 | P.O. Box 7936

Madison, WI 53707-7936

Phone (608) 266-3154 | Fax (608) 267-0441

Larry.Corsi@dot.wi.gov

APPENDICES

- One TRCC Policy Group Members and Affiliation
- Two TRCC Technical Group Members, File, Function and Affiliation
- Three Wisconsin's TSIS Component Files
- Four 2006 MMUCC Review
- Five 2012 NEMSIS Review
- Six 2014-2016 Strategic Highway Safety Plan Issue Areas
- Seven 2015 Project Descriptions (Short)

APPENDIX ONE

TRCC Policy Group Members and Affiliation

Mark Gottlieb, P.E.

Secretary of the Department of Transportation

Governor's Representative for Highway Safety

(Roadway, Crash, Driver, Citation/Conviction, Vehicle Files)

David Pabst, Director

WisDOT Bureau of Transportation Safety

State Highway Safety Coordinator

Kitty Rhoades

Secretary of the Department of Health Services

State Health Officer and Administrator

(Injury Files – Ambulance Run, Emergency Department, Hospital Discharge, Trauma Registry)

David S. Matthews, Administrator

Department of Justice, Division of Criminal Investigation

A. John Voelker

Director of State Courts Office

David Cagigal, Chief Information Officer, Administrator

Department of Administration, Division of Enterprise Technology

Brian M. Satula, Administrator

Department of Military Affairs, Division of Emergency Government

APPENDIX TWO

TRCC Technical Group Members, File, Function, and Affiliation

Member Organizations	Vote	Representative
DOT		
SHSO Chair (Tie vote)	V	Corsi, Larry
OPBF		Swissler, John
WisDOT		
SHSO		Romanski, Randy
SHSO (alt)	V	May, Neil
WSP- MCSAP	V	
WSP - TraCS	V	Harvey, Dave
WSP - TraCS (alt)		Wolfe, Paul
DMV BDS	V	Winkler, Tommy
DMV/BVS	V	Burkhart, Melissa
DMV/BVS (alt)		Wells, Ardis
DMV/FARS	V	Schwartz, Darlene
DTIM/BSHP	V	Schildt, Kelly
DTIM/BSHP (alt)	V	Schumacher, Harold
DTIM/BSHP-TRADAS (alt)		Forde, Susie
DBM/BITS - ITSA	V	DuChateau, JJ
DTSD/BHO	V	Porter, Brian
DTSD/BHO (alt)		Szymkowski, Rebecca
STATE AGENCIES AND ORGANIZATIONS (OTHER THAN DOT)		
DOJ/CIB TIME	V	Doberstein, Courtney
DOJ-WIJIS	V	Veitenheimer, Derek
DOA-GIO	V	Pulford, Curtis
DMA/DEG	V	Peterson, Steve
OSC-CCAP	V	Hicks, Kim
OSC-CCAP (alt)		
DHS/DPH-EMS	V	Happel, Chuck
DHS/DPH-EMS (alt)		
DHS/DPH-Data		
DHS/DPH/BHIP	V	Miller, Richard
Jefferson County – Hwy Ops		Udovich, Brian

Member Organizations	Vote	Representative
RESEARCH		
UW CHSRA-CODES		Bigelow, Wayne
UW TOPS Lab		Noyce, David
UW TOPS Lab (alt)	V	Bill, Andrea
UW TOPS Lab (alt)		Parker, Steven
LOCAL AGENCIES & ORGANIZATIONS		
WI County Hwy Assoc	V	Mandli, Gerald
UW-TIC		Pudloski, Steven
WI Chap, APA		Peterson, Gary
La Crosse Co SO	V	Lubinski, Bill
Dane County SO	V	Wepfer, Dave
Dane County SO (alt)		Boldt, Kristi
Madison PD	V	Hemming-Cotter, Carrie
Madison PD (alt)		Strasburg, Carl
EMS Advisory Committee	V	Lintz, Cal
Trauma MD	V	Johnson, Ken
WI Motor Carriers Association		Webb, Susan
FEDERAL PARTNERS		
NHTSA/GLR		Warren, Lynn
FHWA/WI Division		Jolicoeur, David
FMCSA/WI Division		Oesterle, Mark

APPENDIX THREE

State of Wisconsin Traffic Records Information System

WISCONSIN TSIS COMPONENT FILES/FUNCTIONS

CRASH

File/ Database/ Function Name	File/ Database Type	Description	Planned Updates?	Responsible organization
State Accident File – reportable crashes (MV4000) Driver Report of Accident File (MV4002)	Crash-reported by uniformed officer using state standard MV4000 form	Db2 relational database/ TraCS data entry. Car/Deer Report Table SAS Extracts consisting of Accident, Vehicle, Occupant, and Object datasets Reference Point location entered for crashes on roadways of state jurisdiction. Db2 tables, no reports	Complete TraCS strategic plan. Scope change to database, collection forms, to add or redefine MMUCC elements and attributes. Enhance imaging project.	WisDOT-DMV Bureau of Driver Services Citation and Withdrawals Section Program Services and Crash Records Unit Contact: Darlene Schwartz Phone: 608-266-8677 Darlene.Schwartz@dot.wi.gov 4802 Sheboygan Avenue, Room 305 Madison, WI 53707-7911
Large Truck/Bus File	Crash – self-reported, using state standard MV4002 form Crash – large truck/ bus supplement	Db2 tables	Scope addition of NGA and MMUCC elements, integration of crash and commercial vehicle crash files, separate form for NGA element collection.	WisDOT-WI State Patrol Bureau of Transportation Safety Motor Carrier Enforcement Section Contact: Richard Acklin Phone : 608-267-3150 Richard.Acklin@dot.wi.gov 4802 Sheboygan Avenue, room 551 Madison, WI 53707-7912
TransPortal Safety Data Warehouse, Community Maps, new Crash Data Warehouse	Crash, Roadway	Statewide transportation operations and safety data hub and management system that supports integration, management, analysis, and dissemination of real-time and historical ITS / traffic operations data through a centralized database and communications infrastructure. Supports data archiving, real-time traffic information services, transportation operations applications, and transportation research.	New crash database development begins January 2015. A complete redo of the present Crash Database System Updates for standardization of Community Maps	UW TOPS Lab Contact: Steven Parker Phone: 608-262-0052 sparker@engr.wisc.edu 1415 Engineering Drive 1212 Engineering Hall Madison, WI 53706

ROADWAY

File/ Database/ Function Name	File/ Database Type	Description	Planned Updates?	Responsible organization
State Trunk Network (STN) 11,000 miles of roads of state jurisdiction	Roadway	GIS database of centerline files, shape files and tables, for roadways of state jurisdiction. Contains route and reference point information along with intersection and lookup tables. 1/100 mile precision, linear reference system.	WisDOT is considering integrating the line work for STN and the line work for WISLR into one LCM network. This would benefit WisDOT in reporting HPMS and possibly incorporating addressing information into our GIS data.	WisDOT DTIM Bureau of State Highway Programs Data Management Section Contact: Kelly Schieldt Phone: 608-267-9748 Kelly.Schildt@dot.wi.gov 4802 Sheboygan Avenue, room 901 Madison, WI 53707-7913
Wisconsin Information System for Local Roads (WISLR) 100,000 miles of roads and streets of local jurisdiction	Roadway	Internet-accessible system that helps local governments and WisDOT manage local road data to improve decision-making, and to meet state statute requirements. With GIS technology, WISLR combines local road data such as width, surface type, surface year, shoulder, curb, road category, functional classification, and pavement condition ratings with interactive mapping functionality. The system allows users to display their data in a tabular format, on a map, or both.	See STN Planned Updates	WisDOT DTIM Bureau of State Highway Programs Data Management Section Contact: Susie Forde Phone: 608-266-7140 Susie.Forde@dot.wi.gov 4802 Sheboygan Ave, Room 901 Madison, WI 53707-7913
Roadway Inventory	Roadway	See above for STN and WISLR	See above for STN and WISLR	WisDOT DTIM Bureau of State Highway Programs Contact: See above for STN and WISLR

DRIVER

File/ Database/ Function Name	File/ Database Type	Description	Planned Updates?	Responsible organization
State Driver License File	Driver	DB2 relational database. A single driver record that pulls data nightly from linked WisDOT tables of citations, alcohol tests, arrests, crashes, BAC suspensions, electronic or 3d party vendor recording of court dispositions, alcohol/drug assessments and compliance with alcohol/drug plans, license withdrawals, occupational licenses and reinstatement of operating privileges. Abstracts are available from DMV.	Link to student records from WI Motorcycle Rider Education Program	WisDOT DMV Bureau of Driver Services Citations and Withdrawals Section Contact: Reginald Paradowski Phone: 608-264-7002 Reginald.Paradowski@dot.wi.gov 4802 Sheboygan Avenue, Room 301 Madison, WI 53707-7911
CDLIS Commercial Driver's License Information System	Driver - Commercial	WI connects to the CDLIS and the National Driver Register (NDR) to exchange information about CMV drivers, traffic convictions, and disqualifications. Both the CDLIS and NDR are required for driver's record checks.		WisDOT-WI State Patrol Bureau of Transportation Safety Motor Carrier Enforcement Section Contact: Richard Acklin Phone : 608-267-3150 Richard.acklin@dot.state.wi.us 4802 Sheboygan Avenue, room 551 Madison, WI 53707-7912
SAFETYNET	Driver/ Carrier/ Vehicle/ Crash Commercial	Database for interstate carriers domiciled in WI. Contains information on vehicle inspections, audits, crashes, carriers and drivers. USDOT# is the linkage variable.		WisDOT-WI State Patrol Bureau of Transportation Safety Motor Carrier Enforcement Section Contact: Richard Acklin Phone : 608-267-3150 Richard.acklin@dot.state.wi.us 4802 Sheboygan Avenue, room 551 Madison, WI 53707-7912
Motor Carrier Management Information System MCMIS	Carrier information/ Commercial	National repository MCMIS is a national repository of information about the safety fitness of commercial motor carriers and hazardous material (HM) shippers subject to the Federal Motor Carrier Safety Regulations and the Hazardous Materials Regulations. This information is available to the general public through the MCMIS Data Dissemination Program.		WisDOT-WI State Patrol Bureau of Transportation Safety Motor Carrier Enforcement Section Contact: Richard Acklin Phone : 608-267-3150 Richard.acklin@dot.state.wi.us 4802 Sheboygan Avenue, room 551 Madison, WI 53707-7912

ENFORCEMENT/ADJUDICATION (Part 1)

File/ Database/ Function Name	File/ Database Type	Description	Planned Updates?	Responsible organization
State Citation File	All traffic citations, using state UTC	Db2 relational database		WisDOT DMV Bureau of Driver Services Citations and Withdrawals Section Contact: Tommy Winkler Phone: 608-266-9901 Tommy.WinklerJr@dot.wi.gov 4802 Sheboygan Avenue, Room 305 Madison, WI 53707-7911
State Conviction File	Conviction	DB2 relational database of convictions entered on WI driver records. Summary reports available on the WisDOT Internet site updated ca monthly. Driver record abstracts are publicly available computer-generated copies of DMV's driver records for the preceding five years; and contain dates and types of traffic convictions, accidents, restrictions, and withdrawals.		WisDOT DMV Bureau of Driver Services Citations and Withdrawals Section Contact: Tommy Winkler Phone: 608-266-9901 Tommy.WinklerJr@dot.wi.gov 4802 Sheboygan Avenue, Room 305 Madison, WI 53707-7911 WisDOT DMV
Alcohol Drug Assessments	Post-conviction	County agencies provide AODA assessments and treatment plans for drivers convicted of OWI/PAC, and reports to DMV on progress toward completing the plan or education through WI Tech. College System.		Contact varies by County Agency
Alcohol & Drug Testing	Citation	Blood and urine testing for coroners and medical examiners, and for law enforcement for alcohol and drug content for traffic safety and other motor vehicle matters.		Wisconsin State Lab of Hygiene Department : Toxicology Unit: Alcohol/Drug Analysis Contact: Amy Miles Phone: 608-224-6247 Amy.Miles@slh.wisc.edu PO Box 7996 Madison, WI 53707-7996
Alcohol Breath Tests	Citation	Evidential breath testing program in every county (230 sites). Results are captured via Intoxinet and uploaded daily to WSP and DMV.		WisDOT WI State Patrol Bureau of Transportation Safety Chemical Test Section Contact: Susan Hackworthy Phone: 608-243-2949 Susan.Hackworthy@dot.wi.gov 3502 Kinsman Blvd Rm 99A Madison WI 53704
Intoxinet	Transmission	Electronic transmission network from breath test instruments located around the state to the WisDOT repository		WisDOT WI State Patrol Bureau of Transportation Safety Chemical Test Section Contact: Susan Hackworthy Phone: 608-243-2949 Susan.Hackworthy@dot.wi.gov 3502 Kinsman Blvd Rm 99A Madison WI 53704

ENFORCEMENT/ADJUDICATION (Part 2)

File/ Database/ Function Name	File/ Database Type	Description	Planned Updates?	Responsible organization
TIME System	Transmission	Law enforcement message switch and network that provides criminal justice employees with on-line, real-time information on wants and warrants, driver license and vehicle registration, criminal history, etc. Connects 7,600 WI computers to NCIC, NLETS, WisDOT, DNR and DOC.		WI Dept. of Justice Law Enforcement Services Crime Information Bureau Contact: Courtney Doberstein Phone: 608-266-0872 dobersteincl@doj.state.wi.us 17 W. Main St. Madison, WI 53703
WI Law Enforcement Network (WILENET)	Transmission	Extranet for law enforcement		WI Dept of Justice Law Enforcement Services Crime Information Bureau Contact: Derek Veitenheimer Phone: 608-266-7185 veitenheimerdj@doj.state.wi.us 17 W. Main St. Madison, WI 53703
Collaboration between AAMVA and NLETS for DL Exchange (CANDLE)	Transmission	WI part of a national project to develop and deploy standards and solutions to exchange standardized driver and motor vehicle records over the NLETS network increasing the efficiency and effectiveness of law enforcement driver-related inquiries. Transformation of driver and vehicle data into GJXDM.		WI Dept of Justice Law Enforcement Services Crime Information Bureau Contact: Derek Veitenheimer Phone: 608-266-7185 veitenheimerdj@doj.state.wi.us 17 W. Main St. Madison, WI 53703
Criminal History Repository	Conviction	Contains arrest and conviction info on more than 1,000,000 individuals, dating back to 1971. Every record is supported by positive fingerprint identification. Used in criminal record checks		WI Dept of Justice Law Enforcement Services Crime Information Bureau Contact: Derek Veitenheimer Phone: 608-266-7185 veitenheimerdj@doj.state.wi.us 17 W. Main St. Madison, WI 53703
Wisconsin Justice Information Sharing (WIJIS) Justice Gateway and Enterprise Service Bus (ESB)	Transmission	Pilot project creating secure web portal for justice agencies and local enforcement records management systems for sharing criminal/traffic information, and posting electronic citation data uploaded from TraCS.		Department of Administration Office of Justice Assistance Wisconsin's Justice Information Sharing Program Contact: Derek Veitenheimer Phone: 608-266-7185 veitenheimerdj@doj.state.wi.us 17 W. Main St. Madison, WI 53703
Wisconsin State Intelligence Center WISC	Transmission	The state's primary intelligence analysis and dissemination facility, located in the DOJ Division of Criminal Investigation, designed to serve all law enforcement and criminal justice entities in the state and potentially non-law enforcement users as well.	Proposed coordination of intelligence and information sharing between Health Alert Network, State Emergency Management GIS System, the Justice Gateway and the WISC.	WI Dept of Justice Law Enforcement Services Crime Information Bureau Contact: Derek Veitenheimer Phone: 608-266-7185 veitenheimerdj@doj.state.wi.us 17 W. Main St. Madison, WI 53703

ENFORCEMENT/ADJUDICATION (Part 3)

File/ Database/ Function Name	File/ Database Type	Description	Planned Updates?	Responsible organization
WIBRS	Incident	WI version of National Incident-based Reporting System	Scope project, develop short and long WIBRS compliant forms for inclusion in Badger TraCS suite.	Office of Justice Assistance Statistical Analysis Center (SAC)
WI Enterprise GIS (WEGIS)	Location	Office of the state GIO is developing a GIS Communications Program, Strategic Plan, Data Repository, WEGIS Web Mapping Infrastructure and Services, and Addressing Tool. Team members from DOT, DNR, DATCP, DHFS, DMA, SCO and DOA	Development began January 2006 – look for opportunities to integrate TSIS locations.	Department of Administration Division of Enterprise Technology Geographic Information Office Contact: Derek Veitenheimer Phone: 608-266-7185 veitenheimerdj@doj.state.wi.us 17 W. Main St. Madison, WI 53703
Justice Workflow Engine (formerly known as the Enterprise Service Bus)	Transmission	Routes data in established formats between data systems. TraCS data uploaded and routed by enforcement agency through the ESB to DA-IT, CCAP, COWS and DMV.		Department of Administration Office of Justice Assistance Wisconsin's Justice Information Sharing Program (WIJIS) Contact: Jeff Sartin Phone: 608-261-6603 Jeff.Sartin@Wisconsin.gov 1 S. Pinckney St., Suite 615 Madison, WI 53703-2892
Circuit Court Automation Project (CCAP)	Conviction/ disposition	Online state courts case management system. 60% of traffic citations and all 2nd and subsequent citations are heard in WI's 72 county circuit courts. Clerks and judges in 71 of 72 counties have Internet access in the courtroom and offices; open public Internet access through WI Circuit Court Access.		Director of State Courts Office Contact: A. John Voelker, Director Phone: 608-266-6828 <No email address available> 16E Capitol Building P.O. Box 1688 Madison, WI 53701-1688
Court Ordered Withdrawal System (COWS)	Conviction/ disposition	249 municipal courts may hear first offense OWI and other traffic violations. Larger courts have private vendor interfaces to DMV and smaller courts may use the WisDOT DMV COWS Web Application		WisDOT DMV Bureau of Driver Services Citations and Withdrawals Section Contact: Tommy Winkler Phone: 608-266-9901 Tommy.WinklerJr@dot.wi.gov 4802 Sheboygan Avenue, Room 305 Madison, WI 53707-7911
WI DA Information Technology and PROsecutor TEchnology for Case Tracking (PROTECT)	Prosecution	Online statewide prosecution case management system provides district attorneys with e-tools and services to track and prosecute cases in 69 of 72 counties. PROTECT is a comprehensive case tracking tool interfaced with TraCS and CCAP		Dept of Administration Office of the Secretary Division of Enterprise Technology Bureau of DA-IT (District Attorney Information Technology) Contact: Brenda Ray Phone: 608-264-7894 Brenda.Ray@Wisconsin.gov 101 E. Wilson St, 8th Floor Madison, WI 53703

VEHICLE

File/ Database/ Function Name	File/ Database Type	Description	Planned Updates?	Responsible organization
State Vehicle Database – Registration and Titling System (RATS)	Vehicle	Db2 Files redesigned in 2004 as part of DMV Business Redesign.		WisDOT DMV Bureau of Vehicle Services Vehicle Records & Info Section Contact: Melissa Burkhart Phone: 608-261-2572 Melissa.Burkhart@dot.wi.gov 4802 Sheboygan Ave., Room 851 Madison, WI 53705
International Registration Program (IRP)	Vehicle - Commercial	Contains information of CMV licensing of Interstate carriers. A component of CVISN (FMCSA program that connects driver and vehicle databases to safety information)		WisDOT DMV Bureau of Vehicle Services Vehicle Records & Info Section Contact: Melissa Burkhart Phone: 608-261-2572 Melissa.Burkhart@dot.wi.gov 4802 Sheboygan Ave., Room 851 Madison, WI 53705
International Fuel Tax Association (IFTA)	Vehicle - Commercial	Contains information of CMV fuel tax for Interstate carriers. A component of CVISN (FMCSA program that connects driver and vehicle databases to safety information)		WisDOT DMV Bureau of Vehicle Services Vehicle Records & Info Section Contact: Melissa Burkhart Phone: 608-261-2572 Melissa.Burkhart@dot.wi.gov 4802 Sheboygan Ave., Room 851 Madison, WI 53705

INJURY SURVEILLANCE

File/ Database/ Function Name	File/ Database Type	Description	Planned Updates?	Responsible organization
WI Mortality Data	Injury – Vital Records, Death Certificate Data	Name, address, DOB, DOD, date of injury, location, ICD-10 diagnosis and treatment codes.	On-line reporting of death certificate information to State Vital Records	Dept of Health Services Division of Public Health Bureau of Health Information and Policy Contact: Richard Miller Phone: 608-267-3858 Richard.Miller@dhs.wisconsin.gov 1 W. Wilson St, Room 131 Madison, WI 53703
WI Hospital Inpatient Discharge Data	Injury – WI hospital discharges reported to WHA	Name, address, DOB, DOD, dates of hospitalization, hospital location, ICD-9-CM diagnosis and treatment codes, and discharge status.		Wisconsin Hospital Association and Dept of Health Services Division of Public Health Bureau of Health Information and Policy Contact: Richard Miller Phone: 608-267-3858 Richard.Miller@dhs.wisconsin.gov 1 W. Wilson St, Room 131 Madison, WI 53703
WI Emergency Department Data	Injury – WI ED visits reported to WHA	Name, address, DOB, DOD, date of injury, location, ICD-9-CM diagnosis and treatment codes.	Improving timeliness, completeness, records integration and accessibility	Wisconsin Hospital Association and Dept of Health Services Division of Public Health Bureau of Health Information and Policy Contact: Richard Miller Phone: 608-267-3858 Richard.Miller@dhs.wisconsin.gov 1 W. Wilson St, Room 131 Madison, WI 53703
State Trauma Care System Registry	Injury – ARR through Rehab for subset of cases	Proprietary Digital Innovations web-based entry system for all Level III and IV trauma care facilities and upload capabilities for all Level 1 and II ACS-verified Trauma Centers. Data submitted quarterly and aggregate data will be available to Regional Trauma Advisory Councils; WI data will be submitted to National Trauma Data Bank. System live July 2006. New Data Information Sharing Group	Stable source of funding for system support and analysis	Dept of Health Services Division of Public Health Bureau of Communicable Diseases and Emergency Response (BCDER) Contact: Jennifer Ullsvik (Interim) Phone: 608-267-7178 jennifer.ullsvik@dhs.wisconsin.gov 1 W. Wilson St, Suite 1150 Madison, WI 53701-2659
Wisconsin Ambulance Run Data System (WARDS)	Injury - ARR	Proprietary Image Trend web-based entry system for all EMS providers and participating hospitals. Aggregate data will be available for the Regional Trauma Advisory Councils. WI data will be submitted to National Trauma Data Bank. System live in April 2006. New Data Information Sharing Group.	Increase training of providers and access to high-speed internet. Develop standard reports. Make data available for linkage and analysis. Investigate entry using tablet PCs.	Dept of Health Services Division of Public Health Bureau of Emergency Medical Services Contact: Charles Happel Phone: 608-266-0471 Charles.Happel@dhs.wisconsin.gov 1 W. Wilson St, Room 133 Madison, WI 53703
WI CODES Project	Injury, Crash, Roadway	Linked crash to hospital discharge data 1994-2002; linked ED 2002; state and county-level annual summary and ad hoc reports in flat files available on UW CHSRA CODES site.	Improve timeliness, completeness, record integration and access to data	UW Center for Health Systems Research & Analysis Contact: Wayne Bigelow Phone 608-263-4846 wayne_bigelow@chsra.wisc.edu WARF Bldg 610 Walnut Street, Room 1150 Madison, WI 53705

APPENDIX FOUR

Model Minimum Uniform Crash Criteria (MMUCC)

2006 MMUCC Review Available upon request.

APPENDIX FIVE

National EMS Information System (NEMSIS)

2012 NEMSIS Review Available upon request.

APPENDIX SIX

2014-2016 Strategic Highway Safety Plan Issue Areas

Executive Summary

Wisconsin's Strategic Highway Safety Plan (SHSP) is a statewide, comprehensive, data-driven plan that provides a synchronized framework for reducing fatalities, injuries, and crashes by 5% by 2016. The SHSP examines various issue areas that affect highway safety in Wisconsin. The ten highest priority issue areas and their associated tasks are listed below.

Improve Design and Operation of Intersections

Task 1: Improve data and decision support

Task 2: Knowledge development and knowledge sharing

Task 3: Concept implementation

Reduce Speed-Related Crashes/Curb Aggressive Driving

Task #1: Increase targeted enforcement and strengthen the efficiency of prosecutions

Task #2: Increase innovative education and outreach

Task #3: Implement sound engineering practices as a defense against unsafe driving behavior

Task #4: Provide research and data to support sound legislative policy

Task #5: Establish rational speed limits on state and local roads

Reduce Head-On and Cross-Median Crashes – Prevent/Mitigate Roadway Departure Crashes

Task 1: Develop and improve data and decision support systems for county/ municipal and state engineering to reduce the incidence and severity of lane departure crashes

Task 2: Develop/implement a comprehensive program to reduce the incidence and severity of lane departure crashes

Task 3: Analyze and develop roadside and pavement strategies focusing on low cost treatment for rural non-STH highways

Provide Safe Pedestrian and Bicycle Travel

Task #1: Improve/Update education for multiple audiences

Task #2: Increase and strengthen targeted enforcement

Task #3: Educate and implement bike/ped designs and countermeasures for Engineering

Task #4: Improve data/Information collection and decision support

Task #5: Assess legislative changes

Reduce Alcohol/Drug-Impaired Driving

Task #1: Improve data collection, sharing, and distribution

Task #2: Continue communication program

Task #3: Continue the Wisconsin Alcohol Policy Project

Task #4: Focus on prevention

Task #5: Focus on drinking among youth <25

Task #6: Promote transportation alternatives

Task #7: Continue overtime enforcement

Task #8: Streamline OWI process

Task #9: Improve drugged driving recognition

Task #10: Continue Traffic Safety Resource Prosecutor

Task #11: Create OWI courts

Task #12: Intensive Supervision Programs (ISP)

Task #13: Lower allowable BAC

Reduce Driver Distraction/Improve Driver Alertness

Task #1: Continue to focus on the use of rumble strips to address the issue of driver alertness

Task #2: Promote the Zero in Wisconsin (ZIW) campaign

Task #3: Create education campaigns with direct outreach to teens/young adults and adult drivers

Task #4: Review the effectiveness of Wisconsin's texting ban and the ability of law enforcement to enforce and properly report distracted driving

Task #5: Explore marketing and signage on roadways to remind drivers to stay alert and not to text and drive

Task #6: Determine if further research is needed on the effects of different types of roadway signage, stationary billboards, and mobile billboards on driver's visual and cognitive attention. Work with outdoor ads companies to assist in promoting rest stops as places to stop if motorist is drowsy

Task #7: Explore the possibility of creating incentives to motorist for safe driving records

Task #8: Keep abreast on upcoming vehicle technology and how it relates to distracted driving and vehicle safety and share this information accordingly

Reduce the Number of Unbelted Fatalities and Serious Injuries

Task #1: Increase public outreach to improve awareness

Task #2: Continue "Click It or Ticket" and other High Visibility Mobilization Initiatives

Task #3: Develop a proactive legislative agenda on occupant protection

Task #4: Continue the participation of external partners in the Seat Belt and Child Safety Seat Work Group

Task #5: Continue the federally-required annual field observation safety belt use survey

Task #6: Work with Child Safety Seat advocates to improve education for parents

Task #7: Work with automotive industry stakeholders

Improve Teen Driver Performance – Ensure Drivers are Licensed/Competent – Sustain Proficiency in Older Drivers**Improve Teen Driver Performance**

Task #1: DMV staff members will participate in Driver Education classes and "parents night" throughout the state when invited

Task #2: Maintain Teen Portal and cross link our portal with UW Children's Hospital's CrossRoads website

Task #3: Continue participation with professional associations, including Wisconsin Driver and Traffic Safety Education Association and the Wisconsin Professional Driving School Association

Task #4: Continue promotional activities of the National Teen Driver Safety Week

Task #5: Publish and provide outreach on the Parent's Supervised Driving Program Guide

Task #6: Use research from Virginia Tech to provide technical assistance to driver educators that supports them in enhancing parental engagement and parental awareness of GDL

Task #7: Migrate all teen driver education programs to online electronic submission of driver education completion certificates to improve ability to describe and analyze driver education impacts

Ensure Drivers are Licensed/Competent

Task #1: Strengthen commercial driver license (CDL) requirements and enforcement

Task #2: Increase enforcement activities related to traffic enforcement

Task #3: New Entrant Program

Task #4: Continue to provide resources and oversight to ensure drivers are trained, eligible and medically qualified for light vehicles and commercial vehicles

Task #5: Support partners at the Wisconsin Technical Colleges

Task #6: Continue to provide expertise and related services as needed to the legislature, the Department, and other stakeholders on online driver education

Sustain Proficiency in Older Drivers

Task #1: Continue to train and monitor DMV Field Staff

Task #2: Monitor the practices of other states and use of functional assessments to determine if there is a better practice for some of our screening

Task #3: Continue to provide special exam tests as a high-priority activity

Task #4: Provide resources on WisDOT website regarding driving with a disability, driving with a medical condition, senior drivers, and procedures for reporting unsafe drivers, and outreach to family members of senior and disabled drivers

Improve Motorcycle Safety

Task #1: Develop data acquisition, analysis and countermeasures

Task #2: Provide rider training

Task #3: Promote motorist awareness

Task #4: Reduce Impaired Riding

Improve Traffic Incident Management/Safe Travel in Bad Weather

Task #1: Broaden education for Traffic Incident Management

Task #2: Improve travel in bad weather/poor travel conditions

Task #3: Continue improving the efficiency and effectiveness of Delayed Recovery

APPENDIX SEVEN

2015 Project Descriptions (Short)

Bicycle-Pedestrian Motor Vehicle crash data.

Bob Schneider, from UW Milwaukee will be collecting Ped Bike motor vehicle crash data looking at crash report history and other examples of crash data for accuracy and to learn what can be done to prevent future crashes and injuries. Handouts were provided requesting \$9,400 for federal fiscal year 2014 and \$30,000 for federal fiscal year 2015.

IS Data Services Professional-LTE:

Dave Harvey provided information regarding the Mobile Architecture for Communications Handling (MACH) project. Wisconsin State Patrol would like to hire a limited term employee to assist in the addition of 150 to 190 public safety agencies into the MACH project. State Patrol has requested \$25,000 for federal fiscal year 2014 and \$25,000 for federal fiscal year 2015.

Spatial Crash Data Mining to Improve Site Selection for Initiating Warnings and Citations:

Andrea Bill, UW-TOPS, proposed a project that aims at mining the spatial interrelationships between warnings, citations, and crashes using data mining and statistical techniques. The results obtained from this research can be used to improve location election for initiating warnings and citations, requesting \$30,000 for federal fiscal year 2015.

Supplanting Crash Data with Road Infrastructure Elements by Using Existing GIS-based Road Inventory:

Andrea Bill, UW-TOPS, proposed this project that aims at the creation of a method to utilize position data included in the crash report form to supplement the roadway characteristics information included with each crash record through a feasibility analysis. The method will obtain the position information from the crash report, along with all the other fields, and link the fields to roadway information fields such as number of lanes, lane width, posted speed, curve radius, and median characteristics, among others to produce a powerful dataset. Supplemental roadway information will be obtained from the Signview and PhotoLog database, requesting \$25,000 for federal fiscal year 2015.

Community Maps 2015 Outreach Enhancements:

Andrea Bill, UW-TOPS proposed continuation of the joint Community Maps project running between UW and BOTS. UW-TOPS manages source code development and hosting of the system while BOTS manages the crash mapping process and outreach to the counties. Community Maps provides the 72 Traffic safety Commissions with an online interface for visualizing and mapping crash data, requesting \$40,000 for federal fiscal year 2015.

Law Enforcement Traffic Records Data Warehouse 2015 Pilot Development:

Andrea Bill, UW-TOPS, proposed the continuation of the project that will incorporate electronic crash, citation, and warning records into a centralized, cross jurisdictional data warehouse and to provide online capabilities to search those records for safety planning and law enforcement situational awareness. Requesting \$62,500 for federal fiscal year 2015.

Correlating MV4000 Crashes with Wisconsin Lane Closure System Records for Enhanced Work Zone Safety Analysis:

Andrea Bill, UW-TOPS proposed this project that will expand the research to review the overall accuracy and completeness of the MV4000 crash report construction zone flag by examining two cases 1) MV4000 construction zone flag crashes that do not match a WISLCS work zone record and 2) MV4000 crashes that

match WISLCS record but have not been marked with the construction zone flag, requesting \$18,500 for federal fiscal year 2015.

WI EMS Unit:

Chuck Happel EMS proposed projects focusing on linking pre-hospital with hospital data as well as data quality improvement by providing training to the ambulance services in properly completing a patient care report. EMS has requested funds to purchase a server, XML files, linkage adapters, software development and providing seven face to face training sessions for a total of \$65,000 in federal fiscal year 2015.

CODES Data Access and Interstate Cooperation:

Wayne Bigelow, UW-Center for Health Systems Research and Analysis (CHSRA) proposed a project to develop merged crash/health information data for use in providing online and other accesses to information related to the health outcomes resulting from motor vehicle related crashes in Wisconsin in 2013, requesting \$26,000 in federal fiscal year 2015.

CODES Data Analysis and Reporting:

Wayne Bigelow, UW-Center for Health Systems Research and Analysis (CHSRA) proposed a project to merge crash, hospital/ED and other data together to provide information for local and state policy makers, health professionals and academic researchers, requesting \$85,000 for federal fiscal year 2015.

Hospital Patient Data Archive Improvements 2015:

Richard Miller DHS handouts, This grant program has two objectives: (1) to improve the timeliness, accessibility, and completeness of the Wisconsin Hospital Patient Data Archive: Hospital Inpatient Discharge records and Hospital Emergency Department Visit records used for record linkage to WIDOT’s traffic crash records, and (2) to integrate the hospital records for each patient by matching their records and creating integrated data resources for CODES researchers and other injury epidemiologists, requesting \$30,000 for federal fiscal year 2015.

Crash Outcome Data and Evaluation System (CODES) Record Linkage:

Richard Miller DHS handouts This project will create the 2014 analytical datasets for the Crash Outcome Data and Evaluation System (CODES) by matching WIDOT’s 2014 traffic crash records to the victims’ hospital inpatient and emergency department records. It will also pilot procedures for matching traffic crash and hospital patient records to the Wisconsin Ambulance Run Data System (WARDS), requesting \$50,000 for federal fiscal year 2015.

Crash Database Project:

Randy Romanski distributed a handout detailing the Crash Database update/improvement project. This is a multi-department DOT project to improve collection and analysis of quality data, comply with federal standards, provide more certainty in qualifying for federal funding, and improve safety, requesting \$900,000 for federal fiscal year 2015.

TR-3:

SECTION 405C INTERIM PROGRESS REPORT

State: WI Report Date: 5/28/2015 Submitted by: Sgt. David Harvey Regional Reviewer:

System to be Impacted	<input checked="" type="checkbox"/> CRASH <input type="checkbox"/> DRIVER <input type="checkbox"/> VEHICLE <input type="checkbox"/> ROADWAY <input checked="" type="checkbox"/> CITATION/ADJUDICATION <input type="checkbox"/> EMS/INJURY OTHER specify:
Performance Area(s) to be Impacted	<input checked="" type="checkbox"/> ACCURACY <input checked="" type="checkbox"/> TIMELINESS <input checked="" type="checkbox"/> COMPLETENESS <input type="checkbox"/> ACCESSIBILITY <input checked="" type="checkbox"/> UNIFORMITY <input checked="" type="checkbox"/> INTEGRATION OTHER specify:
Performance Measure used to track Improvement(s)	Narrative Description of the Measure Improvements can be measured by the number of agencies and users that are utilizing the Mobile Architecture for Communications Handling (MACH) software.
Relevant Project(s) in the State's Strategic Plan	Title, number and strategic Plan page reference for each Traffic Records System improvement project to which this performance measure relates Limited Term Employee for Expansion of Mobile Architecture for Communications Handling rollout 2015
Improvement(s) Achieved or Anticipated	Narrative of the Improvement(s) Due to the ability of the MACH software to query driver and vehicle records databases and import the returned information into crash and citation forms, anticipated improvements would include more complete, accurate, timely and uniform data collection on crash and citation forms. Additional improvements include more coordinated, effective and quicker responses to crashes and other traffic events.
Specification of how the Measure is calculated/estimated	Narrative Description of Calculation / Estimation Method Currently the number of agencies using MACH and number of MACH users provides the best measure of the anticipated improvements.
Date and Baseline Value for the Measure	As of 10/15/2013 there was one agency using MACH in Wisconsin with 40 users.
Date and Current Value for the Measure	As of 05/29/2015 there are 80 agencies using MACH in Wisconsin with 2208 users.
Regional Reviewer's Conclusion	Check one <input type="checkbox"/> Quantitative performance improvement has been documented <input type="checkbox"/> Quantitative performance improvement has not been documented <input type="checkbox"/> Not sure
If "has not" or "not sure": What remedial guidance have you given the State?	
Comments	MACH has an automatic vehicle location (AVL) function that allows dispatchers and other officers to view officer locations on a shared map. It is anticipated that this function will reduce response times to crashes though a measure has not et been established.

405C INTERIM REPORT NARRATIVE

The Mobile Architecture for Communications Handling (MACH) software aids in the accuracy, timeliness, completeness, uniformity, and integration of crash data, by allowing Law Enforcement Agencies (LEAs) the ability to coordinate their efforts, when responding to motor vehicle crashes.

Use of the software specifically allows the scene of a crash to be secured in a timely manner, by the appropriate first responder personnel, in that a dispatcher who can see what first responders are available to secure a particular type of crash. For example: a first responder with hazmat certification would know how to secure a hazmat crash, where a specific type of material was spilled over the extent of a crash scene or beyond. But, with regard to the core crash database system, it also allows the first responder to gather more complete and pertinent evidence as to the cause of the crash and the process in how the crash occurred, creating more accurate, complete, and timely crash data, before the crash scene has become altered in some non-retrievable ways, where evidence is either degraded/destroyed or has been modified in some way as to not allow its gathering in an optimal manner. The MACH system also allows greater uniformity and integration of data, because it allows more first responders to arrive at a crash scene in a timely manner, whereas presently they can arrive at disparate times to the crash scene because of a lack of coordination that occurred in the previous statewide system of first responders. With this previous situation, even if the evidence were initially the same, it also may have been degraded over a given time

period, such as tread marks washing away in the rain because of the delay or the first responder not being able to arrive on the scene in a timely enough manner. First responders, when their arrival is coordinated, are able to enter data into crash reports more accurately. For example, a more coordinated arrival enables better knowledge of whether alcohol or drugs are involved in a crash.

The MACH application itself creates the factors for the improvement of the core crash data system, but only works well if it can be distributed statewide to a significant portion of first responders who process crash scenes as part of their core responsibility, such as law enforcement personnel. The number of software installations by law enforcement entities and other types of first responders is used as a proxy for a quantifiable measure for these improvements to the core crash data system. Eventually all first responders throughout the State of Wisconsin, using MACH, will be able to coordinate their efforts, in a timelier, more effective manner, creating input. This coordinated effort is making the crash system more accurate, timely, complete, and uniform, creating a more cohesive integrated crash system.

MACH Installations: Core data system being effected-Crash

Baseline Period April 1, 2013-March 31, 2014
Agencies using MACH: 3

Performance Period
April 1, 2014-March 31, 2015
Agencies using MACH: 60

Agency	Install Date	Current # of Users in Agency	Total Users at Time
Vernon County SO	9/12/14	38	38
Adams County SO	9/22/14	26	64
Kiel PD	10/1/14	17	81
Sparta PD	10/7/14	18	99
Tomah PD	10/7/14	21	120
Monroe County SO	10/7/14	40	160
Juneau County SO	10/13/14	35	195
La Farge PD	11/1/14	2	197
Lake Delton PD	11/11/14	24	221
Blue Mounds PD	11/11/14	6	227
Town of Freedom PD	11/12/14	4	231
Hillsboro PD	11/13/14	5	236
Berlin PD	11/14/14	14	250
Wood County SO	11/14/14	10	260
Omro PD	11/18/14	15	275
Clear Lake PD	11/18/14	-7	282
Manawa PD	11/19/14	13	-295
Adams PD	11/19/14	13	308
Marion PD	11/20/14	9	-317
Waupaca County SO	11/20/14	57	374
Walworth PD	11/21/14	10	-384
Town of Rome PD	11/24/14	12	396
Mishicot PD	11/24/14	3	-399
Sauk Prairie PD	11/25/14	16	415
La Crosse PD	12/3/14	92	~
Kewaunee County SO	12/5/14	34	541
Sturgeon Bay PD	12/9/14	22	563
Kronenwetter PD	12/11/14	11	574
Algoma PD	12/15/14	10	584
East Troy PD	12/18/14	10	594
Menomonie PD	1/7/15	28	622
UW Police - Stout	1/8/15	10	632
Baraboo PD	1/9/15	29	661
West Salem PD	1/12/~	11	672
Cameron PD	1/13/15	11	~
UW Police - Platteville	1/14/15	9	692
Crandon PD	1/21/15	6	698
Pulaski PD	1/22/15	12	710
Buffalo County SO	1/23/15	25	735
Dunn County SO	1/28/15	29	764
La Crosse County SO	1/29/15	44	808
Burnett County SO	1/30/15	32	840
Spooner PD	2/3/15	12	~
Washington Island PD	2/4/15	3	855
Shawano County SO	2/6/15	51	~
Waupaca PD	2/9/15	17	923
Pepin County SO	2/12/15	20	943
Westby PD	2/17/15	11	954
Durand PD	2/17/15	8	962
Pepin PD	2/17/15	4	966
Lake Mills PD	2/18/15	2/18/15	16 982
Platteville PD	2/19/15	28	1010
Coon Valley PD	2/19/15	2	1012
Wisconsin National Guard	2/25/15	15	1~
Wisconsin Emergency Management	2/25/15	14	1041
Onalaska PD	2/26/15	29	1070
Clark County SO	2/26/15	37	1107
Sauk County SO	3/3/15	65	1172
Siren PD	3/16/15	6	1178
Norwalk PD	3/25/15	2	1180

TR-4:

STATE OF WISCONSIN TRAFFIC RECORDS COORDINATING COMMITTEE

Wednesday June 11, 2014 1:00 pm to 3:00 pm

4802 Sheboygan Ave. DOT Hill Farms Building RM 364 Madison, Wisconsin

Call to Order:

Larry Corsi. June 11, 2014

Members present:

Larry Corsi BOTS, Neil May BOTS, Courtney Doberstein WI DOJ, Kelly Schieldt DOT OTIM, Andi Bill UW TOPS, Darlene Schwartz DMV, Chuck Happel WI EMS, Kim Hicks CCAP, Bill 'Lubinski La Crosse Co. Sheriff's Department, Wayne Bigelow UW CODES, David Harvey DSP/BFO, Richard Miller Dept of Health Services,

Guest:

Dave Jolicoeur FHWA, Tondra Davis BOTS, Lyn Warren NHTSA Region 5, Hank Weiss Dept of Health Services, Suman Banerjee UW Madison Computer Science,

Motion:

Motion made by Andrea Bill to approve minutes of March 26th, 2014 -Second by Richard Miller, vote passed as presented.

2015 Traffic Records Assessment:

Larry commented on the NHTSA requirement that 405C3 funding must go through an assessment every 5 years, our last assessment occurred in May, 2010. We are currently setting up an assessment in March of 2015, everyone involved in the TRCC funding could potentially be asked to participate in the assessment. A handout was shared which contained brief direction on how the assessment will be implemented. Lyn Warren, NHTSA shared how the use of electronic technology will be more interactive.

State Goals and Objectives:

Neil provided updates to the Goals and Objectives. A handout on the work that has been completed so far and potential projects/goals for the future were handed out and feedback requested.

Funding for MACH: \$50,000 Dave discussed the funding request associated with Google Maps. The first is \$10,000 so WSP may bring on additional agencies at no cost until July of 2015, this would cover the \$12.00 cost per computer for a year. The second, would allow the MACH Bot vendor to integrate code that has already been developed by DSP into MACH. There are 25 other states using MACH that would provide data that would then be accessible to Wisconsin Law Enforcement agencies.

Motion made by Andi Bill and Chuck Happel second to TRCC accepting the MACH proposal and funding in the FY 2014 and 2015.

WI EMS Unit TRCC Proposal:

\$65,000. Larry indicated that this project was approved at last meeting and we requested further details. Chuck Happel provided the following information, \$20,000 would be used to purchase and install a server to be a single point access for the XML files, \$15,000 to purchase linkage adapters for each database being connected to the server, and \$20,000 for software development and modified to the existing databases. Another \$10,000 to provide seven face to face training meetings for WARDS users statewide covering travel, logistics, and materials needed for the training.

TraCS Grant Approval:

Larry entertained a motion for the ongoing TraCS grant. Andi Bill moved and Kelly Schieldt seconded approval of \$100,000 for TraCS projects in FY 2015. Motion passed.

2015 ATSIP Conference Participation: Information regarding the 2015 Conference has been distributed, possibility of two members giving presentations at the 2014 Conference. The attendance fee \$430. early and \$380 for presenters. WI will consider sending three people this yea. If interested, please contact Larry.

Current Project Updates:

Review of KABCO found discrepancy in minor or moderate injury. Need to look at underrepresented findings. Law Enforcement has training issues to obtain accurate reporting. Computerized F2 linkage to helping information with a goal of accurately reported information. A survey will be forthcoming.

Tribal Crash Data is scarce due to the historical none reporting of any KABCO data except fatalities to DMV. Currently, we're working with Menomonee Tribe to begin obtaining more information and other data.

Brief preliminary data noted race and rate of disparity in reporting. WiRover WIFI software service has gone into some vehicles. It's still in a few Madison Metro and Van Galder buses to look at the networks and how we get the data. Ambulance data was recorded by using air cards. Noted a desire and need to do more to understand how the public safety radio can be used.

The update found CODES traffic crash data becoming timelier Richard said thanks to Darlene and Wayne's work of the traffic crash records being available earlier than in the past. The extracts of the MV4000 reports will be available in June. There are issues in getting Iowa data but in Minnesota this is becoming better and cross training has begun.

The CODES website has been updated with crash, seatbelt use, alcohol use and non-helmet use prior to crash. By the end of July new reports using 2012 data will show how it relates in health data.

DMV is migrating to using TraCS data as the users move to TraCS10. A survey asked questions about local agencies position/status. A hybrid is offering several examples of TraCS1 O.

A workgroup has begun meeting to determine how the MV4000 may be upgraded.

New Business:

Two national steering committees have been working and have asked Dar to become a member of the Executive Board. She is asking the TRCC for \$6,000 to cover her costs to attend the next two meetings. It was recommended to make a specific request in writing for next meeting.

Wayne Bigelow moved to adjourn, seconded by Richard Miller. Meeting Adjourned.

STATE OF WISCONSIN TRAFFIC RECORDS COORDINATING COMMITTEE

Thursday, September 18th, 2014

1:00 PM to 3:00 PM 4802 Sheboygan Ave -DOT-Hill Farms Building

Room 364 Madison, WI

1. Introductions, Housekeeping, Attendance Present

Neil May, BOTS, Larry Corsi, BOTS, Randy Romanski, BOTS; Darlene Schwartz, DMV; Kim Hicks, CCAP, Richard Miller, DHS, Chuck Happel, DHSIEMS, Ashley Bergeron, DHS; Wayne Bigelow, UW CODES; Bill Lubinski, La Crosse County Sheriffs Department, Bob Schneider, UW Milwaukee, Dave Jolicoeur, FHWA

2. Approval of June 11th, 2014 minutes

Approval delayed due to lack of a quorum.

3. March 2015 TRCC Assessment Update, Larry Corsi

The assessment takes place every five years, will take place again in March of 2015. More information will be collected online prior to the initial teleconference. This teleconference will give an overview of the process. After the assessment, the state will have 30 days to respond to the assessment results. Neil May has a master list of agencies that will need to participate in the process.

4. Overview of TSIS (Transportation Safety Information Systems) Plan, May

The members of the TSIS project have decided that they will wait to finalize any plan until after the TRCC Assessment to provide a more coordinated effort. The list of goals and objectives is still in process. One of the biggest funding needs is for the MV4000. More clarification is needed from BITS for revisions/linkage to the SR-22 system. The SR-22 system rewrite is separate from the IT request for the MV4000. Annual information distribution responsibility will be discussed. TRCC has approved \$900,000 of 405c/408 funding for FFY 2015 for the MV4000. The crash form will not be rolled out until 11/17. By the end of 2014, the list for fields included in the new form should be available. Other task inclusions from the Strategic Highway Safety Plan include getting exposure rates for bicycles, pedestrians, and motorcycles to be able to find normalizing factors giving the ability to draw out better data. After the previous traffic records assessment, it was suggested that the life cycle of the traffic records data form should be closer to three to five years that will also be added to the task list.

5. 2014 ATSIP (Association of Transportation Safety Data Professionals) Conference Participation Steven Parker and Richard Miller will be presenting on four different topics at the conference, TRCC has agreed to fund registration and all travel expenses.

6. CODES Data Set Improvements (Wayne Bigelow) Now that data is available much more quickly, CODES would like funding to process two data sets in one year as a new data processing method is adopted. The cost would be a \$24,000, a one-time expense, and would provide reports about six months sooner than the previous method. The cost would be added to the 2015 grant, a vote will take place in December of 2015 as there is not a quorum present. The data linkage with Minnesota has been successful, there is no longer a three year delay as it had been in the past.

7. Project Updates (Current 2014 TRCC Project Sponsors) Chuck, Wayne and Bob have their 2015 grants in the approval process, the rest have not yet been submitted.

Community Maps Project Status:

Upgrades have been made to support Google Maps API V3 and it has migrated to WisTransPortal virtualized server platform. Enhancements have been transitioned to BOTS administration, and search interface enhancements include KABCO and deer flag search filters, and the Channel 3000 Fatality Map with KMZ service is complete. Mapping enhancements include agency ability to directly enter latitude/longitude coordinates and support county defaults. Advanced search crash flag enhancements, and user group planning are in progress. 2015 projects include: continued maintenance and support, fall 2014 Community Maps user group meeting, data entry/mapping interface redesign (with user group), mapping performance and large dataset enhancements, and support for KML/KMZ overlays.

LETRDW Project Status:

In-progress items: crash data "P761-4015" file import process and "loader" database maintenance and enhancements, as well as TraCS warning schema development. The group would like to review the progress and plans with DMV to be sure that the project is on the right track. For 2015, project members would like to discuss/review the TraCS data transmission architecture with BOTS. All TraCS data pooling will be migrated to the TraCS XML web service rather than the current system. The TraCS warning and citations will also be pulled into the TraCS XML system. The hope is that all of these efforts will be in alignment with the MV400 crash database project.

KABCO Guide Project:

A handout was given to summarize the process and status of this project. If there are any questions or a copy of the update is needed, please contact Andi Bill.

Status Report of FFY 2014 Highway Safety Projects DHSIDP HIOffice of Health Informatics:

Richard Miller presented with a detailed handout on CODES Traffic Crash Record Linkage, Hospital Data Archive Improvement Project and On-Line Access to Injury Data from Mortality and Hospital Record. Please contact Richard Miller for further information or questions.

WiRover Project: Last year's efforts focused on the West Allis fire department, all vehicles were equipped and it became the primary means of connectivity. This has been expanded to DSP with slow progress, getting vehicles into the shop has been the biggest hurdle. Verizon and US Cellular will provide simultaneous connectivity to increase reliability.

Wayne Bigelow: In August finished reporting and analysis of community injury and crash reports. 1:17

Chuck Happel: Training of EMS services that utilize WRADS, 6 classes total. Good feedback. Requests for more training on how to create and develop and create own reports for those that aren't tech savvy. Grant \$\$ was also used for recording a DVD for local training methods. Reluctant to do so since new reporting methods are coming in next six months. Will not use funding. As soon as new software is available, will start proving screenshots and video to produce streaming video from website. This way training funds and material are more accessible and accurate for those seeking the information.

Bob Schneider:

Gave Neil and Larry presentation on pedestrian/bicycle crash mapping. This is a two phase project, phase one started in June 2014 and will continue through the fiscal year. Phase two begins in October 2015. Phase one looked at 100 detailed crash reports, a state wide look at concentrations of these crashes through GIS. It focused on class K and class A injury reports. Most concentrations in urban and suburban areas. Commonalities included higher speeds, multi lane roadways, and oblique intersections. Also noted were the visual complexities of the crash location. These visual distractions include signage, bus traffic, mixed use developments, and transitions to higher speed roadways where the driver is looking more at traffic patterns than pedestrians in the area. The team read through police narratives of these reports. For pedestrian crashes: crashes occurred when vehicle travelling straight and pedestrians entered roadway from right. Driver failure to yield, alcohol involvement, and nighttime were also common factors. Education, enforcement, and engineering changes are needed. Phase two will focus on bike/pedestrian fatalities. The team is looking to make analysis process more streamlined, and also looking at the exposure component. EMSIDHS records vs police report will be compared for location accuracy. With most severe injured, the location accuracy increases. There has also been an increase in fatal injuries for bicyclists that are being hit from behind on rural roads. Phase two looks to add to the database of detailed analysis of crash reports of fatalities, and produce a report on the methodology of collecting the data and make connections with the four Es, as well as make recommendations on new efficiencies for data analysis.

8. New Business

No new business presented.

9. Adjourn

For more information, contact Larry Corsi at 608-267-3154 or Neil May at 608-267-2470

STATE OF WISCONSIN TRAFFIC RECORDS COORDINATING COMMITTEE

Tuesday, December 9th, 2014

1:00 PM to 3:00 PM 4802 Sheboygan Ave -DOT-Hill Farms Building

Room 364 Madison, WI

1. Attendees:

Bob Schneider, UW Milwaukee; Bill Bremer, UW TOPS Lab; Dave Jolicoeur, FHWA; Andrea Bill, UW TOPS Lab; Chick Happel, DHSIEMS; Ashley Bergeron, DHS/DPH; Richard Miller, DHS/DPH; Neil May, BOTS; Brian Neil, DMV; Jessica Hayes, DSP; Dave Harvey, DSP; Tom Erdman, DSP; Theresa Nelson, DSP; Bill Lubinski, La Crosse County Sheriffs Department; Lynn Warren, NHTSA; Kelly Shieldt, DTIM; Brian Porter, DTSD; Brian Udovich, WCHAIJefferson County Highway Department; Randy Romanski, BOTS; Kim Hicks CCAP;

2. Approval of September 18th, 2014 minutes

Minutes approved with the notation that there was a minor spelling error to be addressed.

3. March 2015 TRCC Assessment Update

There will be a one hour teleconference/webinar that will focus on preparing for the March assessment. Lynn Warren explained that there will be detailed expectations and process explanations. Assessment questions have been distributed, detailed answers are necessary. Larry Corsi will distribute the questions to the appropriate TRCC members. The process will begin in March and will continue into April. The assessment guide indicates that the process will take 14 weeks, and contain three phases of analysis, then a final report. NHTSA will be looking for best practices to be refined, and shared among the states.

4. Project Updates (2015 TRCC Project Sponsors)

Bob Schneider, BikelPed Crash Analysis -Phase Two: Crash reports are being looked at in more detail, information is being added about movements before the crash, detailed roadway analysis, characteristics of crashes, and contains locations in all five DOT regions. Overall, the number of fatal crashes has decreased. Exposure statistics are given in the handout provided.

Consistent with previous research, higher speed roadways lead to more severe crashes and number of lanes on a roadway does not necessarily lead to more severe crashes. Nighttime crashes on non-lit roadways are more likely to cause fatalities in addition to those crashes involving alcohol. Bike fatalities tend to be over represented on rural roads, bikes being struck from behind lead to more severe injuries.

Future research: When looking at crash reports, alcohol use by party is difficult to track due to varying recording methods used for assigning party numbers to those involved making crash analysis much more difficult. Better exposure and ER data are needed. There is a trend for protective factors not to be reliably reported, if it is included in the report at all. There will also be more attention given to reporting traffic controls at intersections.

Dave Jolicoeur, BikelPed Initiative: NHSTA/FTA/USDOT are looking to identify locations to participate in the assessment, hoping to have a decision made by June. Looking deeper into gaps in various systems and align programs to bridge those gaps.

Tom Erdman, TRU: Handout on problems with current systems, and identifying current needs for TRU database. Largest complications come from being unable to make changes to software due to provider having gone out of business, as well as all year-end reports needing to be tabulated manually. Details are in the handout about both release dates (9/14 & 2/15), as well as a project timeline. As of this meeting, the project is \$15,000 under budget. All requests from TOPS Lab are in the database, and it meets or exceeds their needs. MV4000 will link with the TRU database for much better search capability. This new software will work better for TRU but transfer well to other law enforcement agencies. There will be a roll-out in January for DSP only, then will be available to other agencies after the test phase.

Richard Miller, CODES and related projects: A detailed handout was provided on the 2014 International Traffic Records Forum, and the presentation given at the forum is available upon request.

Traffic records matching process redeveloped from probabilistic to deterministic record linkage. 2012 hospital linkage was looked at with both methods for comparison, result gave indication that deterministic matching was

reasonable and at times a superior substitute. 2013 crash linkage was completed in October. This is the second year that data production has been completed three to four months earlier and it can reasonably be expected the new timeline for data release will continue.

The new injury scale will need to be released concurrent with the MV4000 release as the KABCO scale is no longer a sufficient data collection method.

Hospital data archive project managed hospital patient data. DHS receives quarterly report to develop patient linkages for epidemiologists, along with other state agencies. There is an online query available.

Andrea Bill: Steven Parker presented at the Traffic Records Forum on three topics. KABCO Project: Using linked data from CODES to compare officer reported injuries versus medical professionals' reports. Then created algorithm to provide officers with a decision tree to better classify injury severity. This new method provides much better accuracy than the KABCO scale.

Also presented was an algorithm developed for WisDOT to identify curves on local or state highways based on line work with an arc GIS that is able to identify curves, locate them, then come up with the data elements required by FHWA. Very helpful for reporting data measures. Currently working on refining the MATCH process as well as continuing work on Community Maps. Having meeting to decide what traffic data should be included to assist with linking traffic data with crash data.

Chuck Happel: Last year, training for EMS services needing to use WARDS was completed. Five training sessions were completed, first had very low attendance but the rest were well attended with excellent feedback. A preview for new Nemesis 3 portal is needed, before beta testing. This year training emphasis will be on new database training as well as the linking program between the trauma registry, hospital data and WARDS. Currently working with the IT department on purchasing.

Dave Harvey: The new L TE has made significant progress bringing new agencies into MACH. There is still more agency interest than DSP is able to handle. Seven county agencies have been added, which is helpful to increasing local agency interest. This helps give a support structure as well as opportunities for joint training and takes some support pressure off of DSP. Progress includes new map layers, 31 agencies are now using MACH (up from three this summer), and the number of users has increased to 1,300. The hope is to get 5,000-6,000 online, and automation of some tasks will be necessary for growth. MACH has proven to be helpful with coordinating coordinated agency efforts during large-scale weather emergencies, as well as OWI Task Force deployments

5. New Business

Andrea Bill for Amber Marlow: Seeking funding to add crashes occurring on tribal roads to the Community Maps project. This funding would provide for a pilot test, and updates maps from 2012 to 2014. Funding would also verify roads as well and obtaining feedback from tribal governments on the value of adding these crashes to Community Maps. The project timeline would be from January through December of 2015 with a budget of \$18,500. Richard Miller made a motion for approval, second by Chuck Happel. Grant approved.

Andrea Bill: The UW TOPS Lab is seeking \$12,500 to support training for the new crash report form. Training materials would be developed with law enforcement agencies and would include writing help screens, brought together by contributing committees. A help button would replace the manual, though it could be printed if users found it necessary. Motion to approve made by Bill Lubinski and second by Richard Miller. Grant approved.

Dave Harvey: Seeking an additional grant from TRCC for \$58,000 for MACH devices, support and installation. MACH is dependent on cellular connectivity, though currently there are many dead zones as Verizon is the only available provider. Adding WiRover would help increase connectivity for many agencies, especially DSP and DNR working in rural areas that also present topographical challenges. Connectivity problems have been addressed with MiFi and signal boosters, which are helpful but not enough to combat the issues at hand. Funding would be targeted for four units that are regularly in known problem areas for MACH. DSP is providing the Verizon service and vehicles, and a minimum of a 25% match. The additional support could also allow for future

video live streaming from squads. Bill Lubinski moved to approve the grand, and Richard Miller, second, grant approved.

6. Adjourn

For more information, contact Larry Corsi at 608-267-3154 or Neil May at 608-267-2470

STATE OF WISCONSIN TRAFFIC RECORDS COORDINATING COMMITTEE

Wednesday, February 25th, 2015

1 :00 PM to 3:00 PM

4802 Sheboygan Ave -DOT-Hill Farms Building

Room 364

Madison, WI

1. Introductions:

Housekeeping, Attendance: Warren Warrington, Menominee Tribal Police; Laura Vande Hey, DSP/IBOTS; Bernard Coxhead, DSP/BOTS; Neil May, DSP/BOTS; Randy Romanski, DSP/IBOTS, Larry Corsi, DSP/BOTS; Andrea Olson, CCAP; Brian Udovich, Jefferson County Highway Dept/WCHA; Bill Lubinski, La Crosse County Sheriffs Department; Dave Jolicoeur, FHWA; Mike Schumacher, DTIMIBSHP; Chuck Happel, DHS; Julie Forcier, DHS; Richard Miller, DHS; Wayne Bigelow, UW Madison, CODES; Trevor Knight, Madison Police Department; Nicole Soleimani, DMV/QIS; Debbie Kraemer, DMV/QIS; Todd Erstad, DMV/QIS; Andrea Bill, UW TOPS Lab; Darlene Schwarz, DMV; Brad Babler, DMV/BDS; Allison Benton, DMV/CWS; David Harvey, DSP/IBFO; Joan Vecchi, NHTSA

2. TRCC Assessment Webinar:

Kara Mueller and Joan Vecchi provided an hour-long training on the NHTSA TRCC Assessment with details including background information, process instruction, and timeline information.

3. Approval of December 9, 2014 Minutes:

Approval will be delayed until the April 8th meeting.

4. 2015 Project Proposals:

Travis Lauer requested \$8,180 for a form-refractory tool. The DNR is providing funding for the other 50% of the cost. Motion to approve by Andrew Olson, second by Bill Lubinski. Motion carried.

Wayne Bigelow requested \$24,760 to expedite the CODES reporting the process by about six months. Motion to approve by Richard Miller, second by Chuck Happel Motion carried.

Darlene Schwartz requested \$3,000 to cover travel related expenses for the TraCS meeting in Indianapolis, IN. Motion to approve by Andrew Olson, second by Bill Lubinski. Motion carried.

5. Adjourn

For more information, contact Larry Corsi at 608-709-0081 or Neil May at 608-709-0088

STATE OF WISCONSIN TRAFFIC RECORDS COORDINATING COMMITTEE

Wednesday, April 8th, 2015

1:00 PM to 3:00 PM 4802 Sheboygan Ave -DOT-Hill Farms Building

Room 364 Madison, WI

1. Introductions, Housekeeping, Attendance:

Tom Erdman, DSP/TRU; Jessica Hayes, DSP; Theresa Nelson, DSP; Neil May, DSP/BOTS; Larry Corsi, DSP/BOTS; Randy Romanski, DSP/BOTS; Bernard Coxhead, DSP/BOTS; Deborah Fischer, DMV; Kelly Schieldt, DTIM; Bill Lubinski, La Crosse County Sheriffs Department; Richard Miller, DHS/DPH; Wayne Bigelow, UW Madison CODES; Brian Porter, BTO; Dave Jolicoeur, FHWA; Andrea Bill, UW Madison TOPS Lab; Laura Vande Hey DSP/BOTS

2. Approval of December 9th, 2014 and February 25th, 2015 Minutes:

Approval was delayed until the next meeting.

3. Federal Fiscal Year 2016 Project Proposals Hospital Patient Data Improvement Project, Richard Miller:

This project will match 2015 traffic crash reports to hospital inpatient and emergency department records, updating Wisconsin's CODES data resource. This project will also match Wisconsin ambulance run records (WARDS data) to hospital patients and to traffic crash reports. Requested budget: \$50,000

Hospital Patient Data Archive Improvement, Richard Miller; This project will continue to enhance the timeliness, accessibility uniformity, and completeness of Wisconsin's hospital patient data through improvements in the quarterly processing of new records, the acquisition of records from other states, the addition of new fields for injury surveillance, and the conversion of diagnosis codes from the ICD-9 standard to ICD-10. Requested budget: \$50,000

CODES Data Linkage/Enhancement, Report Generation and Analysis, Wayne Bigelow; This project will include the conversion of CODES programs and system to ICD-10, which will replace ICD-9 on October 1, 2015. This includes reviews and recoding of all programs and software which uses ICD-9 including: All injury related information and reports; Injury severity related information and reports; Cost estimate reports, which utilize injury diagnosis to evaluate both injury type and severity. Also, CODES project staff will work with DRS to provide injury severity information for their Hospital Data Archive Improvement Project for 2005 to September 30, 2015. Requested budget: \$125,000.

Community Maps 2016 Crash Mapping Enhancements, Andrea Bill; The FY16 project will focus on quality data validation and additional enhancements to the Advanced Search capabilities. This project will also provide ongoing technical support to BOTS for outreach, training, and data administration. Requested budget: \$40,000

Law Enforcement Traffic Records Data Warehouse 2016 Pilot Development, Andrea Bill; The objectives of the pilot are to investigate capabilities to incorporate electronic crash, citation, and warning records into a centralized, cross-jurisdictional data warehouse and to provide online capabilities to search those records for safety planning and law enforcement situational awareness. Initial pilot development has been focused on importing crash data from the WisDOT batch processing system. The FY16 project will focus on development of a web service for importing warnings and citations from the Badger TraCS system. Requested budget: \$40,000

Work Zone Crash Data Integration 2016 Algorithm Enhancements, Andrea Bill; the FY16 project will implement improvements and will develop an automated process to integrate crash records with respect to both active and completed highway work zones in Wisconsin. This project is expected to have cross departmental benefit in terms of safety program planning, work zone operations, and law enforcement awareness. Requested budget: \$18,500

Guide on Accurate Assessment of KABCO Crash Severity Levels for Law Enforcement Officers -Phase 2, Andrea Bill; The prediction of the KABCO decision-tree can be substantially improved, if crash type and vehicle type information is incorporated in the decision tree along with more samples being included in the analysis. The TOPS Lab is proposing a Phase 2 of the KABCO project to further improve the KABCO rating accuracy. In the proposed project, (1) sample size is to be increased and adding the 2013 and 2014 crash and CODES data; (2) vehicle data and crash type information as those specified in the SHP will be incorporated in the final decision tree development. Specific severity rating guide will be developed for each of these different crash types. Additionally, an Excel spreadsheet based tool that implements the final guide will be developed to further assist law enforcement officers in fast look-up of the accurate crash severity rating. Requested budget: \$60,000

Relation between Alcohol-related Crashes and Alcohol-serving Establishments, Andrea Bill; One mitigation measure for alcohol-related crashes is enforcement. The objective of this proposal is to study the special relationship between alcohol-serving establishments and alcohol-related crashes (and citations, if data is available) for developing potentially more effective countermeasures. In this pilot project, the study will be limited to Dane County. If successful, a follow-up project can extend to the entire state. Requested budget: \$15,000

MV4000 Crash Database Training, Andrea Bill; TOPS Lab would like to propose a TRCC training project to help with the rollout of the new crash report form. While the TOPS Lab does have a project to develop the new crash database, the rollout of the new form and fields will require lots of other work and preparation. The TOPS Lab staff have been involved in the developing the list of new elements and attributes for the past several years. The Lab hopes to be able to help the various committees in the development of training for law enforcement as well as the help screen/instruction manual. This will include the staff time of Dr. Steven Parker (as time permits), Andrea Bill, Bill Bremer, and Dick Lange. Requested budget: \$12,500 National Model Steering TraCS Committee Meeting Travel Expenses, Darlene Schwartz; Funding is requested for the expenses related to sending two WisDOT staff members to two National Model Steering Committee meetings in 2016. Darlene Schwartz is a National Model Executive Board member representing a multi-state region, and Jennifer Schmidt the TraCS developer who works closely with the vendor to implement new suggested features and bug fixes that Wisconsin has identified. It is important to attend these meetings in person to speak with the developers and program manager to better inform them of how Wisconsin is using and incorporating all of the new features of TraCS. It also allows networking with other states to get ideas on how other states are using or implementing TraCS. Requested budget: \$6,000

MV4000 Crash Form and Database Project, Randy Romanski; This project entails having the TOPS Lab develop the new crash database and resolve system in partnership with BITS, which would handle the DOT legacy system connections. The cost estimate for the project is about \$2.3 million. The project cost will be split among DOT divisions. BOTS previously requested and received approval from the TRCC for \$900,000 for FFY15 based off a prior initial project estimate. BOTS has not yet expended any funds on the project, though it estimates that approximately \$300,000 of that will be expended yet in this FFY. Budget request: \$400,000 for FFY16

The Technical Reconstruction Unit Requests funds for equipment purchases, Thomas Erdman; The TRU would like to purchase six Trimble RIO GPS Mapping systems and two Faro 3D X 330 laser scanning systems. With the new Trimble RIOs, crash mapping reduces crash scene processing time by 50% or more. There is a significant reduction in set up time and data collection can be completed by one person instead of a two person team. This allows an officer to perform other evidentiary functions, reducing overall road closure times. The Faro laser scanning systems are operated by one person instead of two and offer thousands more scanning points in a very short period of time compared to total station or GPS systems. The data collected from scanner and GPS technologies would be utilized by the Wisconsin State Patrol and some county and municipal law enforcement personnel for traffic crash reconstruction analysis and reports. The utilization of GPS and scanner data collection systems improve timeliness, accuracy, completeness, uniformity, accessibility, and integration of traffic accident data and reconstruction reports. Data collected from these systems can be easily integrated with DSP's, current total station technologies. Requested budget: \$344,523, TRCC agreed to cover 80% of the costs totaling \$275,620

Program Management/Analysis Coordinate, plan, and manage the traffic records program. Administer Integrated TRSP and SHSP Data Sections. TRCC Meetings and Strategic Plan Development and travel to national conference. Requested budget \$10,000

Automation/BadgerTraCS (Traffic and Criminal Software) Implementation, Administer grants to local and state agencies for Badger TraCS Suite and acquisition and installation of equipment. Requested budget \$50,000

4. TRCC Assessment Update/Discussion, Larry Corsi:

Assessment progress was given; 114 questions met the advisory ideal, 146 need clarification, 32 partially met advisory ideal, 99 did not meet guidelines. Any questions about the process or specific items should be directed to Larry Corsi. All work on the assessment needs to be completed by April 17, 2015. The final report will be discussed at the June 8th, 2015 TRCC meeting, federal assessment representatives will be attending via webinar.

5. New Business:

None

6. Adjourn

For more information, contact Larry Corsi at 608-709-0081 or Neil May at 608-709-0088

State of Wisconsin Traffic Records Coordinating Committee

Meeting Schedule (July 1, 2015 -June 30, 2016)

September 16, 2015 December 16, 2015 March 16, 2016

STATE OF WISCONSIN TRAFFIC RECORDS COORDINATING COMMITTEE

CHARTER

JUSTIFICATION:

The State of Wisconsin provides for the safety and welfare of its citizen through development and implementation of public health, safety, and security regulations, programs and activities, and promotes the use of technology to support agency missions and make government more accessible, responsive, and accountable.

Numerous information system improvement projects and programs are underway throughout the state to meet the business purposes of our several organizations. Discussion and support of these programs across organizational boundaries will be beneficial for identification of opportunities for sharing, coordinating and partnership.

MISSION STATEMENT: The State of Wisconsin Traffic Records Coordinating Committee (TRCC) is a group consisting of collectors, managers, and users of all components of Wisconsin's Traffic Safety Information System (TSIS).

TSIS includes information about: crashes; citation and adjudication; emergency medical and injury surveillance; driver licensing and history; vehicle registration; roadway inventory; traffic; census; geographic information; any other files that can be used to develop, implement, and evaluate highway safety programs and projects.

The TRCC serves as a forum for discussion of TSIS issues. The TRCC reviews proposed changes in state TSIS improvement activities before they are implemented, reviews new technology, and administers an annual plan related to safety information improvement projects.


AUTHORITY: The State of Wisconsin Traffic Records Coordinating Committee will:

- Serve as the Wisconsin Traffic Safety Information Executive Committee
- Provide a forum for education, coordination, and partnering for involved agencies
- Develop and approve a state Traffic Safety Information Strategic Plan
- Review and evaluate new technologies


- Consult with various disciplines to bring additional expertise to the planning and implementation process
- Consider related efforts by other entities, and coordinate with them as appropriate
- Evaluate, assess, and adjust strategies as necessary to achieve Wisconsin's Safety Strategic Goals.

We, the leaders of Wisconsin's agencies with primary responsibility for data, information, and analyses that support all aspects of public health, safety and security in the State, mutually pledge to commit to the tenets of this Charter.

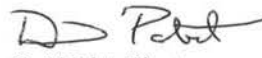
The undersigned are committed to this Charter as witnessed by their signature on this document as of this date: October 31, 2013.



Scott Walker, Governor
State of Wisconsin



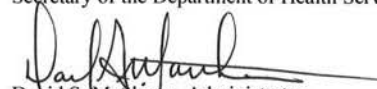
Mark Gottlieb, P.E.
Secretary of the Department of Transportation
Governor's Representative for Highway Safety



David Pabst, Director
WisDOT Bureau of Transportation Safety
State Highway Safety Coordinator



Kitty Rhoades
Secretary of the Department of Health Services



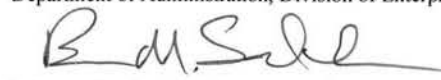
David S. Matthews, Administrator
Department of Justice, Division of Criminal Investigation



A. John Voelker
Director of State Courts Office



David Cagigal, CIO, Administrator
Department of Administration, Division of Enterprise Technology



Brian M. Satula, Administrator
Department of Military Affairs, Division of Emergency Government

MC-1:

TRANSPORTATION ADMINISTRATIVE MANUAL

Directive: RS 110**Subject: Ongoing Motorcycle Safety Program****Issued: 03/29/13****Agency/Originator: Bureau of Transportation Safety**

Purpose

The Department recognizes the popularity of motorcycles and mopeds, as well as their energy-saving capabilities. We have stated in our Wisconsin Strategic Highway Safety Plans that we are committed to the use of relevant data when establishing motorcycle crash countermeasures, expanding the availability of various levels of rider education, increasing motorist awareness, reducing impaired riding, and increasing roadway situational awareness to effectively reduce the number of motorcycle and moped involved crashes and fatalities.

Scope & Policy

Motorcycle crashes and fatalities represent a disproportionate number of injuries and fatalities, when compared to other methods of transportation. As a result of this condition, it is necessary that we continue our concentrated effort to reduce crashes and fatalities. This effort remains a departmental goal and objective, to be addressed by all of the divisions and offices within the Department, and relates to enlightenment, appropriate countermeasures, and the ongoing monitoring of our progress in reducing crashes and fatalities.

Goals and Objectives:

- Educate the general motoring public that operators of motorcycles and mopeds are legitimate users of our roadways and are entitled to the same rights and courtesies as other roadway users.
- Accentuate, encourage and financially support (as funding permits) beginner, intermediate, and advanced motorcycle rider education courses.
- Reduce the number of unlicensed and/or improperly licensed motorcycle operators by expanding the skill test waiver program and by making Motorcycle In Traffic (MIT) testing more available.
- Affect rider attitude, behavior, and decision making toward the use of appropriate personal protective gear by all motorcycle and moped riders and passengers.
- Affect motorcycling community attitude, behavior, and decision making by emphasizing the hazardous combination of cycle operation and the use of alcohol and other drugs.
- Partner with the motorcycling community, the motorcycle industry and dealers, public officials, law enforcement agencies, motorcycle clubs, other interested groups or individuals, and the general motoring public to attain our goals and objectives.

Policy Requirements

It is the responsibility of all members of the Department to recognize motorcycles and mopeds as legitimate users of our roadways and to encourage the safe operation of these vehicles. The specific requirements for our departmental program are as follows:

Bureau of Transportation Safety

The Bureau of Transportation Safety will implement and coordinate all activities to accomplish our policy statements pertaining to motorcycles and mopeds by partnering with the other offices and divisions within the Department. The Department has assigned one full-time position to act as the Motorcycle Safety Program Manager within the Bureau of Transportation Safety. This individual will devote their time and energies to accomplishing the motorcycle and moped related goals and objectives of the department.

Ad Hoc Group

A department-staffed ad hoc committee may be established and employed to oversee and monitor departmental activities as well as make recommendations concerning how to best attain our goals and objectives. Ad hoc committee chair and members will be selected by the Secretary with consideration given to recommendations by the Director of Transportation Safety. The Motorcycle Safety Program Manager will serve as a member of this group.

Advisory Council

An advisory council will report to the Secretary, whose chair and members will serve at the discretion of the Secretary. The advisory council will sustain representation by the motorcycle industry, motorcycle dealers, major motorcycle advocacy groups, a motorcycle safety trainer, a member of law enforcement, a roads and highways engineer, and anyone else the Secretary deems appropriate. The Motorcycle Safety Program Manager from the Bureau of Transportation Safety will be a non-voting member of the advisory council and serve as the liaison between the advisory council and the Secretary.

Responsibilities

Advisory Council

The responsibilities of this council include:

- Recommending to the Secretary the Administrative Rules and Guidelines to be used in awarding state grants for motorcycle safety and recognizing needs for the effectiveness of the program.
- An annual budget recommendation to the Secretary for working toward the overall goals and objectives of the program as stated earlier in this Directive.
- An annual review of the overall program with recommendations to the Secretary for changes for the upcoming year, after studying the previous program and effectiveness attained.
- Making recommendations to the Secretary on the biennial appropriation that should be requested of the Governor and Legislature for the program.

All offices within the Department of Transportation will cooperate and work with these groups to obtain the objectives as outlined in this Directive.

END OF DOCUMENT

MC-2: CHAPTER TRANS 129 MOTORCYCLE LICENSING AND COURSES

Published under s. 35.93,
Wis. Stats., by the Legislative
Reference Bureau.

- Trans 129.01 Purpose and scope.
- Trans 129.12 Cancellation or denial of department approval.
- Trans 129.02 Definitions.
- Trans 129.13 Waiver authorization form.
- Trans 129.03 Student requirements for waiver.
- Trans 129.14 Priorities.
- Trans 129.04 Rider course exemptions.
- Trans 129.15 Motorcycle riding course grants.
- Trans 129.05 Motorcycle instruction permits.
- Trans 129.16 Public awareness programs.
- Trans 129.06 Counting instruction permits and skills tests.
- Trans 129.17 Safety education.
- Trans 129.07 Motorcycle rider courses approved by another jurisdiction, U.S.
- Trans 129.18 Improved testing.governmental agency or military branch.
- Trans 129.19 Motorcycle instruction school licensing.
- Trans 129.08 Requirements for certification.
- Trans 129.20 Fitness for rider education school or instructor license.
- Trans 129.09 Rider course requirements.
- Trans 129.21 Insurance and bond requirements.
- Trans 129.10 Requirements for instructors.
- Trans 129.22Cooperative rider education testing program.
- Trans 129.11Course evaluation.

Note: Chapter Trans 129 is repealed and a new ch. Trans 129 is created, Register, January, 1998, No. 505, effective February 1, 1998.

Trans 129.01 Purpose and scope.

The purpose of this chapter, as authorized by ss. 85.16 (1), 85.30, 227.11, 343.06 (1) (c), 343.07 (4) (b) and 343.16 (1) (a), Stats., is as follows:

- (1) To establish the department's administrative interpretation of s. 343.16 (2) (cm), Stats., relating to the waiver of the motor-cycle skills test.
- (2) To establish the department's administrative interpretation with regard to motorcycle instruction schools.

(3) To establish the department's administrative interpretation of ss. 343.06 (1) (c), 343.07 (4) (b) and 343.16 (1) (a), Stats., relating to required attendance of motorcycle rider courses and motor-cycle instruction permit issuance.

(4) To implement the Type 1 motorcycle, moped and motor bicycle safety program under s. 85.30, Stats.

History: Cr. Register, January, 1998, No. 505, eff. 2-1-98; CR 07-084: am. (intro.) and (2) Register February 2008 No. 626, eff. 3-1-08.

Trans 129.02 Definitions.

(1) The words and phrases defined in ss. 340.01 and 343.01, Stats., have the same meaning in this chapter unless a different definition is specifically provided.

(2) In this chapter:

(a) “Basic rider course” means a beginning course in motorcycle safety provided by a motorcycle instruction school that meets the requirements of s. Trans 129.09 (1) and has been approved by the department.

(b) “Driver record” means the abstract of convictions and other information related to a driver maintained by the department in its computer database.

(c) “Experienced rider course” means an advanced course in motorcycle safety provided by a motorcycle instruction school that meets the requirements of s. Trans 129.09 (2) and has been approved by the department.

(d) “Motorcycle instruction school” means a commercial school that provides training on the operation of Type 1 motorcycles.

(e) “Skills test” means an examination of a person’s ability to exercise ordinary and reasonable control in the operation of a Type 1 motorcycle.

History: Cr. Register, January, 1998, No. 505, eff. 2-1-98; CR 07-084: am. (1) and (2) (d) Register February 2008 No. 626, eff. 3-1-08.

Trans 129.03 Student requirements for waiver.

(1) As a requirement for a waiver of skills test under s. 343.16 (2) (cm), Stats., a person shall meet all of the following requirements:

(a) Hold a valid motorcycle instruction permit.

(b) Provide proof that the person has completed a basic rider course. The proof may be in the form of a waiver authorization form meeting the requirements of s. Trans 129.13 or other proof from another jurisdiction showing the person is entitled to a waiver under s. Trans 129.07. The waiver shall be valid for one year from the date of rider course completion. The waiver validity period may be extended for a person serving in the military and unable to apply for a license within

the one-year period. Waivers shall be original documents.

(2) A person who takes and fails a motorcycle skills test after completing a basic rider education course is not eligible for the motorcycle skills test waiver.

Note: A driver who has demonstrated incompetence despite having attended a basic rider course will not be licensed. This provision is adopted to avoid issuing a license to a known incompetent driver and then requiring an examination for cause under s. 343.16 (6), Stats.

History: Cr. Register, January, 1998, No. 505, eff. 2-1-98; CR 07-084: am. (1)

(b) Register February 2008 No. 626, eff. 3-1-08.

Trans 129.04 Rider course exemptions.

A person is not required to complete a basic rider course prior to obtaining an operator’s license authorizing the operation of Type 1 motorcycles if the person holds an operator’s license, other than an instruction permit, that is valid or that is not expired by more than 4 years from another jurisdiction that authorizes the operation of a Type 1 motorcycle, or the person does not reside within 50 highway miles, by the most direct route, of a basic rider course site.

Note: Sections 343.06 (1) (c), 343.07 (4) (b) and 343.16 (1) (a), Stats., permit the Department to exempt certain people from the requirement of taking a rider course. This section exempts persons who have a valid motorcycle license from another jurisdiction or who live more than 50 miles from a facility that offers rider courses.

History: Cr. Register, January, 1998, No. 505, eff. 2-1-98.

Trans 129.05 Motorcycle instruction permits.

The department may issue an instruction permit authorizing the operation of Type 1 motorcycles to a person who is required to complete a basic rider course by s. 343.06 (1) (c), 343.07 (4) (b) or 343.16

(1) (a), Stats., if the person meets all of the following criteria:

(1) The person has passed all examinations required under s. Trans 104.03 for issuance of a class “M” permit under s. 343.07, Stats.

(2) The person is enrolled in a basic rider course or is exempt from the requirement of attending a basic rider course under s. Trans 129.04.

Note: Section Trans 104.03 details the knowledge exam requirements for driver licenses. History: Cr. Register, January, 1998, No. 505, eff. 2-1-98.

Trans 129.06 Counting instruction permits and skills tests.

(1) INSTRUCTION PERMITS. The department shall determine whether a person is eligible for issuance of an instruction permit under s. 343.07 (4) (b), Stats., based upon the latest 5 years of the person's driver record.

person is ineligible for a skills tests because of repeated motor-cycle skills test failures based upon the latest 5 years of the person's driver record.

History: Cr. Register, January, 1998, No. 505, eff. 2-1-98.

Trans 129.07 Motorcycle rider courses approved by another jurisdiction, U.S. governmental agency or military branch.

(1) Successful completion of a motorcycle rider course approved by another jurisdiction, a U.S. governmental agency, or a branch of the military that meets the minimum requirements of s. Trans 129.09 (1) (a) and (d) may be approved by the department for the purpose of waiving skills tests or course attendance requirements under ss. 343.06 (1) (c), 343.07 (4) (b), 343.16 (1) (a), or 343.16 (2) (cm), Stats.

(2) To qualify for a waiver under sub. (1), a person shall meet all of the following:

(a) The person shall present documentation satisfactory to the department that the person successfully completed a motorcycle rider course offered by another jurisdiction, a U.S. government agency, or a military branch.

(b) The person shall provide evidence that the course met the requirements of s. Trans 129.09 (1) (a) and (d).

(c) The person may not have failed a motorcycle skills test subsequent to completion of the course. History: Cr. Register, January, 1998, No. 505, eff. 2-1-98.

Trans 129.08 Requirements for certification.

(1) SKILLS TEST WAIVER. A school or organization seeking authorization to participate in the waiver of skills test program shall complete and submit an application to the department. To be authorized to certify students for a motorcycle skills test waiver, a school or organization shall do all of the following:

(a) Hold any license required.

(b) Offer a basic rider course.

(c) Require students to be present for all sessions of the course.

(d) File an activity report at least annually, no later than December 31 of each year. The report shall contain all of the following:

1. Each student's full name.

2. Each student's driver license number, date of birth, address and phone number.

3. Course completion date.

4. The reason why any student did not complete the course.

5. Each student's skills test waiver number or other identifying number as determined by the department.

6. The instructor's name, DOT assigned instructor number, and Motorcycle Safety Foundation instructor number.

7. The motorcycle instruction school's license number.

Note: Grant recipients must file reports within 30 days of class completion rather than only at year end. See s. Trans 129.15 (6).

(2) DEMERIT POINT REDUCTION. A school or organization seeking authorization to participate in the demerit point reduction program shall complete and file an application with the department. To be authorized to certify students for a motorcycle demerit point reduction, a school or organization shall:

(a) Hold any license required under s. 343.61 (1), Stats.

(b) Offer a basic rider course or experienced rider course, or both.

(c) Require students to be present for all sessions of the course.

(3) AUTHORIZATION EXPIRATION. The authorization assigned by the department shall be valid until cancelled. History: Cr. Register, January, 1998, No. 505, eff. 2-1-98; CR 04-132: am. (1)

(d) 2. Register April 2005 No. 592, eff. 5-1-05; CR 07-084: am. (1) (a) Register February 2008 No. 626, eff. 3-1-08.

Trans 129.09 Rider course requirements.

(1) BASIC RIDER COURSE REQUIREMENTS. A basic rider course shall meet all of the following criteria:

(a) The course shall consist of at least 15 hours of instruction which includes both classroom and range instruction. At least 50% of the total hours of instruction shall consist of range instruction.

(b) All instruction shall be completed within a 90-day time period.

(c) There shall be no more than 8 hours of instruction in a single day.

(d) At a minimum, instruction shall be provided in 6 maneuvers, including the following:

- Straight line riding.
- Turning.
- Shifting.
- Straight line braking.
- Braking in a curve.
- Evasive maneuvers.

(e) The course shall include instruction on the hazards posed by farm machinery and animals on highways and instruction in safely dealing with such hazards.

Note: Section 343.71 (5), Stats., requires this of commercial schools. Section

115.28 (11), Stats., requires similar training be given by non-commercial schools.

(f) Class size may not exceed 24 students in the classroom or 12 students on the range.

(g) A knowledge test and a skills test, which shall be given prior approval by the department, shall be conducted prior to the end of the course.

(2) EXPERIENCED RIDER COURSE REQUIREMENTS. An experienced rider course shall meet all of the following criteria:

(a) The course shall consist of at least 5 hours of instruction which includes both class discussion and range training. At least 50% of the total hours of instruction shall consist of range training.

(b) All instruction shall be completed within a 30-day time period.

(c) There shall be no more than 9 hours of instruction in a single day.

(d) At a minimum, instruction shall be provided in all of the following maneuvers:

- Straight line braking.
- Braking on a curve.
- Cornering.
- Swerving techniques.

(e) Class size may not exceed 24 students in the classroom or 12 students on the range.

(f) A skills test, which shall be given prior approval by the department, shall be conducted prior to the end of the course. History: Cr. Register, January, 1998, No. 505, eff. 2-1-98; CR 04-132: am. (1) (b) and (2) (a) Register April 2005 No. 592, eff. 5-1-05; CR 07-084: am. (1) (f) and (2) (e), r. (3) Register February 2008 No. 626, eff. 3-1-08.

Trans 129.10 Requirements for instructors.

(1) APPLICATION. Instructors seeking authorization to participate in the waiver of skills test program shall complete and submit an application to the department on the department's form.

Note: Application forms can be obtained from and should be submitted to the Department of Transportation, Transportation Safety Programs, P. O. Box 7920, Room 551, Madison, WI 53707-7920. You may also access the form at <http://www.dot.wisconsin.gov/forms/docs/mv3574.doc>.

(2) WAIVER ELIGIBILITY CRITERIA. An instructor may not be authorized to grant waivers of skills tests unless the instructor meets all of the following criteria:

(a) The instructor has completed a department-approved instructor preparation course in this state or a substantially similar course approved by another jurisdiction, U.S. governmental agency, or a branch of the military.

Trans 129.06 Counting instruction permits and skills tests.

(1) INSTRUCTION PERMITS. The department shall determine whether a person is eligible for issuance of an instruction permit under s. 343.07 (4) (b), Stats., based upon the latest 5 years of the person's driver record.

(c) The instructor shall teach 3 range and 3 classroom courses during an authorization period.

(d) The instructor shall attend a minimum of one department– conducted or pre–approved instructor in–service program during each authorization period. At least 70 percent of the agenda shall be curriculum oriented.

(e) The instructor shall successfully complete all knowledge tests and all skill tests and other evaluations required for instructor certification.

(3) INSTRUCTOR DRIVER RECORD REQUIREMENTS. To be authorized to instruct students in rider education courses for the motor–cycle skills test waiver or point reduction purposes, the instructor shall maintain a satisfactory driving record. A person’s driving record may not be considered satisfactory under this subsection if that person:

(a) Has accumulated more than 6 demerit points under s. 343.32 (2), Stats., during a one–year period, as specified in this paragraph and sub. (4). The one–year period, under this paragraph, shall commence from the date of the first violation which contributed to the accumulation of more than 6 demerit points.

(b) Has been involved in 2 or more accidents in the preceding year and the accident report indicates that the person may have been causally negligent.

(c) Has had his or her operator’s license revoked or suspended for a traffic violation other than a parking violation, failure to pay a forfeiture or other debt of any type, at any time during the pre–ceding year.

(4) CANCELLATION OF INSTRUCTOR AUTHORIZATION. (a) If an applicant for an authorization under this section accumulates more than 6 demerit points in a one–year period as provided in sub. (3) (a) in the year preceding application, the department shall deny the instructor’s application until one year elapses from the date of the most recent violation that resulted in the person’s accumulation of more than 6 demerit points.

(b) If an instructor authorized under this section accumulates more than 6 demerit points in a one–year period as provided under sub. (3) (a), the department shall cancel the instructor’s authorization for a period of one year. The period of cancellation shall commence on the date that the department receives notice of the most recent conviction that resulted in the person’s accumulation of more than 6 demerit points.

(c) An applicant for authorization under this section, or an instructor currently authorized under this section, may utilize demerit point reduction pursuant to s. Trans 101.07. If sufficient point reduction to bring the demerit point total below 7 points is thereby achieved, the applicant or instructor may reapply for authorization immediately. A rider course is not acceptable for demerit point reduction.

(5) INSTRUCTOR AUTHORIZATION. (a) All authorized instructors shall be assigned an authorization number by the department.

(b) The authorization assigned by the department shall be valid through December 31 of the third year following the date of issuance, unless cancelled.

(c) The department shall evaluate each instructor’s qualifications under this section at least once every 3 years and shall cancel the authorization of any instructor who does not meet the qualification requirements. The authorization assigned by the department shall be valid for a period of 3 years from date of issuance unless cancelled.

History: Cr. Register, January, 1998, No. 505, eff. 2–1–98; CR 07–084: am. (1), (2) (c), (d) and (4) (c), r. (2) (b), cr. (2) (e) Register February 2008 No. 626, eff. 3–1–08.

Trans 129.11 Course evaluation. (1) Evaluation of basic rider education courses may include any of the following:

(a) An on–site inspection of the basic rider course program by a Wisconsin motorcycle program chief instructor or other personnel authorized by the department.

(b) A review of the ratio of passing to failing students, including reasons any students did not complete the course.

(2) An on–site evaluation may not be conducted by a person who teaches at that site.

(3) On–site evaluation reports shall be submitted to the department within 10 days of the evaluation.

History: Cr. Register, January, 1998, No. 505, eff. 2–1–98; CR 07–084: renum. to be (1), cr. (2) and (3) Register February 2008 No. 626, eff. 3–1–08.

Trans 129.12 Cancellation or denial of department approval. (1) Authorization of schools or instructors to certify students for motorcycle skill test waiver shall be

cancelled and may not be renewed for any of the following reasons:

- (a) False or misleading advertising.
 - (b) Fraud.
 - (c) Failure to meet standards set in this chapter.
 - (d) Failure to follow department–approved curriculum.
 - (e) Unsafe training facility.
 - (f) Unsafe motorcycles.
 - (g) Guaranteeing the issuance of a license upon completion of the course.
 - (h) The institution at which the program is offered closes or goes out of business.
 - (i) Failure to permit or cooperate with audits, inspections or reviews conducted under s. Trans 129.11 or 129.15 (5).
 - (j) The motorcycle instructor does not hold a license required by s. 343.62, Stats.
- (2) A school or instructor may be reauthorized after cancellation or nonrenewal when all the following conditions have been met:
- (a) Any period of cancellation as set by the department has been completed and any revoked or suspended instruction school or instructor license is reinstated.
 - (b) The school or instructor submits an application for reauthorization.
 - (c) The department is satisfied that the conditions which led to the cancellation have been corrected or no longer exist.
- (3) A person adversely affected by a cancellation or refusal to renew an authorization made under sub. (1) (a) to (i) may request a hearing before the department to review the cancellation. A request for hearing shall be made in writing and shall be filed with the department within 30 days of the date of the notice of cancellation or notice that the person’s authorization may not be renewed. If the department receives a request for hearing which satisfies the requirements of this subsection, the department shall conduct a prompt informal hearing within 15 days after receiving the request. If the matter is not resolved after an informal hearing is completed, the person adversely affected by the cancellation may request a full evidentiary hearing before the department, pursuant to ch. 227, Stats. A request for hearing shall be in writing and shall be filed with the department within 30 days after the

completion of the informal hearing. A request for an informal or a full evidentiary hearing does not stay the effect of a cancellation or nonrenewal, unless the cancellation or nonrenewal is expressly stayed in writing by the department.

Note: Persons affected by sub. (1) (j) are afforded due process by a pre–license revocation hearing under s. 343.69, Stats. History: Cr. Register, January, 1998, No. 505, eff. 2–1–98; CR 07–084: am. (1)

(j) Register February 2008 No. 626, eff. 3–1–08.

Trans 129.13 Waiver authorization form. (1) Waiver authorization shall be on a form approved by the department. The form may contain space for any of the following information:

- (a) Student’s full name.
- (b) Student’s date of birth.
- (d) Student’s operator’s license number.
- (e) Student’s sex.
- (f) Date of completion of course.
- (g) Student’s skills test waiver number or other identifying number as determined by the department.
- (h) Instructor’s authorization number.
- (i) Authorization number for the instruction site.
- (j) Instructor’s signature.

(2) A waiver form shall be completed by the authorized instructor upon the student’s successful completion of a basic rider education course.

History: Cr. Register, January, 1998, No. 505, eff. 2–1–98; CR 04–132: r. (1) (c),

r. and recr. (1) (e) Register April 2005 No. 592, eff. 5–1–05.

Trans 129.14 Priorities.

The department shall administer the program to support the following activities in the order of priority indicated:

- (1) Motorcycle riding courses.
- (2) Public awareness program.
- (3) Safety education.
- (4) Improved testing. History: Cr. Register, January, 1998, No. 505, eff. 2–1–98.

Trans 129.15 Motorcycle riding course grants.

(1) APPLICATION AND CONTRACT. Upon application and approval, the department shall enter into grant contracts with applicants for the reimbursement of expenses incurred in conducting motorcycle riding courses.

Note: Application and grant contract forms are available from the Department of Transportation, Bureau of Transportation Safety, P.O. Box 7936, Madison, Wisconsin 53707.

(2) GENERAL GRANT POLICIES. (a) The department in considering grant applications shall attempt to avoid or minimize the offering of duplicate courses by applicants in the same geographic area where demand for courses has not exceeded the student capacity of existing course providers.

(b) In allocating funds, the department may:

1. Give priority to training instructors.
2. Attempt to encourage courses in all areas of the state.
3. Avoid a concentration of grants in any one geographic area.
4. Give priority to funding basic rider courses over experienced rider courses.
5. Give priority to creating new programs over expanding existing programs.
6. Give priority to innovative or pilot programs.

(c) The department may award a grant or provide funding under this chapter to a Wisconsin technical college district, a school district, a unit of state, county, or municipal government, or any other person or legal entity that provides motorcycle education courses that does all of the following:

1. Meets the requirements of s. Trans 129.09 (1) or (2).
2. Has facilities available to them, such as a standard range or a range that may be modified to acceptable standards and an adequately equipped classroom.
3. Has adequate motorcycles appropriately equipped for training purposes available.
4. Has enough authorized instructors available to teach proposed classes.
5. Has adequate financial resources to initiate a program and meet program expenses, except for government institutions.

6. Has maintained a permanent address for a period of 3 years, except for government institutions.

(3) COURSE REQUIREMENTS. To be eligible for reimbursement, an applicant shall provide rider courses that meet all of the following minimum requirements:

- (a) The course is open to the general public.
- (b) The course meets the curriculum requirements of this chapter.
- (c) The applicant has authority to use the course site by agreement, lease or ownership.
- (d) The course instructor has been authorized to provide rider training by the department under s. Trans 129.09.
- (e) The applicant has adequate audio-visual equipment available to teach the course.
- (f) The range is properly laid out and painted.

(4) REIMBURSEMENT. (a) Reimbursement under this section may not exceed either of the following:

1. 70% of the actual course cost.
2. An amount equal to actual course cost less the amount students are required to pay.

(b) For purposes of this subsection, “actual course cost” means allowable costs under Office of Management and Budget Circular No. A-87, Cost Principals for State, Local and Indian Tribal Governments, dated May 4, 1995.

Note: The intent of this section is that courses be funded 70% by state money and 30% by student fees to encourage student commitment. OMB Circular No. A-87 was published in the Federal Register for May 17, 1995, (Volume 60, Number 95) Pages 26483-26507. Copies may be obtained from the State Law Library Reference Department, P.O. Box 7881, Madison, WI 53707-7881, (800) 322-9755 or (608) 267-9696. The library does charge for photocopying. Copies are also on file with the Attorney General’s office and the Legislative Reference Bureau.

(5) AUDITS. The grant recipient shall be required to keep accurate records of the use of grant money, curricula, names of instructors and students, attendance, and the names of students who successfully complete a course for 5 years. The department may periodically audit these records.

(6) REPORTING REQUIREMENT. To be eligible for funding under a grant, the grant recipient shall file the

report required under s. Trans 129.08 (1) (d) within 30 days of course completion.

(7) INSTRUCTORS. (a) If necessary to ensure the existence of a sufficient number of trained instructors, the department may contract with qualified chief instructors to provide instructor training.

(b) If there is a need for instructors, the department may reimburse the training costs of approved persons. Reimbursement may cover tuition, course material, meals, lodging and any pre-approved additional expenses. The department may reimburse 50% of these costs after successful completion of the training, and may reimburse the remaining 50% after the newly trained instructor has taught an entire riding course. If costs are less than \$100 in claimed expenses, the entire amount may be paid after the newly trained instructor has taught an entire riding course.

History: Cr. Register, January, 1998, No. 505, eff. 2-1-98; CR 07-084: am. (2)

(c) (intro.) Register February 2008 No. 626, eff. 3-1-08.

Trans 129.16 Public awareness programs.

The department shall aid other organizations in the promotion of Type 1 motorcycle safety by furnishing them with educational and informational materials for display and distribution. The department may contract with certified instructors to provide services and programs related to public awareness of Type 1 motorcycle safety. History: Cr. Register, January, 1998, No. 505, eff. 2-1-98.

Trans 129.17 Safety education.

The department may conduct public workshops, rallies and programs to cover Type 1 motorcycle, moped and motor bicycle safety-related topics such as alcohol and drug abuse, the use of proper personal protective gear, proper licensing, and improved driving techniques.

History: Cr. Register, January, 1998, No. 505, eff. 2-1-98.

Trans 129.18 Improved testing.

The department may allocate funds to improve the testing of applicants for Type 1 motorcycle, moped and motor bicycle endorsements or licenses. The amount allocated may be made available to the division of motor vehicles to use for training or the purchasing of

equipment. History: Cr. Register, January, 1998, No. 505, eff. 2-1-98.

Trans 129.19 Motorcycle instruction school licensing

(1) A person providing training on the operation of Type 1 motorcycles for compensation shall be licensed.

(2) An application shall be on the form provided by the department. Note: Application forms can be obtained from and should be submitted to the Department of Transportation, Transportation Safety Programs, P. O. Box 7936, Room 551, Madison, WI 53707-7936. History: CR 07-084: cr. Register February 2008 No. 626, eff. 3-1-08.

Trans 129.20 Fitness for rider education school or instructor license.

(1) For the purpose of determining the fitness of a person to hold a rider education school or instructor license, the department shall consider all relevant arrests and convictions and make such further examinations and checks as it determines are necessary.

(2) The department may not issue or renew a rider education school or instructor license to any person who, during the person's lifetime, was convicted of any of the following state laws; any local ordinance in conformity with any of the following state laws; or any federal law or law of a federally recognized American Indian tribe or band in this state or law of another jurisdiction that would be a violation of any of the following state laws if the person had committed the offense in this state and been convicted of the offense under the laws of this state:

(3) The department may not issue or renew a rider education school or instructor license to any person who, within the past 10 years immediately preceding the date of application, was convicted of any of the following state laws; any local ordinance in conformity with any of the following state laws; or any federal law or law of a federally recognized American Indian tribe or band in this state or law of another jurisdiction that would be a violation of any of the following state laws if the person had committed the offense in this state and been convicted of the offense under the laws of this state:

Statistic	Description
940.01	1st degree intentional homicide
940.03	Felony murder
940.05	2nd degree intentional homicide
940.22(2)	Sexual exploitation by a therapist
940.225 (1) to (3)	Sexual assault
940.305	Taking hostages
940.31	Kidnapping
941.32	Administering dangerous or stupefying drug
944.06	Incest
944.34	Keeping a place of prostitution
946.01	Treason
946.02	Sabotage
946.03	Sedition
948.02 (1) and (2)	Sexual assault of a child
948.025	Engaging in repeated acts of sexual assault of the same child
948.03 (2)	Physical abuse of a child
948.04 (1)	Causing mental harm to a child
948.05	Sexual exploitation of a child
948.055	Causing a child to view or listen to sexual activity
948.06	Incest with a child
948.07	Child enticement
948.075	Use of computer to facilitate a child sex crime
948.08	Soliciting a child for prostitution
948.095	Sexual assault of a student age 16 or older by a school instructional staff person or a person who works or volunteers with children
948.10	Exposing genitals or pubic area to child
948.11 (2) (a) or (am)	Exposing a child to harmful material or harmful descriptions or narrations
948.12	Possession of child pornography
948.13 (2)	Child sex offender working with children

Statistic	Description
940.02	1st degree reckless homicide
940.06	2nd degree reckless homicide
940.09	Homicide by intoxicated use of vehicle or firearm
941.21	Disarming a peace officer
943.201	Unauthorized use of an individual's personal identifying information or documents
943.32	Robbery
944.17	Sexual gratification
944.30	Prostitution
944.31	Patronizing prostitutes
944.32	Soliciting prostitutes
944.33	Pandering
948.09	Sexual intercourse with a child age 16 or older
948.20	Abandonment of a child
948.23	Concealing death of a child (at birth)
948.30	Abduction of another's child, constructive custody
961.41 (1) (a) to (1) (j)	Manufacture, distribution or delivery of drugs
961.41 (1m) (a) to (j)	Possession with intent to manufacture, distribute or deliver drugs
961.41 (4) (am)	Distribution or delivery or attempt to deliver or distribute an imitation controlled substance
961.42 (1)	Keep or maintain any place for drug use, manufacture, keeping or delivering
961.455	Using a child for illegal drug distribution or manufacturing
961.46	Distribution of controlled substances to persons under age 18

(4) The department may not issue or renew a rider education school or instructor license to any person who, within the past 5 years immediately preceding the date of application, was convicted of any of the following state laws; any local ordinance in conformity with any of the following state laws; or any federal law or law of a federally recognized American Indian tribe or band in this state or law of another jurisdiction that would be a violation of any of the following state laws if the person had committed the offense in this state and been convicted of the offense under the laws of this state:

Statistic	Description
940.01	1st degree intentional homicide
940.03	Felony murder
940.05	2nd degree intentional homicide
940.22(2)	Sexual exploitation by a therapist
940.225 (1) to (3)	Sexual assault
940.305	Taking hostages
940.31	Kidnapping
941.32	Administering dangerous or stupefying drug
944.06	Incest
944.34	Keeping a place of prostitution
946.01	Treason
946.02	Sabotage
946.03	Sedition
948.02 (1) and (2)	Sexual assault of a child
948.025	Engaging in repeated acts of sexual assault of the same child
948.03 (2)	Physical abuse of a child
948.04 (1)	Causing mental harm to a child
948.05	Sexual exploitation of a child
948.055	Causing a child to view or listen to sexual activity
948.06	Incest with a child
948.07	Child enticement
948.075	Use of computer to facilitate a child sex crime
948.08	Soliciting a child for prostitution
948.095	Sexual assault of a student age 16 or older by a school instructional staff person or a person who works or volunteers with children
948.10	Exposing genitals or pubic area to child
948.11 (2) (a) or (am)	Exposing a child to harmful material or harmful descriptions or narrations
948.12	Possession of child pornography
948.13 (2)	Child sex offender working with children
947.015	Bomb scare
948.40	Contributing to the delinquency of a minor
948.55	Leaving or storing a loaded firearm within reach or easy access of child
948.605	Possession of a firearm in school zone
961.41(1n)	Possession of piperidine
961.41(1x)	Conspiracy
961.41 (2) (a) to (d)	Counterfeit substances
961.41 (3g)	Possession of controlled substance
961.41 (3g) (f)	Possession – gamma–hydroxybutyric acid, gamma–butyrolactone, ketamine or flunitrazepam
961.43 (1) and (2)	Acquiring or obtaining possession of controlled substance by fraud or forgery– counterfeit substance or packaging
961.67	Possession or disposal of waste from manufacture of methamphetamine

(5) The department may not issue or renew a rider education school or instructor license to any person who, within the past 2 years immediately preceding the date of application, was convicted of any of the following state laws; any local ordinance in conformity with any of the following state laws; or any federal law or law of a federally recognized American Indian tribe or band in this state or law of another jurisdiction that would be a violation of any of the following state laws if the person had committed the offense in this state and been convicted of the offense under the laws of this state:

Statistic	Description
Various	Any felony not listed in subs. (3) to (5)
940.12	Assisting suicide
941.01	Negligent operation of a motor vehicle
941.11	Unsafe burning of a building
941.20	Endangering safety by use of a dangerous weapon
941.37	Obstructing emergency or rescue personnel
943.07	Criminal damage to railroads

Trans 129.21 Insurance and bond requirements.

(1)

A commercial rider education school shall do all of the following:

(a) Hold minimum insurance of not less than \$500,000 because of bodily injury to or death of one person in any one accident and, subject to that limit for one person, to a limit of not less than \$500,000 because of bodily injury to or death of 2 or more persons in any one accident and, if the accident has resulted in injury to or destruction of property, to a limit of not less than \$50,000 because of injury to or destruction of property of others in any one accident.

(b) Adjust the insurance amounts under par. (a) every 5 years by multiplying the requirement amounts by the percentage increase of the consumer price index from January 1, 2007 to January 1 of the next fifth year [2012, 2017] and adding that amount to the amounts in par. (a) rounded to the nearest \$10,000 increment.

(c) Maintain a standard liability insurance of not less than \$500,000.

(d) File certification of insurance with the department with the application for license.

School Size Based on Signed Completion Slips for the Prior Period

0–300	\$20,000
301–1100	\$30,000
1101 or more	\$40,000

(e) Require the insurance carrier to notify the department not less than 30 days before the policy expires or is materially changed or canceled.

(2) The school shall obtain a surety bond or provide an acceptable alternative based on size (3)

Customer shall apply to bond company if obligations of the training contract cannot be met.

(4) A copy of the bond or evidence of acceptable alternative shall be provided to the department with the application for license.

History: CR 07–084: cr. Register February 2008 No. 626, eff. 3–1–08.

Trans 129.22 Cooperative rider education testing program. The department may enter into a cooperative driver testing agreement with a basic rider course provider to conduct knowledge tests as permitted by s. 343.16 (1) (c), Stats. A basic rider course provider may administer the knowledge and highway signs tests to students who are currently enrolled in motorcycle rider education. History: CR 07–084: cr. Register February 2008 No. 626, eff. 3–1–08.

MC-3: MOTORCYCLE TRAINING AND REGISTRATION DATA BY COUNTY

Complete List of Counties in the State Of Wisconsin	Motorcycle Registration Data by County		Training Site Information by County		Training Was Offered In The County During The Month(s) Selected:											
	Yes, there is a Training Site in the County	No, there is not a Training Site in the County	Yes, there is a Training Site in the County	No, there is not a Training Site in the County	<i>(NOTE: Some Counties May Have More Than One Sponsoring Training Site And/Or Location) Scheduled Classes May Vary With Demand And Classes May Be Added Or Cancelled As Demand Dictates</i>											
					Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15
Adams		1,654	No	No												
Ashland	854		Yes	X										X	X	
Barron	3,274		Yes	X	X									X	X	
Bayfield		1,169	No	No												
Brown	15,501		Yes	X	X								X	X	X	
Buffalo		1,085	No	No												
Burnett		1,176	No	No												
Calumet		3,542	No	No												
Chippewa		4,560	No	No												
Clark		2,021	No	No												
Columbia		3,883	No	No												
Crawford		1,037	No	No												
Dane	21,507		Yes	X	X	X							X	X	X	
Dodge		6,487	No	No												
Door	3,381		Yes	X										X	X	
Douglas	2,405		Yes	X										X	X	
Dunn		2,748	No	No												
Eau Claire	5,186		Yes	X	X	X							X	X	X	
Florence		322	No	No												
Fond du Lac	6,972		Yes	X								X	X	X	X	
Forest		605	No	No												
Grant	3,794		Yes	X	X								X	X	X	
Green		3,033	No	No												
Green Lake		1,277	No	No												
Iowa		1,652	No	No												
Iron		486	No	No												
Jackson		1,676	No	No												
Jefferson	5,799		Yes	X	X								X	X	X	
Juneau		2,071	No	No												
Kenosha	8,714		Yes	X	X	X							X	X	X	
Kewaunee		1,976	No	No												
La Crosse	6,163		Yes	X	X								X	X	X	
La Fayette		1,124	No	No												
Langlade	1,291		Yes	X	X								X	X	X	
Lincoln		2,304	No	No												
Manitowoc	7,333		Yes	X	X								X	X	X	
Marathon	8,740		Yes	X	X	X							X	X	X	
Marinette		3,350	No	No												
Marquette		1,242	No	No												
Menoninee		64	No	No												
Milwaukee	27,917		Yes	X	X	X	X					X	X	X	X	
Monroe	3,371		Yes	X	X	X							X	X	X	
Oconto		3,539	No	No												
Oneida	2,865		Yes	X	X									X	X	
Outagamie	13,353		Yes	X	X								X	X	X	
Ozaukee	5,592		Yes	X	X	X							X	X	X	
Pepin		576	No	No												
Pierce		2,850	No	No												
Polk		3,167	No	No												
Portage		3,936	No	No												
Price		1,143	No	No												
Racine	10,759		Yes	X	X	X	X					X	X	X	X	
Richland	1,270		Yes	X	X								X	X	X	
Rock	9,487		Yes	X	X	X							X	X	X	
Rusk		858	No	No												
Sauk	4,293		Yes	X	X	X						X	X	X	X	
Sawyer		934	No	No												
Shawano	2,883		Yes	X	X								X	X	X	
Sheboygan	9,409		Yes	X	X								X	X	X	
Saint Croix	5,853		Yes	X	X	X							X	X	X	
Taylor	1,457		Yes	X	X									X	X	
Trempealeau		2,328	No	No												
Vernon		1,882	No	No												
Vilas		1,758	No	No												
Walworth		7,805	No	No												
Washburn		1,099	No	No												
Washington		9,576	No	No												
Waukesha	23,011		Yes	X	X	X	X					X	X	X	X	
Waupaca		4,063	No	No												
Waushara		1,919	No	No												
Winnebago	10,632		Yes	X	X	X							X	X	X	
Wood	5,715		Yes	X	X	X							X	X	X	
(no county)		879														
TOTALS	238,781	98,856	31	41												
	(With)	(Without)	(With)	(Without)												

MC-4: POLICY AND PROCEDURE MANUAL

- 7.0 Technical Assistance
- 7.1 Purpose of Site Visits
 - 7.1.1 To assure that RiderCoaches and sites are striving to meet the curriculum requirements of the Wisconsin Motorcycle Safety Program (Trans 129) and of the Motorcycle Safety Foundation, as defined in the RiderCoach Guide (RCG), range cards and Trans 129 Admin. Code.
 - 7.1.2 To assure that ranges meet MSF requirements and have no insoluble safety problems.
 - 7.1.3 To give instructional feedback, critiques and recommendations to local site coordinators, Lead RiderCoaches and RiderCoaches.
 - 7.1.4 To identify problems and needs common to more than one site and recommend to the WMSP how to address them effectively statewide.
- 7.2 Overview of Quality Assurance Visits
 - 7.2.1 Quality assurance (site) visits are conducted by Wisconsin RiderCoach Trainers or other DOT-assigned persons to determine if the curriculum is being provided uniformly throughout the state and that MSF and state standards are being met, at minimum.
 - 7.2.2 RiderCoaches do not “pass” or “fail” a site visit, nor will the RiderCoach Trainers rank any site against another site. The visit is intended primarily to support and assist the RiderCoaches and sites in becoming the best rider education providers possible.
- 7.3 Scheduling
 - 7.3.1 Each regional RiderCoach Trainer is responsible to conduct a QAV visit at each site within his/her region during the current training season.
 - 7.3.2 Prior to a site visit, the RiderCoach Trainer conducting the visit may contact the local site coordinator or Lead RiderCoach to arrange the visit. He/she may discuss the objectives of the visit with this individual and send him or her an information sheet and a copy of the Rider Education Site Review Form.
 - 7.3.3 All initial site visits should be conducted prior to August 1 in order for the site to take advantage of visit report/findings. Follow-up visits may be scheduled as needed based on the findings of the initial evaluation.
- 7.4 Evaluator’s Report
 - 7.4.1 During the visit, the RiderCoach Trainer will observe activities as unobtrusively as possible and will not interfere in any way with teaching activities unless there appears to be a significant safety problem. The RiderCoach Trainer will complete the site review form during observation.
 - 7.4.2 Upon the conclusion of the activities, the RiderCoach Trainer will debrief the RiderCoach(s) involved. He/she will emphasize both positive points and recommendations for improvement and will refer the RiderCoach(s) to specific information in the RCG and/or range cards, as appropriate.
 - 7.4.3 After the visit is concluded, the RiderCoach Trainer will submit his or her site review form and any written attachments to the WMSP within ten days of the visit. The WMSP, in turn, will provide copies to the site coordinator and the RiderCoach (es) observed. Among other things, information obtained from all review forms is used to identify statewide training needs for the next training season.
- 7.5 Correction of Problems

7.5.1 Site administrators and Lead RiderCoaches are responsible for implementing any recommendations made by the evaluator. Lead RiderCoaches along with observing RiderCoaches should submit an action plan to address any changes recommended. If a problem(s) persists, the site may contact the RiderCoach trainer to revisit the site or contact WMSP about the issue.

7.5.2 Process for handling a formal RiderCoach complaint/grievance.

7.5.2.1 The written complaint/grievance is sent to the WMSP by E-mail or USPS.

7.5.2.2 The complaint/grievance is date stamped and given to the program manager to review.

7.5.2.2 If the complaint/grievance can be processed without a hearing, the WMSP Manager can expedite it.

7.5.2.4 If the complaint/grievance cannot be processed without a hearing, it shall be taken before the WMSP Curriculum Review Committee. Any individual(s) on the Committee that have a conflict of interest with the filed complaint will be excused and replacement(s) without a conflict may be recruited for this hearing only.

7.5.2.5 Any finding of the committee will be final unless appealed to the Director of the Bureau of Transportation. If there is an appeal, the Director's decision will be final.

7.6 Limitations

Not every RiderCoach can be observed every year. Evaluators will make every effort to observe different RiderCoaches each year. It is the responsibility of local site Lead RiderCoaches to continually observe and evaluate RiderCoaches at his/her site to assure quality control measures are upheld.

MC-5:

WISCONSIN MOTORCYCLE SAFETY AND AWARENESS CAMPAIGNS



Wisconsin Department of Transportation

www.dot.wisconsin.gov

Scott Walker
Governor

Mark Gottlieb, P.E.
Secretary

Division of State Patrol
4802 Sheboygan Ave., Rm. 551
P. O. Box 7912
Madison, WI 53707-7912

Telephone: 608-266-3212
FAX: 608-267-4495

June 19, 2014

To Whom It May Concern,

The Wisconsin motorcycle safety and awareness campaigns are administered by the Wisconsin Department of Transportation, Bureau of Transportation Safety. The motorcycle safety awareness campaigns are done in cooperation with the Bureau of Transportation Safety and the Motorcycle Safety Advisory Council, a diverse committee designed to provide direction and guidance from external organizations to our motorcycle safety program. This letter is to satisfy the requirement for coordination on development of the motorcyclist awareness program for 23 CFR 1200.25.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Gottlieb".

Mark Gottlieb, P. E.

Secretary

MC 6: TOTAL MOTORCYCLE CRASHES IN 2014

COUNTY	Total Motorcycle Crashes in 2014
MILWAUKEE	292
DANE	152
WAUKESHA	113
BROWN	79
KENOSHA	71
RACINE	71
WINNEBAGO	67
ROCK	65
OUTAGAMIE	63
DODGE	49
SAUK	49
WASHINGTON	49
WALWORTH	47
FOND DU LAC	44
MANITOWOC	42
JEFFERSON	40
LA CROSSE	38
SHEBOYGAN	35
MARATHON	34
ST. CROIX	32
OZAUKEE	27
PIERCE	27
DUNN	26
GRANT	26
GREEN	25
COLUMBIA	24
EAU CLAIRE	24
LINCOLN	23
CHIPPEWA	22
CALUMET	21
MONROE	19
OCONTO	19
WAUSHARA	19
POLK	18
PORTAGE	18
BARRON	17
WAUPACA	17

COUNTY	Total Motorcycle Crashes in 2014
IOWA	16
SHAWANO	16
WOOD	16
BUFFALO	15
RICHLAND	15
JUNEAU	14
MARINETTE	14
ONEIDA	14
LAFAYETTE	11
DOOR	10
GREEN LAKE	10
TREMPEALEAU	10
DOUGLAS	9
JACKSON	9
ADAMS	8
ASHLAND	8
VERNON	8
BAYFIELD	7
BURNETT	7
CLARK	7
KEWAUNEE	7
MARQUETTE	7
PEPIN	7
CRAWFORD	6
SAWYER	6
VILAS	6
WASHBURN	6
LANGLADE	5
TAYLOR	5
FOREST	4
PRICE	4
RUSK	4
FLORENCE	2
IRON	2
MENOMINEE	2

MOTORCYCLE AWARENESS OUTREACH PLAN 2014



Wisconsin Department of Transportation

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May 26, 2015

To: National Highway Traffic Safety Administration

Re: Motorcycle Awareness and Outreach Plan 2015

The Wisconsin Motorcycle Safety Program supports the state's overall safety policy and countermeasure program. In 2014, Wisconsin experienced 73 motorcycle fatalities, with approximately 59% (43/73) of those fatalities occurring in the southeastern portion of the state where the majority of the population resides. There were 183,896 motorcycle registrations in the southeast region in 2014, which was 55% of the state total. 60% (1,270 / 2,101) of Wisconsin's motorcycle crashes happened in the southeast region. In addition, another 18% (18/73) of Wisconsin motorcycle fatalities occurred in the northeastern region of Wisconsin. There were 54,264 motorcycle registrations in the northeast region in 2014, which was 16% of the state total. 13% (271 / 2,101) of Wisconsin's motorcycle crashes happened in the northeast region. For 2015, both of these areas are being targeted for numerous activities intended to reduce crashes and fatalities.

In 2010, the Wisconsin Motorcycle Safety Program of the Wisconsin Department of Transportation launched its Transportable High-End Rider Education Facility (THE REF), a 42-foot-long trailer containing two classrooms and a garage area in the rear. One of those classrooms houses two traffic simulators with actual motorcycle controls, while the other classroom contains a variety of audio-visual components, two of which are large interactive computer screens. The rear-most portion of the trailer houses three training motorcycles which are used to conduct an Introductory Motorcycle Experience activity, which targets prospective motorcyclists. The two primary goals and objectives of THE REF are to:

- Promote motorcycle awareness and provide information regarding motorcycles and motorcyclists to the general motoring public.
- Meet members of the motorcycling community face to face to promote motorcycle safety, motorcycle training opportunities, and motorcyclist risk reduction techniques.

On an annual basis, THE REF attends over 45 events and activities that are not only geared toward the motorcycling community, but events and activities that attract vast segments of the general public. For 2015, the Wisconsin Motorcycle Safety Program's THE REF and its staff are once again making a concerted effort to target and participate in both motorcycle-specific and general motoring public events and activities in areas where the greatest numbers of motorcycle fatalities occurred in 2014.

In February of 2015, at the Wisconsin Motorcycle Safety Program's Annual Spring Kick-Off, staff from the Wisconsin Bureau of Transportation Safety (BOTS) and the Wisconsin Motorcycle Safety Program's administrative staff visited with Wisconsin rider education and training staff from nearly all rider training sites throughout

Wisconsin to discuss the final implementation of the new basic rider education course curriculum in Wisconsin, as well as discuss the means by which we can reduce motorcycle crashes and fatalities. The implementation of a new basic rider course, as well as other levels of rider education, that focus on addressing rider attitude, behavior, and decision making will aid in the overall effort to reduce motorcycle crashes and fatalities. Further, since a significant number of our rider education training sites are located within our 2015 target areas, we are making additional efforts to provide those sites with the necessary resources to make a difference in the reduction of crashes and fatalities in Wisconsin.

Continuing in 2015, and in partnership with ABATE and the Wisconsin Department of Tourism, an expanded campaign is in place to further promote motorcycle awareness to the general motoring public and motorcycle safety for motorcyclists through the use of radio and television PSAs in high fatality rate target areas and throughout the state. In addition, motorcycle awareness promotional materials are being posted in highly traveled areas, information centers, rest areas, and businesses that cater to motorcyclists. Further, one static and numerous electronic billboards have been selected in strategic locations and are being employed to remind the general motoring public of the presence of motorcycles on Wisconsin roadways.

Since the early spring of 2009, WMSP and BOTS staff members have been conducting an in-depth analysis of all Wisconsin motorcycle fatalities in an effort to establish an accurate profile of those motorcyclists involved in fatalities and establish appropriate countermeasures to reduce motorcycle crashes and fatalities. To that end, BOTS staff members study and analyze MV4000 Crash Reports, corresponding narratives, coroner reports, as well as crash reconstruction documents. Performing this analysis over a number of years provides us with critical information pertaining to where these crashes and fatalities most often occur.

In 1990, the Wisconsin DOT and the Wisconsin Motorcycle Safety Program established the Wisconsin Motorcycle Safety Advisory Council (MoSAC), which reports to the Department of Transportation Secretary. The council is comprised of key members of the motorcycling community as well as law enforcement, highway engineering, rider education, and others. The council typically meets on a quarterly basis contingent upon need. In recent years the primary focus of the council has been to establish the means by which -to reduce motorcycle fatalities and promote motorist awareness.

To reduce motorcycle crashes and fatalities, beginning in 2010 and continuing through 2015, the Wisconsin Motorcycle Safety Program is continuing to build its partnership with the Motorcycle Safety Foundation in a concerted effort to provide a variety of appropriate levels of rider education to address all members of the motorcycling community. The overall function of the rider education program is to not only improve the skill level of all participating motorcyclists, but to influence motorcyclists' attitudes, behaviors, choices, and decision making in a positive manner to reduce crashes and fatalities.

Through analysis of motorcycle crashes, it is evident that motorcycle awareness on the part of the general motoring public is a key component to reducing crashes and fatalities. A key issue that continues to be a contributing factor to multiple vehicle crashes is the fact that motorists claim to have not seen the motorcycle. As a result, and via an ongoing campaign through the WISDOT Radio Newslines, motorists are encouraged to Look Twice for motorcyclists as they enter the driver's field of vision, change lanes, or approach intersections. In addition, motorists are also continually encouraged to Share the Roadways with motorcyclists.

In 2014 the WisDOT partnered with the ABATE group in a campaign to encourage Wisconsin motorcyclists that are currently riding without a Class M License to get properly licensed through the successful completion of a qualified rider education course or via successfully completing the DMV Motorcycle In Traffic test. Once again in 2015, Wisconsin has proclaimed May as Motorcycle Awareness Month by Governor Scott Walker, urging Wisconsin motorists to Share the Road with motorcycles. WisDOT/BOTS partners with a wide variety of law enforcement agencies on an annual basis to perform high visibility enforcement at major Wisconsin motorcycling events and activities as well as target areas where in 2013 and 2014 there were a high number of crashes and

fatalities. In 2015, grants have been written to local, county, and state law enforcement agencies where those fatalities have occurred in 2014 and may likely occur again in 2015.

Sincerely,

A handwritten signature in black ink, appearing to read "D Pabst". The signature is stylized and cursive.

David Pabst

Director, Bureau of Transportation Safety
Wisconsin Department of Transportation

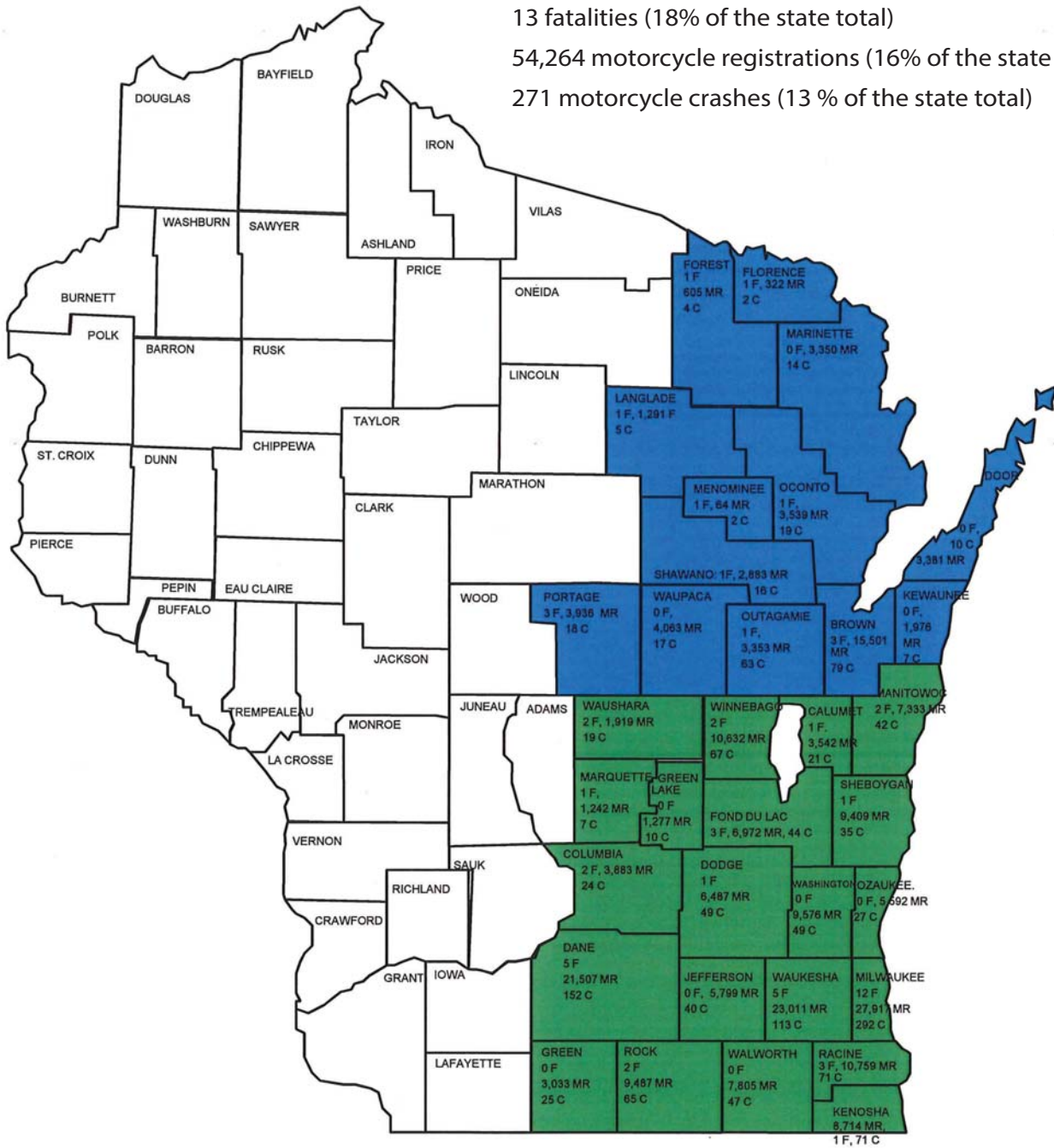
WISCONSIN 2014 MOTORCYCLE REGISTRATIONS, MOTORCYCLE CRASHES, AND FATALITIES OF MOTORCYCLISTS BY COUNTY IN TARGET REGIONS FOR FFY 2016

Northeast Target Area

13 fatalities (18% of the state total)

54,264 motorcycle registrations (16% of the state total)

271 motorcycle crashes (13 % of the state total)



Southeast Target Area

43 fatalities (59% of the state total)

183,896 motorcycle registrations (55% of the state total)

1,270 motorcycle crashes (60% of the State total)

F = fatalities of motorcyclists in 2014,
MR = motorcycle registrations in 2014
C = motorcycle crashes in 2014

MC-8:**WISCONSIN MOTORCYCLE SAFETY PROGRAM QUALITY IMPROVEMENT PROCESS**

It has always been the goal of the Wisconsin Motorcycle Safety Program to provide the best motorcycle rider training opportunities possible for the members of Wisconsin's motorcycling community. To that end a Technical Assistance Program was established back in the 1980s to provide the WMSP with a means by which to review and evaluate the various training sites throughout the state.

It was determined that a tool was needed to provide a uniform assessment of the various training sites. The form that was developed and created was called a Technical Assistance Report (TAR). Technical assistance visits were scheduled and were conducted by each of Wisconsin's four chief instructors at the time.

Though the Technical Assistance Report was fairly thorough in covering the many aspects of a rider education program's training site, the system lacked the necessary follow-up to the initial visit, with the majority of motorcycle safety instructors considering the assessment process to interfere with their work at the training sites. The TAR was developed so that chief instructors conducting the technical assistance assessments would instead be considered help agents and coaches.

Over the years the original Technical Assistance Report was modified, updated, simplified and reworked in the hopes of improving the overall quality assurance process and thereby improving the quality of the training being provided. The follow-up process improved somewhat, and to some degree the uniform delivery of the curriculums being provided were kept in check... one of the most difficult problems to address is what is referred to as "instructor drift." This term describes

what occurs when individual instructors or groups of instructors at a training site begin to put their own spin on the curriculum materials... i.e. make their own changes to the manner in which the classroom material is delivered and/or the range exercises are conducted.

In recent years, the Motorcycle Safety Foundation (MSF), which develops, tests, and disseminates the vast majority of the available rider education training materials, became increasingly interested in a formalization of the quality assurance process as it pertains to the delivery of their curriculums by the various states and military bases.

Wisconsin, always striving to be the leader as well as an innovator in rider education, began working with MSF staff in 2010 to develop the MSF Quality Assurance User Guide, quality assurance visit forms, and the overall quality assurance process in general. The MSF provides the necessary quality assurance materials and training, as well as providing a data warehouse within which all of the quality assurance assessment data generated via their on-line form is stored. A few of the key components of the quality assurance system are understanding gap analysis, understanding motor-skill development, and curriculum rationale. In the spring of 2014 the WMSP and the MSF trained and certified twelve WMSP quality assurance specialists (QAS). They were the first group of MSF nationally-certified quality assurance specialists trained. This group of highly trained help agents and coaches is focused on the goals and objectives of the MSF and WMSP to maintain the Wisconsin program as the leader in motorcycle rider education.

APPENDIX 1:

PAID MEDIA PLAN WISDOT BUREAU OF TRANSPORTATION SAFETY

2014 SEAT BELT ENFORCEMENT AND IMPAIRED DRIVING MEDIA PLAN

November 19, 2014

Introduction

When planning for 2014, it was anticipated that traffic fatalities in 2013 would again be fewer than 600. In actuality, they were significantly under, coming in at 527, the lowest number of fatalities in over five years. If 2014 continues to track as it has, the total for this year might be below 500. While heading in the right direction, it's still too many. The goal of the Zero in Wisconsin campaign is to remind the public that even one death on Wisconsin's highways is too many, so the efforts to continue to increase awareness and compliance of the law through strategically planned media campaigns must be maintained.

The current plan will include Click It or Ticket (May) and Drive Sober or Get Pulled Over (August/September) efforts, as well as three important initiatives:

Distracted Driving, Motor Cycle Awareness and Speeding:

- Distracted driving, whether it involves texting, cell phone use or any other distraction, continues to be a major contributor to fatalities and as such will receive a dedicated week of media support.
- According to 2012 WisDOT data, motorcycles make up 6% of all registered vehicles yet account for nearly 19% of all traffic fatalities.
- Speeding contributed to over 30% of all crashes, killing 156 people and injuring many others according to 2013 WisDOT statistics. In an effort to help bring this statistic down, the message in July will be one of You Speed, You Lose.

General Target Audience

The primary target for these campaigns has traditionally been men, 18-34 years of age and it is no different for 2015. This group is involved in a higher percentage of crashes overall and, according to the 2012 Wisconsin Traffic Crash Facts are more than three times more likely than women of that same age to be involved in fatal car crashes.

Men in this age group are a more difficult audience to reach as they continue to move away from traditional television and radio to digital forms of media. By making them our primary target, we know the message will be delivered to all audiences. Drivers in the 35+ group typically watch more television than does our primary target and they are slightly more likely to fall into the heavier radio listening quintiles. The older driver however, is catching up to our primary target in internet use, making this an efficient vehicle to reach the total driving audience.

Media Tactics

Using Scarborough research, various media tactics were ranked using a heaviest to lightest quintile report. By looking at both male and female rankings we can identify commonalities between the sexes. We also pulled A35-54 for the same purpose. Using this information (Scarborough Research August 2013 – July 2014): Using this information (Scarborough Research August 12 – July 13):

- M18-34 are 56% more likely than the general population to be among those who travel the most miles.
- 43% of males, 35% of females 18-34 and 46% of adults 25-54 fall into the heaviest quintiles for radio listening
- All targets fall into the average to light television viewing quintiles, although A25-54 are most likely to be considered “average” viewers
- Internet use is heaviest among the 18-34 segment:
 - 63% of men fall into the heaviest use quintiles
 - 52% of women are defined as heavy users
 - 48% of A25-54 are defined as heavy users
- Pandora radio has the heaviest penetration in this market with 36% of M18-34 and 42% of F18-34 listening to this online service
- M18-34 are 85% more likely to be heavy users of digital compared to 69% of W18-34 and 15% of A25-54
 - Hulu is accessed by 9% of M18-34 and 10% of females 18-34
- Over 80% of adults 18-34 own a SmartPhone compared to 69% of A25-54

Despite the proliferation of “new” media, *Nielsen quarterly Cross-Platform Report* (September 2014) indicates that traditional TV and Radio continue to be the best way to reach the largest possible audience. But it also shows that media habits among 18–34 year olds are far different from those of 33–49 or 50–64 year olds. The following illustrates the amount of time each group spend consuming media on a weekly basis (19:02–19 hours and 02 minutes).

	18-24	24-34	35-49	50-64
Traditional TV	19:02	24:24	30:17	40:23
Time-Shifted (DVR)	1:43	3:11	3:34	3:55
Online Video	1:58	2:02	1:49	1:06
Any App/Smartphone	9:21	9:40	8:39	5:11
AM/FM Radio	10:36	11:43	13:59	15:00

As the data shows, it is becoming increasingly important to include digital

Broadcast Television

As illustrated in the Cross Platform Report, television remains the one medium that can reach all demographic groups. Time spent watching traditional TV has actually remained relatively stable across all demographic groups. Males 16 and older are particular in their viewing habits but can be reached via sports programming and comedies. The challenge of reaching 200 TRPs in television is that viewing has become more fragmented. The same sports broadcast, for example, is often available on both over the air and cable networks or is viewed out of home in large groups at bars or other venues. This dilutes the audience ratings and demands creativity in buying to achieve stated goals.

Popular comedies in syndication include *The Big Bang Theory*, *Family Guy*, *The Office*, *The Simpsons*, *Seinfeld*, *Anger Management* and *Two and a Half Men*. These air on local stations in Prime Access and Late Fringe, and can also be found on Cable.

Because each market in Wisconsin differs in the amount and type of syndicated programming offered, we are proposing a daypart mix that allows for flexibility in utilizing the most effective programs that appeal to young men in each market:

- Recommended daypart mix include Prime/Sports (40-70%), Prime Access (5-15%) and Late Fringe (25-45%.)

Cable Television

Cable will again be relied upon to provide additional programming opportunities that appeal to these young men. Cable penetration varies greatly by market and in some markets is challenged by alternate delivery systems (ADS) such as satellite that do not currently carry local advertising. This impairs our ability to reach cable viewers with local commercials in these more rural markets.

Cable Networks focusing on sports, comedy and music will be among those used in our buys. Adult Swim, Comedy Central and FX may remain constant in our campaigns, but we'll also look into other networks that carry male oriented or motorcycle specific programming.

Radio

As shown by research, Radio remains an effective way to reach both the primary and secondary targets. The advantage of radio for DOT's efforts is that it reaches drivers while they are in the car, giving us an opportunity to influence them as they are driving. Again using Scarborough Research, it was determined that there are only slight variations in listening habits among the audiences. Dayparts index as follows (read as M18-34 are 19% more likely to be listening to radio 7p-12a than the general population):

	M18-34	W18-34	A25-54
Listen 6a-10a	98	81	117
Listen 10a-3p	103	84	111
Listen 3p-7p	106	118	116
Listen 7p-12a	119	121	104
Listen Weekends	96	104	110

- The recommended daypart mix will include: 20% morning drive (6a-9a), 20% mid-day (9a-3p), 30% afternoon drive (3p-7p), 20% evening (7p-12a) and 10% weekends.

Staples Marketing is recommending the inclusion of stations with signals large enough to cover the rural areas as well as the metropolitan areas to maximize geographic reach. Example stations are included at the end of this proposal.

Formats most popular with M18-34 include:

- Album Oriented/Active Rock
- Alternative
- Country
- Sports
- Pop/Contemporary Hit Radio
- Urban Contemporary

Digital

As the Scarborough research has shown, individuals between 16 and 34 have embraced the new digital technologies and often choose to view content over them. These options help us reach a transient population

such as those living in dorms and apartments as well as the “cord cutters” who never had or are dropping their cable subscriptions. These hard to reach consumers are increasingly consuming content by subscribing to Netflix or Hulu or stream it through their laptops, game consoles, tablets and Smartphones.

On-line video advertising has become increasingly popular and its effectiveness has been found to out-perform banner advertising. Pre-roll can be found on many websites on which video is predominantly featured such as YouTube and Hulu, but it is now found on almost every publisher site. Video can be placed as pre-roll (running prior to the desired video), mid-roll or at the end with pre-roll being the most common of the three. The most often used lengths are :15 or :30 seconds. :15 second units typically have higher completion rates – averaging 76% of users watching all :15 seconds compared to 65% of :30 second users, but like most forms of advertising, this is affected by engagement with the creative message. The first :05 seconds cannot be clicked through, so it’s important to “grab” the user in that short time to increase viewing. Interestingly, completion rates do not vary by age group, although men are slightly more likely to watch a complete video than women. Research from TubeMogul shows that pre-roll video significantly drives brand awareness and favorability among 18-34 year olds.

Hulu will be supplemented with a pre-roll video program. Pre-roll can be purchased on a traditional cost per thousand basis (CPM) or on a cost per completed view basis, making it one of the more affordable online options available. A “not to exceed” budget would be established and exceeded only if given permission. The advantage of using pre-roll versus Hulu for example, is that the video can be served to the M18-34 audience no matter where he is online, where if we restrict video to Hulu we can only reach them if they’re catching up on their favorite program. Pre-roll would be purchased on a programmatic basis using predictive and contextual targeting to serve the ad to the consumer based on their online behaviors. It enables us to reach the audience with ‘people vs. places’ play wherever their searches take them on the internet.

We have been following a new tactic in the digital world that would deliver the advertising message based on the user’s location. *Thinknear* is one of the sources that use the consumer’s GPS, WiFi and cell tower triangulation to get an exact read on the user’s location, enabling us to deliver our ad message via their mobile apps. Following is a sample list of apps within their network:

Category	Sample Apps	Category	Sample Apps
Utilities & Productivity	   	Social Networking	   
Travel	   	Arts & Entertainment	   
Business & Education	   	Games	   
Family & Parenting	   	Sports	   
Lifestyle & Shopping	   	Healthcare & Fitness	   



This program would target an area where our audience spends their time, in this case around bars/clubs, restaurants and sporting venues. They would “geo-fence” an area one mile around these locations. The program would be optimized using day parting and contextual cues such as day of week.

This capability can be used in both large and small markets, ensuring reach throughout the state of Wisconsin. The tactic is impression based and analytics will be furnished at the end of each flight as proof of performance. The recommended SOV (share of voice) is 33% of available impressions or 2,786,885 impressions within the State of Wisconsin.

While our target still listens to about 11 hours of radio each week, they are just as likely to listen to music on a device such as an iPhone or iPod. Common sources include Pandora, iHeart Radio, or Spotify. Recommendations for campaigns will include a combination of these digital tactics to expand message reach.

We are recommending a slight decrease in our Hulu program, but it remains a part of our recommendation because almost 95% of viewers watch the entire advertisement. HULU typically loads one 15 second video commercial in front of the requested video, which isn't much for the viewer to sit through to get to their program. Compared to the size of a commercial pod on broadcast television, where one can get up, get refreshments, change clothes, etc., in the time; it's very effective.

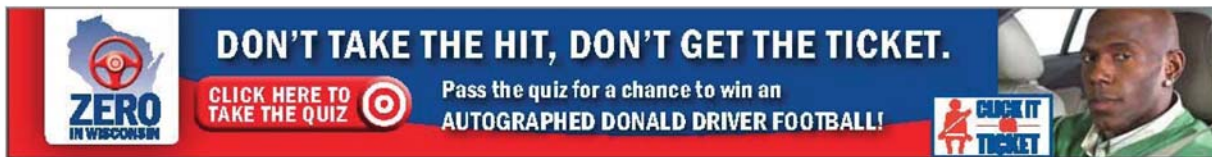
Internet radio works much the same way. Listeners can listen to pre-formatted “radio stations”, or fashion their own, based on their music preferences. Consumers must

register for these sites, so listener/viewer demographics and geographic location are available. On Pandora's free site or Spotify, an audio commercial runs every once in a while, and delivers only one 15 or 30 second commercial at a time. iHeart Radio is offered via iHeart Media (formerly Clear Channel Radio), which owns and operates over 850 stations throughout the country. Of these three, Pandora is the current streaming source of choice. It has higher penetration rates in Wisconsin than either iHeart or Spotify. And most importantly, Pandora has greater geo-targeting capabilities, targeting ads based on their subscriber's location. iHeart's ad serving is based on the location of the Clear Channel station the user is listening to vs. where the user is based creating increased media waste. For example, if our Wisconsin male is listening to an alternative Brooklyn NY rock station, he may be served a Brooklyn ad vs. a WisDOT ad message.

On these sites, the listener must listen to the commercial to get to the next song. Banners accompany the commercial, which click through to the advertiser's website. Staples Marketing has successfully used Pandora in the past four years as part of the Click it or Ticket campaign, utilizing :15 audio of the Zero in Wisconsin Donald Driver seat belt ad along with Donald Driver banner ads that clicked thru to a “Driver Safety Quiz” hosted on ZeroInWisconsin.gov. Pandora users who clicked on the banners and successfully took the quiz were entered to win an autographed Donald Driver football. This combination of targeted messaging and online engagement generated 5000+ entries and, more importantly, protracted interaction with the Click it or Ticket campaign.

Staples is recommending a slight expansion of the Pandora program, incorporating their new Display Everywhere product into our campaign. Display Everywhere includes a 300 x 250 banner ad that is served every time a user interacts with the application – skipping a track, adjusting volume, thumb-up or down a selection, etc.

Pandora is targeted to reach 306,270 dedicated monthly listeners. Approximately 3.2 million impressions will be delivered in each of the recommended flights, May CIOT, July Speed Enforcement and August Drive Sober.



Minority Newspaper

A small program will run in Milwaukee area newspapers to expand reach to the African American and Hispanic communities in the major CIOT and August Drive sober campaigns. Although Urban radio is included in each buy, these placements will help expand reach and build message frequency in these markets.

As in previous years, Staples Marketing underscores the importance of creating synergy with the national program and we are once again requesting a copy of the national buy with specific programming with dates to ensure that we are supporting and not duplicating what is being done nationally.

The following campaign summaries are our initial recommendations for the 2015 campaigns which are based on current programming and ratings information. These may change as we get closer to the planning period and if so will be replaced with programs with similar audience deliveries. The first three campaigns are closely timed and efficiencies may be realized by negotiating all three at one time. Any cost efficiencies realized will be re-directed to buy either more ratings for that campaign or moved to another campaign to ensure deliveries for that buy.

2015 DISTRACTED DRIVING CAMPAIGN STRATEGIC PLAN

Dates: April 6 - 12, 2015

Budget: \$108,965

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: M18-34
- Secondary: A18-34, A25-54

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 210
- Television: Minimum of 80

Media:

- 30 Television/Cable
- 60 Radio

**Wisconsin Department of Transportation
2015 Distracted Driving**

Flight Dates: 4/6 - 4/12/15	April				TRPs	Budget:
Media:	30	6	13	20		
Television:						
80 TRPs M18-34 per market						
<i>EauClaire/La Crosse</i>		80			80	\$8,000.00
<i>Green Bay/Appleton</i>		80			80	\$12,000.00
<i>Madison</i>		80			80	\$12,000.00
<i>Milwaukee</i>		80			80	\$22,000.00
<i>Wausau/Stevens Point</i>		80			80	\$8,000.00
						\$62,000.00
RADIO						
200 TRPs M18-34 per market						
<i>Eau Claire</i>		#			200	\$5,000.00
<i>Green Bay/Appleton/Oshkosh</i>		#			200	\$9,200.00
<i>La Crosse</i>		#			200	\$4,400.00
<i>Madison</i>		#			200	\$11,000.00
<i>Milwaukee</i>		#			200	\$21,000.00
<i>Wausau</i>		#			200	\$5,200.00
						\$55,800.00
<i>Total Gross:</i>						\$117,800.00
<i>Less DOT Discount:</i>						\$8,835.00
Total Distracted Driving Campaign:						\$108,965.00

DISTRACTED DRIVING CAMPAIGN STRATEGY AND MEDIA MIX

Texting and phone calls are the two most known distractions, but anything that takes the driver's eyes off the road is a distraction. Eating, applying make-up, looking for something on the seat next to you, can all contribute to an accident. Outside of talking to a passenger in the car the most common distractions are:

- Using a navigation system
- Eating or Drinking
- Adjusting the car radio
- Making or receiving phone calls
- Using the SmartPhone to get driving directions

Over 77% of respondents to this NHTSA survey indicated they answer the phone while driving, while only 41% admit to calling someone. This behavior is actually more prevalent among 21-44 year olds than with younger drivers. Texting however is much more common among 18-24 year olds than any other age group. Young males are more than twice more likely to be answering the phone than females. In texting however, that narrows significantly.

Crash experience shows men, 18-24 year olds have the highest incidence. Those with near-crash experiences tend to fall within the 21-44 age groups. For the purposes of this plan, the primary target will be M18-34 with a secondary target of A18-44. The included media will be television, cable and radio.

Television

80 M18-34 rating points will be purchased in broadcast TV, supplemented with targeted cable. Keeping to our recommended daypart mix, programming may include: *The Big Bang Theory*, *Family Guy*, *Seinfeld*, *The Simpsons* and *Two and a Half Men*. Prime programs vary by season, but would include programs like *Chicago P.D.* and *The Blacklist*.

Late fringe programming has a strong male following. Popular shows include: *The Tonight Show starring Jimmy Fallon*, *Late Night with Seth Meyers*, *Jimmy Kimmel Live* and *Saturday Night Live*.

Sports programming is destination viewing for our target audience. Auto racing is one of the best ways to reach young males, with NASCAR extending into the broader demographic as well. Also airing in this time would be Major League baseball and the NBA.

Again, while the priority is reaching the young male viewer, it's important to note that many of these same programs will reach our secondary audiences as well as or in the case of A25-54 possibly better than our primary target!

Cable

While cable penetration varies by market, it provides additional programming opportunities that appeal to the hard-to-reach young men. Cable offers targeted options, ideally designed to reach our target audience. Networks that index very high against our target (Scarborough Research) include: ESPN, FX, Adult Swim, Comedy Central, USA and TNT. Some of these same networks index well against our W18-34 and A25-54 secondary targets.

Radio

200 M18-34 TRPs will be purchased in each market to support this message. 60% of the radio commercials will run in afternoon drive, evening and weekends to correspond with the target's listening patterns. The remaining 40% will run in morning drive and mid-day which will expand reach to the secondary targets while providing additional frequency to the young male.

Radio formats will include Country, Rock, Alternative or Triple AAA, Contemporary Hit and Urban radio stations. The state's largest FM stations will be utilized, most of which are 50,000 – 100,000 watts, which will ensure penetration into Wisconsin's 72 counties. Stations list typically includes:



2015 MOTORCYCLE AWARENESS CAMPAIGN STRATEGIC PLAN

Dates: April 27–May 3, 2015

Budget: \$132,302

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: M18-34
- Secondary: A18-34, A25-54

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 200
- Television: Minimum of 100

Media:

- :30 Television/Cable
- :60 Radio

MOTORCYCLE AWARENESS CAMPAIGN STRATEGY AND MEDIA MIX:

The goal here is to promote safe driving by the motorcyclist and encourage all drivers to be aware of the need to share the road with motorcyclists. Underscoring the need to do this is the fact that the number of total crashes in 2013 increased by approximately 8% over 2012 (Wisconsin Department of Transportation Statistics.) Fortunately the number of fatal crashes has fallen by 9% during this same time period.

The included media will be television (broadcast and cable) and radio targeted to reach males between the ages of 16 and 34. 2012 Wisconsin Motorcycle Safety Facts statistics indicate that while cyclists between the ages of 16-34 account for only 15% of licensed cyclists, they account for more than 34% of the fatalities. And 86% of the over 515,000 licensed cyclists are men.

**Wisconsin Department of Transportation
2015 Motorcycle Awareness**

Flight Dates: 4/27-5/3/2015

Media:	April/May					TRPs	Budget:
	27	4	11	18	25		
Television:							
100 TRPs M18-34 per market							
<i>EauClaire/La Crosse</i>	100					100	\$10,000.00
<i>Green Bay/Appleton</i>	100					100	\$15,000.00
<i>Madison</i>	100					100	\$15,000.00
<i>Milwaukee</i>	100					100	\$27,500.00
<i>Wausau/Stevens Point</i>	100					100	\$10,000.00
							\$77,500.00
RADIO							
200 TRPs A18-34 per market							
<i>Eau Claire</i>	200					200	\$5,000.00
<i>Green Bay/Appleton/Oshkosh</i>	200					200	\$9,200.00
<i>La Crosse</i>	200					200	\$4,400.00
<i>Madison</i>	200					200	\$11,000.00
<i>Milwaukee</i>	200					200	\$21,000.00
<i>Wausau</i>	200					200	\$5,200.00
							\$55,800.00
<i>Total Gross:</i>							\$133,300.00
<i>Less DOT Discount:</i>							\$9,997.50
Total Motorcycle Awareness Safety Campaign:							\$123,302.50

As a result, media tactics will continue to focus on **young males** as our primary audience, but as we want other drivers to watch out for motorcyclists, our secondary target of A25 -54 will expand our message reach. Media tactics for this campaign include:

Television

100 M18-34 rating points will be purchased in broadcast TV, supplemented with targeted cable. As this comes two weeks after the Distracted Driving campaign, the program mix will include many of the same syndicated programs including: *The Big Bang Theory*, *Family Guy*, *Seinfeld*, *The Simpsons* and *Two and a Half*. Prime programs vary by season, but would include programs like *Chicago P.D.* and *Shark Tank*.

Late fringe programming would again include: *The Tonight Show starring Jimmy Fallon*, *Late Night with Seth Meyers*, *Jimmy Kimmel Live* and *Saturday Night Live*. Sports programming would also be a continuation of the previous campaign incorporating NASCAR, Major League baseball and the NBA.

Cable Television

The Cable buy might include programming on: ESPN, FX, Adult Swim, Comedy Central, USA, TNT and NBC Sports. Many of the popular comedies mentioned earlier will be included in the cable buy as appropriate, but we'll look at other programming to reach bikers such as Motorcycle Racing on FS1 and Duck Dynasty on A&E. (See sample program list.)

Radio

Motorcycles, like cars, are equipped with radios thus the message will extend to both automobile and motorcycle riders. To cover the entire state of Wisconsin, we will look to the same mix of local stations with strong signal reach to cover the broadest geography possibly, supplementing if necessary to extend reach.

200 M18-34 TRPs will be purchased in each market to support this message. 50% of the radio commercials will run in afternoon drive, evening and weekends to correspond with the target's listening patterns. The remaining 50% will run in morning drive and mid-day which will expand reach to the secondary targets while providing additional frequency to the young male.

Radio formats will include Country, Rock, Alternative or Triple AAA, Contemporary Hit and Urban radio stations. The state's largest FM stations will be utilized, most of which are 50,000 – 100,000 watts, which will ensure penetration into Wisconsin's 72 counties.

2015 CLICK IT OR TICKET (CIOT) CAMPAIGN STRATEGIC PLAN

Dates: May 4 through May 25, 2015

Budget: \$\$292,808.75

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: M18-34

- Secondary: Influencers of the primary demographic
- Qualitative: Pick-up Truck Drivers

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 275
- Television: Minimum of 180

Media:

- :30 Television/Cable
- :60 Radio
- :15 Internet Radio and Banners (Pandora)
- :30 Internet Video and Banners
- Full Page, 4C Print (Minority Newspaper)



**Wisconsin Department of Transportation
2015 Click It or Ticket**

Flight Dates: 5/4- 5/25/2015	May					TRPs	Budget:
Media:	27	4	11	18	25		
TV							
180 M18-34 TRPs							
<i>EauClaire/La Crosse</i>		60	60	60		180	\$18,000.00
<i>Green Bay/Appleton</i>		60	60	60		180	\$27,000.00
<i>Madison</i>		60	60	60		180	\$27,000.00
<i>Milwaukee</i>		60	60	60		180	\$49,500.00
<i>Wausau/Stevens Point</i>		60	60	60		180	\$18,000.00
							\$139,500.00
RADIO							
250 M18-34 TRPs							
<i>Eau Claire</i>			100	150	25	275	\$6,875.00
<i>Green Bay/Appleton/Oshkosh</i>			100	150	25	275	\$12,650.00
<i>La Crosse</i>			100	150	25	275	\$6,050.00
<i>Madison</i>			100	150	25	275	\$15,125.00
<i>Milwaukee</i>			100	150	25	275	\$28,875.00
<i>Wausau</i>			100	150	25	275	\$7,150.00
							\$76,725.00
PRINT							
Full page, 4C							
<i>El Conquistador</i>			X	X		2x	\$2,440.00
<i>Spanish Journal</i>				X		1x	\$2,470.00
<i>Milwaukee Community Journal</i>			X	X		2x	\$8,580.00
<i>Courier</i>				X		1x	\$3,305.00
							\$16,795.00
Alternative Media							
<i>Internet Radio</i>							\$23,530
<i>Internet Video</i>							\$20,000
<i>Online (Pre-Roll & Geo-Fence Display)</i>							\$40,000
							\$83,530
Total Gross:							\$316,550.00
Less DOT Discount:							\$23,741.25
Total Click it or Ticket Spring Campaign:							\$292,808.75

CIOT STRATEGY AND MEDIA MIX:

The most recent (WisDOT Field Observation Research, July 2014) data shows seat belt usage has increased to 84.7% from the 2013 level of 82.3%. Although an improvement, it still lags the national average of 87% (2013 US Department of Transportation.) The primary demographic for seat belt efforts is Males between the ages of 16 and 34. Women are 10% more likely than men to wear their seat belts. Occupants of pick-up trucks are least likely to use seat belts. Only 68% of those drivers or occupants wore seat belts. The message of Click It or Ticket resonates with the young male target: getting a ticket and the financial consequences of paying it has a more immediate impact on this demographic than life-saving messaging. Of all people surveyed, persons aged 18-34 and those 65 and over were most likely to respond that they felt they'd get a ticket if they weren't wearing one, proving they do remember the message.

Media efforts will also include the secondary market of influencers. Both the television and radio buys will be broad enough to include other demographics; such as girlfriends, mothers, fathers and friends of the targeted young males.

Media tactics for this campaign will include television, radio including internet radio and video. Minority targeted newspapers will also be included for this campaign.

CIOT Broadcast Television

May marks the end of the broadcast network's prime programming season and there are many series finales and specials running during this time that attract strong audiences. In order to take advantage of these larger audiences with original programming, it is recommended that we start the CIOT effort on May 4th, a week earlier than we have in the past. PUT levels (People Using Television), decline in the spring as daylight hours (and outdoor activities) increase providing another reason for an earlier start to our media efforts. The television flight will end on May 24th . 180 M18-34 rating points will be purchased for this campaign.

Syndicated programming, *The Big Bang Theory*, *Family Guy*, *Modern Family*, *The Simpsons*, *Seinfeld*, and *Two and a Half Men* which air in prime access and late fringe, continue to attract the M18-34 target. About 40% of the TRPs will be scheduled in these dayparts.

Sports programming remains a strong option during this time period. It is destination viewing for our primary audience. One of the best sports to reach this demographic this time of year is auto racing, including NASCAR. NASCAR's popularity cuts all demographics and lifestyles. During this campaign, we will use the NASCAR Coke 600 at Charlotte and we will also strive to utilize the Indy 500 Race on Sunday May 24th, Major League Baseball and the NBA Playoffs.

This programming will be reaching the "influencers" as well: parents, teachers, coaches and girlfriends. Older adults tend to spend more time watching television in general. And many of the prime programs, syndicated comedies and late fringe programming that are reaching our primary target of young males, appeal to females and older adults, too.

Cable Television

This flight may again include cable networks that focus on sports or comedy; two of the most important things to young men. Some of the top networks for our demographic include *ESPN*, *Comedy Central*, *Adult Swim*, *FX*, *History*, *TBS*, *USA* and *Discovery*.

Many of the popular comedies in syndication that we previously mentioned such as *The Big Bang Theory*, *Family Guy*, and *The Office* are also offered on cable networks including *Adult Swim* and *TBS*. Specific programming that attracts male audiences, such as *Swamp People* and *Pawn Stars* on *History* and *Tosh.0* on *Comedy Central*. (See sample program list.)

Radio

Radio listening peaks during the busy summer season simply because people are more active and on the move. The advantage of radio is a clear one for the CIOT message: it's the only medium that effectively reaches individuals in their cars, when they may or may not be wearing a seat belt. Therefore, we're able to reach them and remind them to buckle up at a critical decision point. Influencers riding in the car may take the opportunity to "nag" the offender.

- The daypart mix will include the standard dayparts of 25% Morning (6am-9am), 20% Mid-day (10am-3pm), 30% Afternoon drive (4pm-6pm) and 15% Weekends (Saturday and Sunday daytime). In addition, 10% Evenings (7pm-2am) will be included to reach individuals that are headed out to bars, sporting events, or other entertainment venues, since they are associated with alcohol consumption.

This daypart mix allows us to reach both segments of our target audience efficiently and effectively.

Radio will start the week of May 11 and run through Memorial Day. 275 M18-34 TRPs will be scheduled during this period. Point levels were adjusted upward to as radio listening typically increases during the busy summer weekends. Station mix will remain constant focusing on those that most effectively reach our target audiences. Milwaukee Brewer's statewide radio may be included if afforded by budget.

Digital

Digital will take on an increased importance during this period. Pandora and Hulu will be included in this buy. All buys are impression based. Planning levels for these tactics:

Pandora

- 3,260,000 impressions geo-targeted to M18-34 residing in the State of Wisconsin

Hulu

- 500,000 Impressions geo-targeted to M18-34 residing in the State of Wisconsin

Geo-Fence Display/Pre-roll

- 4,400,000 impressions geo-targeted to M18-34 via mobile and cross-platform video

Minority Newspaper

Although urban radio is a constant in the program, newspaper will be included to further expand reach to the African American and Hispanic audiences. Full page, 4C ads have been included to provide maximum impact. *Milwaukee Community Journal* and the *Milwaukee Courier* will serve the African American community. *Milwaukee Community Journal* reaches 35,000 households and is published on Wednesdays. The combined edition of the *Milwaukee Courier* and *Madison Times* will be considered as a way to reach both markets. Two insertions are planned for the *Journal* and one for the *Courier*.

El Conquistador and *The Spanish Journal* serve the Hispanic Community. (*The Spanish Times* ceased publishing in 2010.) *El Conquistador* is published on Fridays and has a distribution of over 15,000. Two insertions have been planned for this newspaper. One insertion will run in the *Spanish Times*. Circulation is 23,000. Note rates for these papers have been estimated. Once rates are announced scheduling may be adjusted.

JULY 4 , 2015 ENFORCEMENT CAMPAIGN:

Dates: June 29 – July 5, 2015

Budget: \$83,018.75

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: M18-34
- Secondary: Influencers of the primary demographic

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 250
- Television: Minimum of 75

Media:

- :60 Radio
- :15 Internet Radio and banners (Pandora or similar)
- :15 or :30 Pre-roll Video
- Geo-fence Online Display

**Wisconsin Department of Transportation
2015 Speed Enforcement**

Flight Dates: 6/29-7/5/2015	June/July				TRPs	Budget:
Media:	22	29	6	13		
RADIO						
250 TRPs M18-34 per market						
<i>Eau Claire</i>		#			250	\$6,250.00
<i>Green Bay/Appleton/Oshkosh</i>		#			250	\$11,500.00
<i>La Crosse</i>		#			250	\$5,500.00
<i>Madison</i>		#			250	\$13,750.00
<i>Milwaukee</i>		#			250	\$26,250.00
<i>Wausau</i>		#			250	\$6,500.00
						\$69,750.00
Alternative Media						
<i>Internet Radio</i>						\$10,000.00
<i>Online (Pre-Roll/Geo-Fence Display)</i>						\$10,000.00
<i>Total Gross:</i>						\$89,750.00
<i>Less DOT Discount:</i>						\$6,731.25
Total Enforcement Campaign:						\$83,018.75

SPEED ENFORCEMENT CAMPAIGN MEDIA STRATEGY:

Young men between the ages of 18-34 continues as our prime demographic for the enforcement message as this age group has the highest concentration of fatalities. But we will not ignore women or those 35+ as they are not immune to driving over the speed limit. Media weight against these secondary targets will be considered when making the final vehicle selection.

The timing of this campaign around the 4th of July holiday has made buying television a challenge as PUT levels (people using television) are at the lowest levels of the year. Following is a comparison of levels in May, July and November for M18-34:

Daypart/Time	May14	July14	Nov13
PA (6:30-7p)	12.4	10.3	22.5
PT (7p-10p)	20.0	17.3	30.2
LF (10p-12a)	12.4	9.5	18.7

- In Prime Access, July PUT levels are 17% less than May, more than 50% lower than Nov
- Prime Time, July PUT levels are 13% less than May, more than 40% lower than Nov
- In Late Fringe, July PUT levels are 23% less than May, almost 50% lower than Nov
- PUT levels for Men 18-34 are lower in general compared to other demos such as Adults 25-54. (For example, Nov 13 A25-54 Prime PUT is 41.7 compared to 30.2 for M18-34.)

Staples Marketing is recommending that Television not be included as part of the July campaign effort due to lower PUT levels and reduced viewing during this popular vacation period. Instead, we are recommending the use of Pre-Roll Video to target the M18-34. Radio listening increases during the busy summer months and radio is often taken along to picnics and tailgates, providing another touch point. Internet radio will be used as part of this campaign, as a means to supplement the already heavier radio levels.

Radio

250 M18-34 TRPs will be purchased during this time. The heavier TRP weight in radio during this campaign will offset the lack of television and will, simply because of the heavier listening at this time, work harder and more efficiently for our campaigns.

Again daypart selection will vary slightly, again increasing in evenings and weekends Formats will include: Rock, Classic Rock, AAA, Contemporary Hit Radio, Sports, Country and Urban (some sample stations shown below). Media weight will vary slightly by market, but each will achieve 250 TRPs over the campaign. Brewer's statewide radio may be included if afforded by budget.



Digital (Pre-Roll/Geo-Fence)/Pandora Radio

Digital assets pre-roll, geo-fence display and Pandora radio will be included as part of this campaign. Geo-fence display is mobile based and use of mobile online tends to increase significantly over the summer, offsetting the decrease in desktop usage. Preroll will run cross-platform, reaching our target via mobile as well as through traditional desktop sites. Approximately 1,000,000 impressions are budgeted to run during this one week period. Pandora radio will also be scheduled during this campaign. A total of 1,600,000 impressions, a combination of audio and display, will be purchased during this time period. Impressions are geo-targeted to reach M18-34 residing in Wisconsin.

2015 DRIVE SOBER OR GET PULLED OVER CAMPAIGN STRATEGIC PLAN:

Dates: August 17–September 7, 2015

Budget: \$292,808.75

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: Males 21-40 (For media buying purposes 18-34)
- Secondary: Influencers of the primary demographic

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 275
- Television: Minimum of 180

Media:

- :30 Television/Cable
- :60 Radio
- :15 Internet Radio and banners (Pandora or similar)
- :15 & :30 Internet Video and banners (HULU)
- Full Page, 4C Newspaper
- Full Page, 4C Print (Minority Newspaper)

DRIVE SOBER OR GET PULLED OVER (DRIVE SOBER) STRATEGY/MEDIA MIX

For general planning, which will support NHTSA national efforts, a mix of broadcast television, cable television, radio and digital tactics (radio/video/mobile) will be used. We will continue to target young males between the ages of 21 and 40 per BOTS guidelines, but for media buying purposes the target is defined as M18-34. There is a growing amount of research that points to the fact the gender gap is closing in terms of impaired driving, therefore our secondary audience will be defined as W18-34.

Broadcast Television & Cable

Broadcast television will again be a key tactic as viewing levels begin to increase in late summer. The recommended daypart mix will be Prime/Sports (40-70%), Prime Access (5-15%) and Late Fringe (25-45%).

While Network viewing is still at lower levels, selected Cable and Sports, including Packers pre-season games, tend to deliver our M18-34 target audience at consistent levels. Since drinking and sports are connected on a very basic level (hence the amount of beer commercials and signage seen during sporting events) it's a natural and effective environment for airing an impaired driver message. It's quite likely we will be reaching drivers at the moment they're becoming impaired at house parties and sports bars.

180 M18-34 TRPs will be purchased during this period.

Radio

Radio is again an important medium for this demographic during summer due to its portability. This age group is active and on the go, and a medium that accompanies them in their car is important. For this campaign, radio commercials will be stacked leading into the weekend (Thursday through Saturday), and on Labor Day, since these are traditionally the highest days for drinking. Since this medium reaches people in their cars, it can be an effective tool to remind passengers and drivers alike of the dangers of impaired driving.

- The daypart mix will include the standard dayparts of 25% Morning (6am-9am), 20% Mid-day (10am-3pm), 30% Afternoon drive (4pm-6pm) and 15% Weekends (Saturday and Sunday daytime). In addition, 10% Evenings (7pm-2am) will be included to reach individuals that are headed out to bars, sporting events, or other entertainment venues, since they are associated with alcohol consumption.

275 M18-34 TRPs will be purchased during this period.

**Wisconsin Department of Transportation
2015 Drive Sober or Get Pulled Over Campaign**

Flight Dates: 8/17 - 9/6/2015	August/September				TRPs	Budget:
Media:	17	24	31	7		
TV						
180 M18-34 TRPs (Begins 8/11)						
<i>EauClaire/La Crosse</i>	60	60	60		180	\$18,000.00
<i>Green Bay/Appleton</i>	60	60	60		180	\$27,000.00
<i>Madison</i>	60	60	60		180	\$27,000.00
<i>Milwaukee</i>	60	60	60		180	\$49,500.00
<i>Wausau/Stevens Point</i>	60	60	60		180	\$18,000.00
						\$139,500.00
RADIO						
250 M18-34 TRPs						
<i>Eau Claire</i>		100	150	25	275	\$6,875.00
<i>Green Bay/Appleton/Oshkosh</i>		100	150	25	275	\$12,650.00
<i>La Crosse</i>		100	150	25	275	\$6,050.00
<i>Madison</i>		100	150	25	275	\$15,125.00
<i>Milwaukee</i>		100	150	25	275	\$28,875.00
<i>Wausau</i>		100	150	25	275	\$7,150.00
						\$76,725.00
PRINT						
Full page, 4C						
<i>El Conquistador</i>		X	X		2x	\$2,440.00
<i>Spanish Journal</i>			X		1x	\$2,470.00
<i>Milwaukee Community Journal</i>		X	X		2x	\$8,580.00
<i>Milwaukee Courier</i>			X		1x	\$3,305.00
						\$16,795.00
Alternative Media						
<i>Internet Radio</i>						\$23,530
<i>Internet Video</i>						\$20,000
<i>Online (Pre-Roll & Geo-Fence Display)</i>						\$40,000
						\$83,530
Total Gross:						\$316,550.00
Less DOT Discount:						\$23,741.25
Total Drive Sober Summer Campaign:						\$292,808.75

Digital

Digital efforts in this campaign will mirror those of the May CIOT campaign, as both are major enforcement periods. These tactics will include:

Pandora

- 3,260,000 impressions geo-targeted to M18-34 residing in the State of Wisconsin

Hulu

- 500,000 Impressions geo-targeted to M18-34 residing in the State of Wisconsin

Geo-Fence Display/Pre-roll

- 4,400,000 impressions geo-targeted to M18-34 via mobile and cross-platform video

Minority Newspaper

Although urban radio is a constant in the program, newspaper will be included to further expand reach to the African American and Hispanic audiences. Full page, 4C ads have been included to provide maximum impact. *Milwaukee Community Journal* reaches 35,000 households and is published on Wednesdays. Two insertions are planned for the *Journal*. *The Milwaukee Courier/Madison Times* combo will also be considered for a minimum of one insertion in each.

El Conquistador and *The Spanish Journal* serve the Hispanic Community. (*The Spanish Times* ceased publishing in 2010.) *El Conquistador* is published on Fridays and has a distribution of over 15,000. Two insertions have been planned for this newspaper. One insertion will run in the *Spanish Times*. Circulation is 23,000. Note rates for these papers have been estimated. Once rates are announced scheduling may be adjusted.

ST. PATRICK'S DAY 2016 DRIVE SOBER CAMPAIGN:

Dates: March 7–20, 2016

Budget: \$98,928.75

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: Males 18-34
- Secondary: Influencers of the primary demographic

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 75
- Television: Minimum of 150

Media:

- :30 Television/Cable
- :60 Radio

ST. PATRICK'S DAY 2016 DRIVE SOBER CAMPAIGN:

Young men between the ages of 18-34 continue to be our prime demographic for impaired driving enforcement commercials. This age group has the highest concentration of fatalities. While we are focusing on this group, we are not ignoring the general market, which continues to be our secondary target, especially in Wisconsin with its tradition of widespread drinking and the growing ranks of female imbibers.

Radio

The radio buy will once again utilize the state's largest FM stations, most of which are 50,000-100,000 watts, covering multiple counties to reach all 72 counties in Wisconsin. To correspond with the demographic's preferred formats, spots will air on Active Rock, Alternative, Contemporary Hit, Country and Urban stations. Although it

will vary slightly by market, the majority of the spots will air mid-day through evening hours when people are thinking about going out for the evening, especially leading up to St. Patrick's Day celebrations, with the remainder running in morning drive. With St. Patrick's Day falling on a Thursday, the radio schedule will be heaviest Monday through Wednesday, tapering off toward the weekend. It is expected that there will be some left-over celebrating on Friday and Saturday, so radio will continue through the post-St. Patrick's Day period Key stations on the buy include:



Television

Televised sports will be a major part of the TV buy, with College Basketball taking center stage as it does every March. We will concentrate on the Big 10 semi-final and the NCAA Selection Show, which has more efficient CPPs than being in the games themselves, but still draw large audiences. Other sports events will include the PGA at Doral and NASCAR events.



Prime programming will be included as part of the buy as will Prime Access, Syndication and Late Fringe. We will achieve 75 target rating points (TRPs) per market.

CAMPAIGN RECAP

Campaign Gross Adjusted Gross

Distracted Driving (April)	\$ 108,800	\$ 108,965
Motorcycle Awareness (April/May)	133,300	123,302
CIOT (May)	316,550	292,809
July 4th Enforcement	89,750	83,019
Drive Sober (Aug/Sept)	316,550	292,809
Drive Sober (March 2016)	106,950	98,929
2015-16 Total:	\$1,080,900	\$ 999,833

Note: Adjusted Gross numbers have been rounded

**WISCONSIN DEPARTMENT OF
TRANSPORTATION 2015
ENFORCEMENT CAMPAIGNS
Revised November 19, 2015**

Media:	April				May				June				
	30	6	13	20	27	4	11	18	25	1	8	15	22
	Distracted Driving				Motorcycle Awareness				Spending (Wed Start)				
					CIOT	CIOT	CIOT						
TV													
<i>Eau Claire/La Crosse</i>	80				80	80	80						
<i>Green Bay/Appleton</i>	80				80	80	80						
<i>Madison</i>	80				80	80	80						
<i>Milwaukee</i>	80				80	80	80						
<i>Wausau/Stevens Point</i>	80				80	80	80						
RADIO													
<i>Eau Claire</i>					##	##	##	##	25				
<i>Green Bay/Appleton/Oshkosh</i>					##	##	##	##	25				
<i>La Crosse</i>					##	##	##	##	25				
<i>Madison</i>					##	##	##	##	25				
<i>Milwaukee</i>					##	##	##	##	25				
<i>Wausau</i>					##	##	##	##	25				
PRINT													
<i>El Conquistador</i>							X	X					
<i>Spanish Journal</i>								X					
<i>Milwaukee Community Journal</i>							X	X					
<i>Milwaukee Courier</i>								X					
ALTERNATIVE MEDIA													
<i>Internet Radio</i>													
<i>Internet Video (Hulu)</i>													
<i>Digital (Pre-Roll/Geo Fence)</i>													
Campaign Totals (Adjusted Gross):					\$108,965	\$123,303	\$292,809						

NETWORK TELEVISION CAMPAIGN PROGRAMMING SAMPLER:







CABLE PROGRAMMING SAMPLER - M18-34

Top Network Prime Programming Sampler – M18-34

	Program	Network	Rating M18-34
	<i>American Idol (Wed)</i>	FOX	2.0
	<i>Simpsons</i>	FOX	7.0
	<i>Family Guy</i>	FOX	8.0
	<i>American Idol (Thur)</i>	FOX	2.0
	<i>The Following</i>	FOX	3.0
	<i>Chicago P.D.</i>	NBC	1.5
	<i>Shark Tank</i>	ABC	5.0

Source: Milwaukee Nielsen, May 2014

Cable Programming Sampler – M18-34

Network	Program	Rating M18-34
	<i>Tosh.0</i>	1.6
	<i>WWE Entertainment</i>	.9
	<i>American Pickers</i>	.6
	<i>Deadliest Catch</i>	1.1
	<i>Fargo</i>	1.0
	<i>WWE Smackdown</i>	.8

Source: May 2014

SPORTS PROGRAMMING SAMPLER:



Baseball is the major summer sport, and the Milwaukee Brewers will be playing many games during our CIOT and DRIVE SOBER flights. There is bound to be high interest in the May CIOT flight games and, hopefully, continued interest in the August DRIVE SOBER games depending on how the team is doing later in the upcoming season. The TV schedule has not yet been released but typically includes about 12 games falling into each flight.

In several areas of the state, cable penetration is lower than average, based on availability. These markets tend to be high in satellite dish. The following chart illustrates the shortfall in regards to delivering the Fox Sports Network. In some DMA's, satellite households make up 25% or more of total television households.

DMA	Nielsen TV HH	FSN Cable HH	FSN Satellite HH
Milwaukee	886,770	559,700	136,037
Green Bay/Appleton	433,640	241,600	101,772
Madison	364,000	217,440	80,036
LaCrosse/Eau Claire	206,490	121,660	49,665
Wausau-Rhineland	181,780	91,060	60,643
Duluth/Superior	175,030	76,710	59,488
TOTAL	2,247,710	1,308,170	487,641

Utilization of the Brewer broadcasts on Fox Sports Net delivers satellite and wired cable households. Overall, Fox Sports Net is available in 80% of homes statewide.



While the 2014 Green Bay Packers season broadcast schedule is not yet published, historically Packer pre-season games have been scheduled during the timeframe of the Drive Sober campaign. Since Packer football is the top reach vehicle for advertisers wishing to reach men in Wisconsin, it's a key component of our buy. Even pre-season games provide strong ratings and excellent reach. Packer football delivers strongly against every demographic, male and female, allowing for excellent reach to the influencers, the friends and family members, of the target 21-40 year old male drivers. This type of programming is popular in bars; *reaching drivers at the very places they may become impaired.*



NASCAR is an important component of the sports target. NASCAR reaches the average American in its demographics, making it an appropriate choice for our campaigns.

CIOT Statewide

Sun May 25th	Coca Cola 600	Charlotte Motor Speedway	FOX/5:30pm
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DRIVE SOBER Madison and Milwaukee

Sat Aug 22nd	Irwin Tools Night Race	Bristol Motor Speedway	NBCS/6:30pm
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On May 24th, within our CIOT flight, the Indy 500 race will air at 11 a.m. on ABC. This is a popular race with young men.

RADIO STATIONS BY MARKET:

The following charts illustrate the stations we will consider for each designated market since they are well-positioned to effectively reach the target male demographic of all campaigns:

Appleton-Oshkosh-Green Bay				
	Call Letters	Format	Signal Strength	Rating M18-34
	WIXX-FM	CHR	100,000 Watts	2.3
	WNCY-FM	Country	50,000 Watts	1.7
	WAPL-FM	Classic Rock	100,000 Watts	1.4
	WKSZ-FM	CHR	25,000 Watts	1.3




Green Bay Arbitron TSA, Spring 13 (covers Oshkosh/Green Bay/Appleton) M-F 6a-7p

Eau Claire				
	Call Letters	Format	Signal Strength	Rating M18-34
	WQRB-FM	Country	25,000 Watts	2.7
	WAXX-FM	Country	85,000 Watts	2.3
	WMEQ-FM	Classic Rock	10,000 Watts	1.8
	WECL-FM	Country	3,300 Watts	1.4





Eau Claire Arbitron, MSA, Sp13/Fa12, M-F 6a-7p

La Crosse				
	Call Letters	Format	Signal Strength	Rating M18-34
	WRQT-FM	Rock	50,000 Watts	2.6
	WIZM-FM	CHR	100,000 Watts	1.3
	WCOW-FM	Country	100,000 Watts	1.7

La Crosse Arbitron, MSA Sp13/Fa12 Mon-Fri 6a-7p

Madison				
	Call Letters	Format	Signal Strength	Rating M18-34
	WJO-FM	Active Rock	12,000 Watts	1.6
	WZEE-FM	CHR	50,000 Watts	1.5
	WIBA-FM	Classic Hits	12,000 Watts	1.1
	WJQM-FM	Urban	6,000 Watts	1.0

Madison Arbitron, MSA Sp13/F12 Mon-Fri 6a-7p

Milwaukee				
	Call Letters	Format	Signal Strength	Rating M18-34
	WMIL-FM	Country	12,000 Watts	1.5
	WHQG-FM	Classic Rock	50,000 Watts	1.3
	WLUM-FM	AAA	8,800 Watts	1.1
	WXSS-FM	CHR	50,000 Watts	1

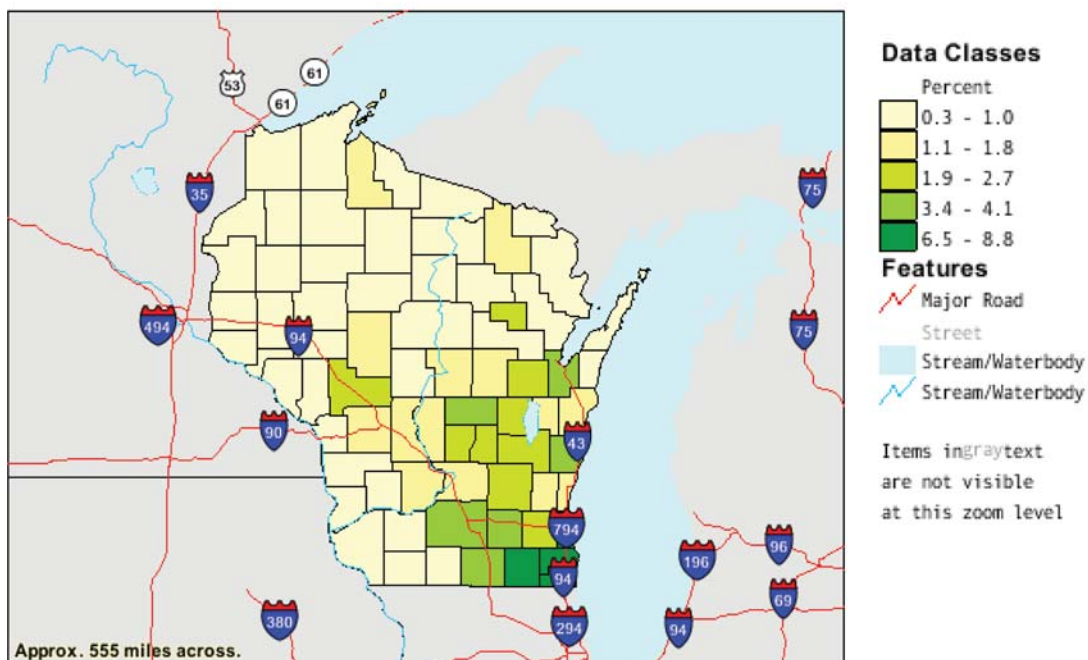
Milwaukee PPM Arbitron Oct/Nov/Dec 2013 Mon-Fri 6a-7p

Wausau				
	Call Letters	Format	Signal Strength	Rating M18-34
	WIFC-FM	CHR	100,000 Watts	1.7
	WDEZ-FM	Country	100,000 Watts	1.0
	WKQH-FM	Country	21,000 Watts	2.0
	WOZZ-FM	Rock	50,000 Watts	1.4
	WYTE-FM	Country	100,000 Watts	0.6

Wausau Arbitron Sp13/Fa12 Mon-Fri 6a-7p

Hispanic Radio:

To understand how Hispanic radio should be allocated, at first we need to understand the distribution of Hispanic households in Wisconsin, according to US Census Data:



The majority of the Hispanic population is located in Southern Wisconsin, reaching up through the Fox Valley. The younger end of the Hispanic population is increasingly bi-lingual or English-dominant, so there is very little need for Spanish-language radio stations. WXSS in Milwaukee, for example, has a large Hispanic following with its Hot Contemporary Hit format.

Station	Format	M18-34 Total Audience	M18-34 Hispanic Audience
WXSS-FM	CHR	81,300	8,200
WLUM-FM	AAA (Alternative)	66,400	6,200
WNRG-FM	CHR	42,600	5,800
WMIL-FM	Country	67,100	4,900
WMYX-FM	Hot A/C	62,400	4,500
WRIT-FM	Oldies	49,800	4,400
WKKV-FM	Urban Hits	46,400	4,100
WDDW-FM	Hispanic	5,600	4,100
WHQG-FM	Album Rock	41,600	3,900
WRNW-FM	CHR	61,100	3,800
WLWK-FM	Soft A/C	42,500	2,900

Arbitron Milwaukee-Racine October/September/August 2014 PPM

Following is a ranker of the top radio stations Hispanic Men aged 18-34 listen to in Milwaukee, ranked by the amount of young Hispanic men that listen every week:

As Milwaukee is a major market; therefore the research available is much more sophisticated than that for the medium to small sized markets across the rest of the state. Adding to the quality of the Milwaukee research is a well-represented sample of the highest concentration of Hispanics in the state. Therefore, due to this research, when placing Spanish radio in other Wisconsin markets, we will follow Milwaukee's pattern of Contemporary Hit (Top 40) and Urban (Hip-Hop and Black) stations attracting more of the new generation Hispanic than the Spanish language stations, regardless of what language is spoken in the home.

There are two small Hispanic stations in Milwaukee, WDDW-FM, and WJTI-AM. As shown on the previous chart, WDDW ranks 8th among Milwaukee stations in young male Hispanic listening. Despite the fact that WJTI-AM only has 500 weekly listeners in the demographic, it is the only electronic media partner that is a certified MBE with the state so a schedule will be considered. WLMV-AM, Madison, has a much smaller audience and is not a certified MBE. Based on audience size, it would not be an efficient use of media dollars. Because Madison does not have a significant Hispanic population, Arbitron does not provide Hispanic audience data, however based on what we know of Hispanic listening patterns, we suspect that WJJO-FM and WJQM-FM will reach that target. Although it did in the past, the Fox Valley does not have a Spanishlanguage station at this time.

	Call Letters	City of License	Signal Strength	Rating M18-34
	WLMV-AM	Madison	5,000 Watts	0
	WDDW-FM	Kenosha/Milw	3,000 Watts	.2
	WJTI-AM	Kenosha	250 Watts	0

APPENDIX 2: EQUIPMENT—PREAPPROVED AND NOT ALLOWABLE

Note: To verify equipment eligibility for your grant, contact your SPM or RPM.

ELIGIBLE, “CAN”

Equipment Approved for Speed Safety Grants and CIOT, Drive Sober and Booze and Belts Equipment Grants

48" Fluorescent Enforcement Zone Signs

Cage bars for squads

Cones – reasonable amount

Direction Flashlights/Light Batons

DL Scanners

Laser Radar

Lights – Emergency Vehicle Lighting, Light bars

Mobile Digital Communicator (MDC)

Multi-band Radios (Expensive: approx. \$6,000): A quote is needed to determine what % will be used for enforcement

Pedestrian Crossing Signs – not hard mounted

Radar - IACP Approved Speed Enforcement
RADAR/LIDAR Devices

PBTs

Radar Recorder

Seatbelt Cutters

Speed Display Board

Speed Sign - Portable Pole Mounted

Standard Radios (approx. \$2,000 each) -Handheld and vehicle mounted

TraCS Compatible Equipment:

- Laptops: Panasonic “Tough Book” approx. \$3,700
- Docking Station: and Power Supply, Mounting Hardware
- Thermal Printer: Printer Cables, Printer Mount
- GPS – not on its own; only with other TraCS items

Vehicles – vehicle purchases require: 1. BOTS to be added to the title 2. Proof of Insurance 3. Proper Disposal

Vests – Need to use (be worn) during HVE as well as standard enforcement.”

Video – Digital Squad Video Recorders and Personal Recorders

“Fatal Vision” Goggles

NON-ELIGIBLE, “CAN’T”

Bicycles

Desktops

Computers (even for TraCS purposes)

Digital Cameras

Emitters

Gloves

Hard mounted Pedestrian Crossing and Stop Signs

iPads

License Plate Readers

Measuring Wheels

Parkas

Printer Paper for TraCS

Radio “Base” Station

Raincoats

Rear plastic squad seats

Software – that is RMS (Record Management System: i.e. Visionare)

Tasers

Tire Deflation Devices (Stop Sticks or Spike Strips)

Ultrabooks

Uniforms

Vehicle Window Tint Meter

Weapons & Ammo & Related Accessories

Warranties

APPENDIX 3:

SAFETY: PARTNERS, COMMITTEES, AND ORGANIZATIONS

Not an exhaustive list.

AAA www.aaafoundation.org/	National Highway Traffic Safety Administration www.nhtsa.dot.gov	Wisconsin Department of Children and Families dcf.wi.gov/
AARP www.aarp.org	Office of Juvenile Justice and Delinquency Prevention ojjdp.ncjrs.org	Wisconsin Department of Justice www.doj.state.wi.us/
Alcohol and Other Drug Abuse Program dpi.wi.gov/sspw/aodaprogram.html	Pacific Institute for Research and Evaluation www.pire.org	Wisconsin Department of Natural Resources dnr.wi.gov/
Children's Hospital of Wisconsin www.chw.org/	Safe Routes to School www.dot.wisconsin.gov/localgov/aid/saferoutes.htm	Wisconsin Department of Tourism www.travelwisconsin.com
Federal Highway Administration www.fhwa.dot.gov	State Council on Alcohol and other Drug Abuse www.scaoda.state.wi.us	WisDOT- Division of Motor Vehicles
Ford Driving Skills for Life www.drivingskillsforlife.com	Statewide OWI Work Group	WisDOT- Planning
Governor's Highway Safety Association www.ghsa.org/	Substance Abuse and Mental Health Services Administration www.samhsa.gov/	Wisconsin Juvenile Officers Association www.wjoa.com .
Governor's Bicycle Coordinating Council	Tavern League of Wisconsin www.tlw.org	Wisconsin Highway Safety Coordinators Association
Governor's Council on Highway Safety	Traffic Records Coordinating Committee	Wisconsin Partnership for Activity and Nutrition (WI PAN)
HSP stakeholder input: April and May 2015	Traffic Safety Commissions (72 county organizations)	Wisconsin Safety Patrol Congress
Intensive Supervision Program granting agencies	University of Wisconsin System Administration	Wisconsin Safety Patrols, Inc. www.wisconsinsafetypatrol.com/
La Crosse OWI Treatment Court www.co.lacrosse.wi.us/humanservices/js/owi.htm	WE Bike, etc. www.webike.org	Wisconsin State Laboratory of Hygiene www.slh.wisc.edu
Law Enforcement Agencies	Wisconsin Association of Women Highway Safety Leaders	Wisconsin Technical College System www.wtcsystem.edu/
MADD www.madd.org	Wisconsin Bike Fed www.bfw.org/	Wisconsin Traffic Safety Officers Association wtsoa.org/siteFiles/
Marshfield Clinic – Center for Community Outreach www.marshfieldclinic.org/patients/?page=cco	Wisconsin Department of Health Services dhs.wisconsin.gov	
Medical College of Wisconsin – Injury Research Center www.mcw.edu/Injury-Research-Center.htm		

APPENDIX 4:

LAW ENFORCEMENT GRANT TARGETING METHODOLOGY

As It Relates to Alcohol, Speed, and Occupant Protection Grants

Introduction

The following is documentation for the methodology on how the targeting lists of political entities and their respective law enforcement agencies were selected for alcohol, speed, and occupant protection law enforcement grants.

Initially Wisconsin counties were grouped by descending degree of apparent crash problem (alcohol, speed, and occupant protection), within the respective grant types (alcohol, speed, and occupant protection). The following summarizes the larger steps taken for all three types of law enforcement grants in generating the overall list.

Initial Scoring

The Division of Motor Vehicles' Traffic Crash files were queried for instances of alcohol, speed, and occupant protection related crashes, by crash type (fatal, injury, and property damage), as noted on the MV4000 crash report form, in Wisconsin cities, villages and townships and grouped together by county for the calendar years 2012, 2013, and 2014. Three years of data were collected to disguise some of the natural fluctuations from year to year. Not all locations in Wisconsin have recorded each of the three types of crashes during the 2012-2014 three year period; those locations were immediately excluded from further investigation, within their respective targeting list grant type (alcohol, speed, and occupant protection).

Reported crashes on public roads were matched with the people involved in the crashes, assigning numeric weights to reported injuries (and non-injuries). The numeric weights assigned were:

Fatal injury = 20

Incapacitating injury = 20

Non-incapacitating injury=10

Possible injury = 5

Unknown or no injury = 1

Numeric weights of the injuries (and non-injuries) were summed by county and cities, villages, or townships,

within a county. That value was named Calculated Score for Injuries.

A *Normalized Score* for injuries was calculated by matching the Calculated Score for Injuries with the final January 1, 2014 population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center (Ex. Calculated Score * (1000/Population Number)) for counties, cities, villages, and towns. Population estimates are based on the 2010 census and an analysis of more current data such as housing units and automobile registrations. 2014 population data was used because it is the most recent available. An example of the formula to be used for each of the respective seventy-two counties in the state is the following:

Calculated Score * (1,000 / (2014 County Population))

Each county is evaluated with regard to its Calculated Score for Injuries and its Normalized Score to see if it meets the criteria for selection. The county-level criteria varies by grant type (alcohol, speed, and occupant protection) and can be found in one of the three respective subsections for grant types, below. The exception to this scoring are all counties with a population of 200,000 or greater, where counties meeting this criterion will automatically be included in the three law enforcement grant types (Alcohol, Speed, and Occupant Protection).

I. Full-year Law Enforcement Grants (Alcohol Only)

Municipalities located in multiple counties have been combined, thus only appear once in the listings. The county containing the largest percentage of the municipality's population has been designated the county of record for the listings. If counties in which a municipality exists are needed, please reference the worksheet named "2014MuniInMultiCounties", in the MS Excel files named "2014MuniAlcWeightedTrgtNormal.xlsx".

Criteria at County Level:

Select counties with the criteria of Weight \geq 3,000 OR NormalScore \geq 50.00 OR (Weight \geq 2,000 AND NormalScore \geq 30.00).

Select the next two counties, from those counties that are still unselected who have a Rural-Urban Continuum Code of one through six and have the next highest NormalScore scores from ALL counties per RPM Region.

Criteria at Municipal Level:

A list of municipalities for each of the counties selected as a possible grant candidate will be generated, showing the NormalScore and Weight, for each of the municipalities within a county. Municipalities within each of these counties will be selected for potential grants using the following criteria:

Weight \geq 300

NormalScore \geq 50.00

Each of these municipalities will be highlighted in blue. Please note that municipalities that have a law enforcement agency presence, besides the county sheriff will also be highlighted.

II. Seasonal Law Enforcement Grants

Common to All types

Seasonal Law Enforcement Grant candidates are selected based upon a 3-month (quarterly) time-period, using the seasonal definition of the meteorological year. These time period are the following:

Meteorologists use whole months to identify meteorological seasons. In the northern hemisphere the months are the following:

- Meteorological spring takes place during March, April, and May
- Meteorological summer takes place during June, July, and August
- Meteorological autumn takes place during September, October, and November
- Meteorological winter takes place during December, January, and February

http://www.aos.wisc.edu/~hopkins/WES/fall_05/WESf05supl10.html

Spring Quarter: March, April, May

Summer Quarter: June, July, August

Autumn Quarter: September, October, November

Winter Quarter: December, January, February

A Calculated Score for Injuries and a Normalized Score are then calculated for each quarter of the past year

(2014 in this particular case) as one selected grouping. Another Calculated Score for Injuries and a Normalized Score as an average, by quarter for the five years that precede the past year (2009-2013 in this particular case) are also selected into another grouping.

The purpose of having these two groupings are to identify county-level political entities that have immediate, short-term, quarterly traffic crash issues for the 2014 selected grouping and those that have a long-term trend, within a specific seasonal quarter, with regard to traffic crash issues for the 2009-2013 selected grouping.

Each county NOT having a Rural-Urban Continuum Code of seven through nine is evaluated with regard to its Calculated Score for Injuries and its Normalized Score for each of the four quarters to see if it meets the criteria for selection. The county-level criteria varies by grant type (alcohol, speed, and occupant protection) and can be found in one of the three respective subsections for grant types, below.

Counties with normalized scores that fall outside one or more standard deviations, but less than two standard deviations from the population group's average, but whose normalized score is at least 15% above the group mean are displayed against a lightly red shaded background and will be selected as grant candidates. Counties with normalized scores that fall outside two or more standard deviations from one of the six population group means are displayed against a more darkly shaded background and are automatically eligible as a grant candidate.

Alcohol (All four seasons will be used for the 2016 Federal Fiscal Year)

The selection of counties for alcohol-related seasonal grants will follow the "Common to All types" section of the Seasonal Law Enforcement Grants section.

Speed (the summer quarter and possibly the autumn quarter will be used for the 2016 Federal Fiscal Year)

The selection of counties for speed-related seasonal grants will follow the "Common to All types" section of the Seasonal Law Enforcement Grants section.

Occupant Protection (Only the spring and summer quarters will be used for the 2016 Federal Fiscal Year)

The selection of counties for speed-related seasonal grants will follow the “Common to All types” section of the Seasonal Law Enforcement Grants section.

III. Occupant Protection Grants by County, Based Upon the Number of Registered Pick-up Trucks

The selection process will also make counties eligible for Occupant Protection Grants, based upon the number of pick-up trucks registered in a particular county, for the year 2014, relative to the mean number of pick-up trucks per county, for the state as a whole, where the county has not been previously targeted for Occupant Protection grant(s).

Counties, which are one or more standard deviations, above the mean, for pick-up truck registrations statewide will be considered for seasonal occupant protection grants. The local County Sheriff’s law enforcement agency will be the first enforcement agency contacted, for each county, given they have county-wide jurisdiction.

IV. All Grants Types (Alcohol, Speed, and Occupant Protection) by County, Based Upon Population.

Counties with a population greater than or equal to 500,000 will be targeted for all three categories of law enforcement grant types (Alcohol, Speed, and Occupant Protection), regardless of the grant distribution methodology (Annual, Seasonal, and Pick-up Trucks Registered) selected for a given targeting year.

The rationale for using this metric is based upon the particulars of the methodology time periods selected for a targeting year. Some grants types (Ex. Speed this year) are only being targeted, using a seasonal methodology. Counties with large populations (and VMT),

relative to the State as whole do not statistically have as great of variation as counties having smaller populations (and VMT) in the State when using the seasonal methodology, thus could be overlooked as a targeted county, though they do have a significant traffic safety problem year- around, which would only be noted, if annual year round law enforcement grants are provided for a particular grant type (speed in this case). Basically, there is a need to more efficiently allocate funds on a seasonal basis (for speed in this case), but still not exclude the more populated (and higher VMT) counties, which lack seasonal variation in their traffic safety issues, because their traffic safety issues exist year-round .

Please note population was used as the metric, instead of VMT, because of the on-going regularity and timeliness of annual population estimates (both state and federal) versus, the unpredictability of when VMT data will become available, for a given year.

After each county that has been selected for a particular type of grant (Alcohol, Speed, and Occupant Protection) we then drilled-down to the municipal (City, Village, or Town) level to select the specific municipal entities that will be offered a grant. This will be achieved by measuring the Normalized Score for injuries and the Calculated Score for Injuries, for each of the municipalities against the criteria set for municipalities, in each of the grant types (Alcohol, Speed, and Occupant Protection) as described in Section I., above. Please note that the County Sheriff of a selected county, regardless of grant type will always be considered for a grant, otherwise the local law enforcement agency that has a selected municipality within its jurisdiction will be considered to implement a grant on behalf of the selected municipality.

APPENDIX 5:

HIGHWAY SAFETY PROGRAM COST SUMMARY "217PLAN"

June 2015 • Number 15-01 • Highway Safety Plan • FFY 2016 • Wisconsin

PROGRAM AREA	APPRVD PROGRAM COSTS	STATE/LOCAL FUNDS	PREVIOUS BAL	FEDERALLY FUNDED PROGRAMS INCRE/(DECRE)	CURRENT BAL	FEDERAL SHARE TO LOCAL
PA	340,000.00	530,000.00	340,000.00	0.00		74,250.00
OP	290,000.00	0.00	282,000.00	8,000.00		200,000.00
AL	300,000.00	1,131,600.00	356,000.00	(56,000.00)		300,000.00
PT	1,250,000.00	11,000.00	1,115,000.00	135,000.00		1,175,000.00
TR	90,000.00	69,000.00	90,000.00	0.00		0.00
EM	100,000.00	0.00	175,000.00	(75,000.00)		50,000.00
MC	270,000.00	654,000.00	320,000.00	(50,000.00)		270,000.00
PS	300,000.00	87,000.00	295,000.00	5,000.00		250,000.00
CP	1,065,000.00	0.00	1,125,000.00	(60,000.00)		898,000.00
PM	580,000.00	0.00	600,000.00	(20,000.00)		580,000.00
Total 402	4,585,000.00	2,482,600.00	4,698,000.00	(113,000.00)	0.00	3,797,250.00
405b	1,092,000.00	5,895,000.00	835,000.00	257,000.00		
405c	1,317,620.00	214,950.00	1,152,000.00	165,620.00		
405d	4,070,000.00	9,456,000.00	3,780,000.00	290,000.00		
405f	225,000.00	0.00	300,000.00	(75,000.00)		
ALL FUNDS	11,289,620.00	18,048,550.00	10,765,000.00	524,620.00	0.00	3,797,250.00

State Officials Authorized Signature:

Federal Official(s) Authorized Signature:

NAME

NHTSA - NAME

FHWA - NAME

TITLE

TITLE

TITLE

DATE

DATE

DATE

EFFECTIVE DATE

APPENDIX 6:
DETAILED BUDGET
FFY 2016 HIGHWAY SAFETY PLAN BUDGET

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
PLANNING & ADMINISTRATION (PA) 10					
2016-10-01-PA	Planning & Administration	340,000			
402	(PA)	340,000			0
2016-19-01	402 Match		530,000		
State	(562)		530,000		
TOTAL PLAN & ADMIN FUNDS		340,000	530,000	870,000	0

OCCUPANT PROTECTION 20					
2016-20-01	Program Mgmt	90,000			50,000
2016-20-06	Equipment	200,000			200,000
402	(OP)	290,000		290,000	200,000
2016-25-02	PI&E	230,000			
2016-25-03	Training - Technical	182,000			
2016-25-05	Enforcement	500,000			
2016-25-06	Equipment	225,000			
2016-25-09	Evaluation	185,000			
405b	(405-M2)	1,092,000		1,092,000	0
TOTAL OCC PROTECT FUNDS		1,382,000	0	1,382,000	200,000

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
IMPAIRED DRIVING— Youth Program Plan (30)					
2016-30-06	Equipment	300,000			300,000
402	(AL)	300,000	0	300,000	300,000
2016-31-01	Program Management	90,000			
2016-31-02	PI&E	220,000			
2016-31-03	Training - Technical	740,000			
2016-31-04	Training - Community	150,000	1,131,600		
2016-31-05	Enforcement	2,500,000			
2016-31-06	Equipment	30,000			
2016-31-07	Paid Media	230,000			
2016-31-09	Evaluation	10,000			
405d	(M5)	3,970,000	1,131,600	5,101,600	0
TOTAL IMPAIRED/YOUTH DRIVING FUNDS		4,270,000	1,131,600	5,401,600	300,000

POLICE TRAFFIC SERVICES (PTS) 40					
2016-40-01	Program Mgmt	75,000	11,000		0
2016-40-02	PI & E	200,000			100,000
2016-40-05	Enforcement	675,000			675,000
2016-40-06	Equipment	300,000			300,000
402	402-PT	1,250,000	11,000	1,261,000	1,075,000
TOTAL	Total PTS	1,250,000	11,000	1,261,000	1,075,000

HIGHWAY SAFETY INFORMATION (Traffic Records) 50					
2016-50-01	Program Mgmt	90,000			0
402	402-TR	90,000			22,500
2016-58-01	Program Mgmt	16,000			
2016-58-02	PI&E	12,500			
2016-58-03	Training - Technical	963,500			
2016-58-06	Equipment	325,620	69,000		
2016-58-09	Evaluation	15,000			
408 & 405C	(K9 & M3)	1,317,620	69,000	1,386,620	22,500
TOTAL RECORDS FUNDS		1,407,620	69,000	1,476,620	22,500

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
INJURY CONTROL—EMERGENCY RESPONSE 60					
2016-60-02	PI & E	50,000			50,000
2016-60-03	Training - Technical	50,000			50,000
402	(EM)	100,000	0	100,000	100,000

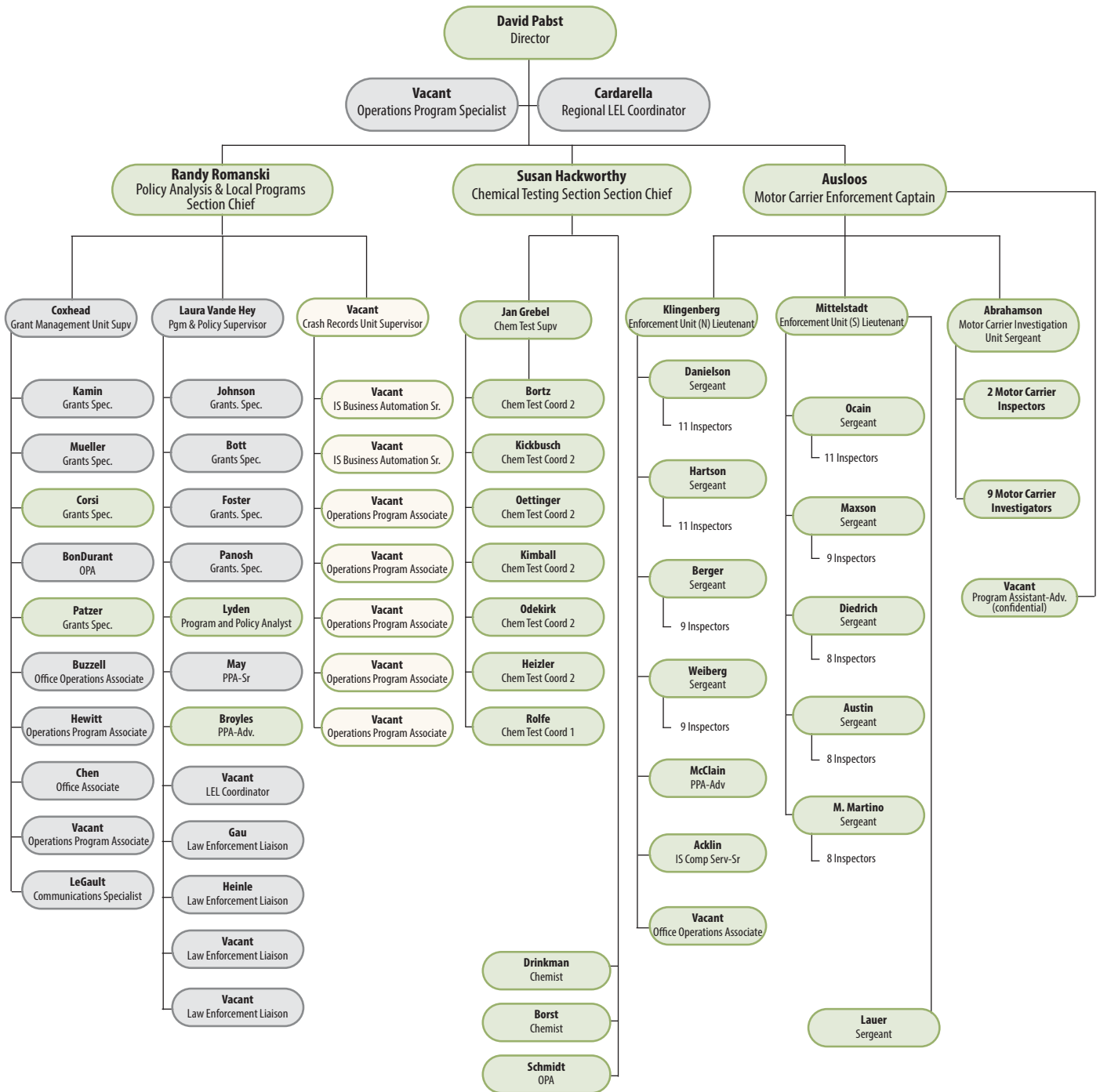
MOTORCYCLE SAFETY 70					
2016-70-02	PI&E	50,000			
2016-70-04	Training - Community	220,000			220,000
402	(MC)	270,000	0	320,000	220,000
2016-31-05	Enforcement	100,000			
405d	(M5)	100,000	0	100,000	0
2016-72-03	Training - Technical	100,000			
2016-72-06	Equipment	100,000			
2016-72-09	Evaluation	25,000			
405f	(M9)	225,000	0	225,000	0
2016-79-01	Program Mgmt		191,000		
2016-79-04	Training - Community		463,000		
2016-79-07	Paid Media		50,000		
State (562)		704,000			
TOTAL MOTORCYCLE FUNDS		595,000	704,000	1,299,000	220,000

PEDESTRIAN, BICYCLE & SCHOOL BUS SAFETY 80					
2016-80-02	PI&E	50,000			25,000
2016-80-03	Training - Technical	85,000			85,000
2016-80-04	Training - Community	5,000			5,000
2016-80-05	Enforcement	160,000			160,000
402	(PS)	300,000	0	600,000	275,000
2016-89-01	Program Management		87,000		
2016-89-02	PI&E		41,000		
State	(562)		128,000		
TOTAL PED/BIKE FUNDS		300,000	128,000	428,000	275,000

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
COMMUNITY TRAFFIC SAFETY 90 Community Activity					
2016-90-01	Program Mgmt	284,000			142,000
2016-90-02	PI & E	566,000			283,000
2016-90-04	Community Programs	215,000			161,250
2016-90-07	Paid Media	580,000			435,000
402	(CP)	1,645,000	0	1,645,000	586,250
Total Community Programs		1,645,000	0	1,645,000	586,250

Fund Totals					
	402 TOTAL	4,585,000			2,778,750 (60.61%)
	405d TOTAL	4,070,000			
	405b Total	1,092,000			
	408 & 405c Total	1,317,620			
	405f Total	225,000			
	TOTAL NHTSA FUNDS	11,289,620			

APPENDIX 7: BUREAU OF TRANSPORTATION SAFETY ORGANIZATIONAL CHART APRIL 2015



Note: NHTSA-funded positions are indicated by grey shading.
The Crash Records Unit is in the process of being created. Initial hires began in May 2015 and final hires will be in January 2017.

STATE CERTIFICATIONS AND ASSURANCES

APPENDIX A TO PART 1200 – CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)

State: Wisconsin Fiscal Year: 2016

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

GENERAL REQUIREMENTS

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- 49 CFR Part 18 – Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200 – Uniform Procedures for State Highway Safety Grant Programs

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;

- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received:
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION (applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352), which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), and the Americans with Disabilities Act of 1990 (Pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100-259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)

The State will provide a drug-free workplace by:

- Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- Establishing a drug-free awareness program to inform employees about:
 - o The dangers of drug abuse in the workplace.
 - o The grantee's policy of maintaining a drug-free workplace.
 - o Any available drug counseling, rehabilitation, and employee assistance programs.
 - o The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - o Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).

- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - o Abide by the terms of the statement.
 - o Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- Taking one of the following actions, within 30 days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted –
 - o Taking appropriate personnel action against such an employee, up to and including termination.
 - o Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

BUY AMERICA ACT (applies to subrecipients as well as States)

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT) (applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING (applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING (applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION (applies to subrecipients as well as States)

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS-PRIMARY COVERED TRANSACTIONS

- (1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
 - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
 - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property; (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
 - (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
- (2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal

- government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
 4. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
 5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
 6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
 7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
 8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
 9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees

when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

SECTION 402 REQUIREMENTS

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- Participation in the National high-visibility law enforcement mobilizations;

- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that failure to comply with applicable Federal statutes and regulations may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.



Signature Governor's Representative for Highway Safety
Signature Governor's Representative for Highway Safety

6-16-15

Date
Date

Mark Gottlieb

Printed name of Governor's Representative for Highway Safety
Printed name of Governor's Representative for Highway Safety

APPENDIX 8B: STATE CERTIFICATIONS AND ASSURANCES

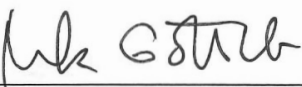
APPENDIX D TO PART 1200 –CERTIFICATIONS AND ASSURANCES FOR NATIONAL PRIORITY SAFETY PROGRAM GRANTS (23 U.S.C. 405)

State of Wisconsin, Fiscal Year 2016

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements, including applicable Federal statutes and regulations that are in effect during the grant period.

In my capacity as the Governor’s Representative for Highway Safety, I:

- certify that, to the best of my personal knowledge, the information submitted to the National Highway Traffic Safety Administration in support of the State’s application for Section 405 grants below is accurate and complete.
- understand that incorrect, incomplete, or untimely information submitted in support of the State’s application may result in the denial of an award under Section 405.
- agree that, as condition of the grant, the State will use these grant funds in accordance with the specific requirements of Section 405(b), (c), (d), (e), (f) and (g), as applicable.
- agree that, as a condition of the grant, the State will comply with all applicable laws and regulations and financial and programmatic requirements for Federal grants.



Signature Governor’s Representative for Highway Safety
Signature Governor’s Representative for Highway Safety

6-16-15

Date
Date

Mark Gottlieb

Printed name of Governor’s Representative for Highway Safety
Printed name of Governor’s Representative for Highway Safety

Instructions: Check the box for each part for which the State is applying for a grant, fill in relevant blanks, and identify the attachment number or page numbers where the requested information appears in the HSP. Attachments may be submitted electronically.

Part 1: Occupant Protection (23 CFR 1200.21)

All States: (Fill in all blanks below.)

- The State will maintain its aggregate expenditures from all State and local sources for occupant protection programs at or above the average level of such expenditures in fiscal years 2010 and 2011. (23 U.S.C. 405(a)(1)(H))
- The State will participate in the Click it or Ticket national mobilization in the fiscal year of the grant. The description of the State’s planned participation is provided as HSP attachment or page number: HSP page 15.
- The State’s occupant protection plan for the upcoming fiscal year is provided as HSP attachment or page number: HSP pages 13-18.
- Documentation of the State’s active network of child restraint inspection stations is provided as HSP attachment or page number: Supplemental Appendix OP-4.

- The State's plan for child passenger safety technicians is provided as HSP attachment or page number: Supplemental Appendix OP-3.

Lower Seat belt Use States: *(Check at least 3 boxes below and fill in all blanks under those checked boxes.)*

- The State's **primary seat belt use law**, requiring primary enforcement of the State's occupant protection laws, was enacted on 6/29/2009 and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant. Legal citation(s):
Section 347.48 (2m), Wis. Stats.
Section 347.48 (4), Wis. Stats.
- The State's occupant protection law, requiring occupants to be secured in a seat belt or age-appropriate child restraint while in a passenger motor vehicle and a minimum fine of \$25, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Requirement for all occupants to be secured in seat belt or age appropriate child restraint:
- Coverage of all passenger motor vehicles:
- Minimum fine of at least \$25:
- Exemptions from restraint requirements:
- The State's **seat belt enforcement plan** is provided as HSP attachment or page #: HSP pages 13-15.
- The State's **high risk population countermeasure program** is provided as HSP attachment or page #: Supplemental Appendix OP-2 and HSP page 14.
- The State's **comprehensive occupant protection program** is provided as HSP attachment # _____.
- The State's **occupant protection program assessment:** *(Check one box below and fill in any blanks under that checked box.)*
 - The State's NHTSA-facilitated occupant protection program assessment was conducted on _____;

OR

- The State agrees to conduct a NHTSA-facilitated occupant protection program assessment by September 1 of the fiscal year of the grant. (This option is available only for fiscal year 2013 grants.)

Part 2: State Traffic Safety Information System Improvements (23 CFR 1200.22)

- The State will maintain its aggregate expenditures from all State and local sources for traffic safety information system programs at or above the average level of such expenditures in fiscal years 2010 and 2011.

(Fill in at least one blank for each bullet below.)

- A copy of *(check one box only)* the TRCC charter or the statute legally mandating a State TRCC is provided as HSP attachment # Supplemental Appendix TR-5 or submitted electronically through the TRIPRS database on _____.
- A copy of TRCC meeting schedule for 12 months following application due date and all reports and other documents promulgated by the TRCC during the 12 months preceding the application due date is provided as HSP attachment # Supplemental Appendix TR-4 or submitted electronically through the TRIPRS database on _____.

- A list of the TRCC membership and the organization and function they represent is provided as HSP attachment # Supplemental Appendix TR-1 or submitted electronically through the TRIPRS database on _____.
- The name and title of the State's Traffic Records Coordinator is Co-Chairs: Larry Corsi, Program Manager, and Neil May, Program Evaluation Analyst.
- A copy of the State Strategic Plan, including any updates, is provided as HSP attachment #: Supplemental Appendix TR-2 or submitted electronically through the TRIPRS database on _____.
- *(Check **one box** below and fill in **any** blanks under that checked box.)*
- The following pages in the State's Strategic Plan provides a written description of the performance measures, and all supporting data, that the State is relying on to demonstrate achievement of the quantitative improvement in the preceding 12 months of the application due date in relation to one or more of the significant data program attributes: pages _____.

OR

- If not detailed in the State's Strategic Plan, the written description is provided as HSP attachment # Supplemental Appendix TR-3.
- The State's most recent assessment or update of its highway safety data and traffic records system was completed on 6/6/2015.

Part 3: Impaired Driving Countermeasures (23 CFR 1200.23)

All States:

- The State will maintain its aggregate expenditures from all State and local sources for impaired driving programs at or above the average level of such expenditures in fiscal years 2010 and 2011.
- The State will use the funds awarded under 23 U.S.C. 405(d) only for the implementation of programs as provided in 23 CFR 1200.23(i) in the fiscal year of the grant.

Mid-Range State:

*(Check **one box** below and fill in **any** blanks under that checked box.)*

- The statewide impaired driving plan approved by a statewide impaired driving task force was issued on 8/1/2013 and is provided as HSP attachment # Supplemental Appendix AL-1;

OR

- For the first year of the grant as a mid-range State, the State agrees to convene a statewide impaired driving task force to develop a statewide impaired driving plan and submit a copy of the plan to NHTSA by September 1 of the fiscal year of the grant.
- A copy of information describing the statewide impaired driving task force is provided as HSP attachment # _____.

High-Range State:

*(Check **one box** below and fill in **any** blanks under that checked box.)*

- A NHTSA-facilitated assessment of the State's impaired driving program was conducted on _____;

OR

- For the first year of the grant as a high-range State, the State agrees to conduct a NHTSA-facilitated assessment by September 1 of the fiscal year of the grant;

(Check **one box** below and fill in **any** blanks under that checked box.)

- For the first year of the grant as a high-range State, the State agrees to convene a statewide impaired driving task force to develop a statewide impaired driving plan addressing recommendations from the assessment and submit the plan to NHTSA for review and approval by September 1 of the fiscal year of the grant;

OR

- For subsequent years of the grant as a high-range State, the statewide impaired driving plan developed or updated on _____ is provided as HSP attachment # _____.
- A copy of the information describing the statewide impaired driving task force is provided as HSP attachment # _____.

Ignition Interlock Law: (Fill in **all** blanks below.)

- The State's ignition interlock law was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant. **Legal citation(s):**

Part 4: Distracted Driving (23 CFR 1200.24)

(Fill in **all** blanks below.)

Prohibition on Texting While Driving

The State's texting ban statute, prohibiting texting while driving, a minimum fine of at least \$25, and increased fines for repeat offenses, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Prohibition on texting while driving:
- Definition of covered wireless communication devices:
- Minimum fine of at least \$25 for first offense:
- Increased fines for repeat offenses:
- Exemptions from texting ban:

Prohibition on Youth Cell Phone Use While Driving

The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving, driver license testing of distracted driving issues, a minimum fine of at least \$25, increased fines for repeat offenses, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Prohibition on youth cell phone use while driving:
- Driver license testing of distracted driving issues:
- Minimum fine of at least \$25 for first offense:
- Increased fines for repeat offenses:
- Exemptions from youth cell phone use ban:

Part 5: Motorcyclist Safety (23 CFR 1200.25)

(Check **at least 2 boxes** below and fill in **any** blanks under those checked boxes.)

- Motorcycle riding training course:**

- Copy of official State document (e.g., law, regulation, binding policy directive, letter from the Governor) identifying the designated State authority over motorcyclist safety issues is provided as HSP attachment # Supplemental Appendix MC-1.
- Document(s) showing the designated State authority approved the training curriculum that includes instruction in crash avoidance and other safety-oriented operational skills for both in-class and on-the-motorcycle is provided as HSP attachment # Supplemental Appendix MC-2.
- Document(s) regarding locations of the motorcycle rider training course being offered in the State is provided as HSP attachment # Supplemental Appendix MC-3.
- Document(s) showing that certified motorcycle rider training instructors teach the motorcycle riding training course is provided as HSP attachment # Supplemental Appendix MC-2.
- Description of the quality control procedures to assess motorcycle rider training courses and instructor training courses and actions taken to improve courses is provided as HSP attachment # Supplemental Appendices MC-4 and MC-8.

Motorcyclist awareness program:

- Copy of official State document (e.g., law, regulation, binding policy directive, letter from the Governor) identifying the designated State authority over motorcyclist safety issues is provided as HSP attachment # Supplemental Appendix MC-1.
- Letter from the Governor's Representative for Highway Safety stating that the motorcyclist awareness program is developed by or in coordination with the designated State authority is provided as HSP attachment # Supplemental Appendix MC-5.
- Data used to identify and prioritize the State's motorcyclist safety program areas is provided as HSP attachment or page # Supplemental Appendix MC-6.
- Description of how the State achieved collaboration among agencies and organizations regarding motorcycle safety issues is provided as HSP attachment or page # Supplemental Appendices MC-5 and MC-7.
- Copy of the State strategic communications plan is provided as HSP attachment # Supplemental Appendix MC-7, pages 1-2.

Reduction of fatalities and crashes involving motorcycles:

- Data showing the total number of motor vehicle crashes involving motorcycles is provided as HSP attachment or page # _____.
- Description of the State's methods for collecting and analyzing data is provided as HSP attachment or page # _____.

Impaired driving program:

- Data used to identify and prioritize the State's impaired driving and impaired motorcycle operation problem areas is provided as HSP attachment or page # _____.
- Detailed description of the State's impaired driving program is provided as HSP attachment or page # _____.
- The State law or regulation that defines impairment.

Legal citation(s):

Reduction of fatalities and accidents involving impaired motorcyclists:

- Data showing the total number of reported crashes involving alcohol-impaired and drug-impaired motorcycle operators is provided as HSP attachment or page # _____.
- Description of the State's methods for collecting and analyzing data is provided as HSP attachment or page # _____.
- The State law or regulation that defines impairment.

Legal citation(s):

Use of fees collected from motorcyclists for motorcycle programs: *(Check one box below and fill in any blanks under the checked box.)*

Applying as a Law State –

- The State law or regulation that requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs to be used for motorcycle training and safety programs.

Legal citation(s):

AND

- The State's law appropriating funds for FY ____ that requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs be spent on motorcycle training and safety programs.

Legal citation(s):

Applying as a Data State –

- Data and/or documentation from **official** State records from the previous fiscal year showing that **all** fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs were used for motorcycle training and safety programs is provided as HSP attachment # _____.

Part 6: State Graduated Driver Licensing Laws (23 CFR 1200.26)

(Fill in all applicable blanks below.)

The State's graduated driver licensing statute, requiring both a learner's permit stage and intermediate stage prior to receiving a full driver's license, was enacted on _____ and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Learner's Permit Stage – requires testing and education, driving restrictions, minimum duration, and applicability to novice drivers younger than 21 years of age.

Legal citations:

- Testing and education requirements:
- Driving restrictions:
- Minimum duration:
- Applicability to novice drivers younger than 21 years of age:
- Exemptions from graduated driver licensing law:

Intermediate Stage – requires driving restrictions, minimum duration, and applicability to any driver who has completed the learner’s permit stage and who is younger than 18 years of age.

Legal citations:

- Driving restrictions:
- Minimum duration:
- Applicability to any driver who has completed the learner’s permit stage and is younger than 18 years of age:
- Exemptions from graduated driver licensing law:

Additional Requirements During Both Learner’s Permit and Intermediate Stages

Prohibition enforced as a primary offense on use of a cellular telephone or any communications device by the driver while driving, except in case of emergency.

Legal citation(s):

Requirement that the driver who possesses a learner’s permit or intermediate license remain conviction-free for a period of not less than six consecutive months immediately prior to the expiration of that stage.

Legal citation(s):

License Distinguishability (*Check **one box** below and fill in **any** blanks under that checked box.*)

- Requirement that the State learner’s permit, intermediate license, and full driver’s license are visually distinguishable.

Legal citation(s):

OR

- Sample permits and licenses containing visual features that would enable a law enforcement officer to distinguish between the State learner’s permit, intermediate license, and full driver’s license, are provided as HSP attachment #_____.

OR

- Description of the State’s system that enables law enforcement officers in the State during traffic stops to distinguish between the State learner’s permit, intermediate license, and full driver’s license, are provided as HSP attachment #_____.

STATE OF WISCONSIN

FFY 2016

Highway Safety Plan

SUPPLEMENTAL APPENDIX

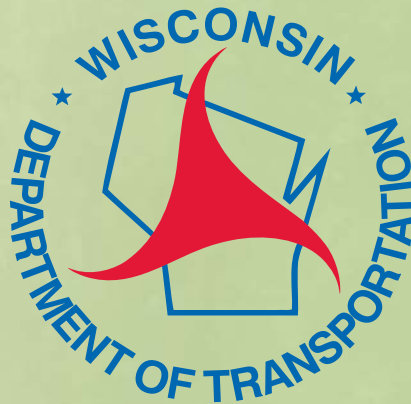


Figure 4 provides the remaining performance measures and goal statements developed by the GHSA and NHTSA.

MEASURE	2009	2010	2011	2012	2013	2009-2013 AVG	2015 GOAL <small>Estimate using 2009-2013 average with 5% reduction</small>	2016 GOAL <small>2015 Goal with 5% reduction</small>
C1. Traffic Fatalities (FARS)	561	572	582	615	543	574.6	546	519
C1. To decrease traffic fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 575 to 519 by December 31, 2016.								
C2. Serious Traffic Injuries (State Crash Data Files)	3,854	3,845	3,534	3,582	3,301	3,623.2	3,442	3,270
C2. To decrease serious traffic injuries 5 percent each year from the 2009-2013 calendar year rolling average of 3,623 to 3,270 by December 31, 2016.								
C3a. Fatalities/VMT (FARS)	0.96	0.96	0.99	1.04	0.89	0.97	0.92	0.87
C3a. To decrease total fatalities/VMT, by 5 percent each year from the 2009-2013 calendar year rolling average of 0.97 to 0.87 by December 31, 2016.								
C3b. Rural Fatalities/VMT (FARS)	1.38	1.26	1.27	1.27	1.17	1.25	1.19	1.13
C3b. To decrease rural fatalities/VMT, by 5 percent each year from the 2009-2013 calendar year rolling average of 1.25 to 1.13 by December 31, 2016.								
C3c. Urban Fatalities/VMT (FARS)	0.59	0.74	0.71	0.79	0.63	0.69	0.66	0.62
C3c. To decrease urban fatalities/VMT, by 5 percent each year from the 2009-2013 calendar year rolling average of 0.69 to 0.62 by December 31, 2016.								
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	231	178	189	201	191	198.0	188	179
C4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent each year from the 2009-2013 calendar year rolling average of 198 to 179 by December 31, 2016.								
C5. Alcohol Impaired Driving Fatalities (FARS)	209	203	197	200	172	196.2	186	177
C5. To decrease alcohol impaired driving fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 196 to 177 by December 31, 2016.								
C6. Speeding Related Fatalities (FARS)	203	202	195	209	151	192.0	182	173
C6. To decrease speeding-related fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 192 to 173 by December 31, 2016.								
C7. Motorcyclist Fatalities	84	105	88	117	83	95.4	91	86
C7. To decrease motorcyclist fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 95 to 86 by December 31, 2016.								
C8. Un-helmeted Motorcyclist Fatalities (FARS)	55	82	78	87	61	72.6	69	66
C8. To decrease un-helmeted motorcyclist fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 73 to 66 by December 31, 2016.								
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	92	91	83	81	58	81.0	77	73
C9. To decrease drivers age 20 or younger involved in fatal crashes 5 percent each year from the 2009-2013 calendar year rolling average of 81 to 73 by December 31, 2016.								
C10. Pedestrian Fatalities (FARS)	38	52	57	45	36	45.6	43	41
C10. To reduce pedestrian fatalities 5 percent each year from the 2009-2013 calendar year rolling average of 46 to 41 by December 31, 2016.								
C11. Bicyclist Fatalities (FARS)	7	9	12	11	10	9.8	9	8
C11. To reduce bicyclist fatalities by one from the 2009-2013 calendar year rolling average of 9.8 to 8 by December 31, 2016.								
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	73.80%	79.20%	79.00%	79.90%	82.39%	78.86%	82.80%	86.94%
A1. Number of seat belt citations issued during grant-funded enforcement activities								
					20,962			
A2. Number of impaired-driving arrests made during grant-funded enforcement activities								
					3,921			
A3. Number of speeding citations issued during grant-funded enforcement activities								
					25,271			



Mobilization Grants: Non-overtime Equipment Grants.

(402) 2016-20-06-OP \$200,000

Child Passenger Safety (CPS)

Support and administrative costs for statewide Child Passenger Safety Advisory Committee. Partnership with Wisconsin Information Network for Safety (WINS) to support and administer statewide CPS Training, ensuring that we recruit, train, recertify, and maintain a sufficient number of child passenger safety technicians. BOTS will work with WINS also to provide additional CPS training materials to community partners and local events.

(405b) 2016-25-03-M2 \$132,000

Grants for community programs offering child safety restraints.

(402) 2016-20-06-OP \$225,000

CPS Training for law enforcement agencies, judges and other safety partners with community programs.

(405b) 2016-25-03-M2 \$40,000

Youth and senior seat belt initiatives including training opportunities for law enforcement.

(405b) 2016-25-03-M2 \$10,000

Data and Program Evaluation

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

(405b) 2016-25-09-M2 \$110,000

Data and Program Evaluation

Contract for Knowledge, Attitude, and Behavior (KAB) mail surveys to evaluate the effectiveness of paid media and performance measure survey required for HSP.

(405b) 2016-25-09-M2 \$75,000

HS217
 State: WISCONSIN
 FFY: 2016

Highway Safety Program Cost Summary
 Number: 15-01
 Highway Safety Plan

"217PLAN"
 Date: June 2015

Program Area	Apprvd Program Costs	State/Local Funds	Federally Funded Programs			Federal Share to Local
			Previous Bal	Incr/(Decre)	Current Bal	
PA	340,000.00	530,000.00	340,000.00	0.00		74,250.00
OP	515,000.00	0.00	282,000.00	233,000.00		200,000.00
AL	300,000.00	1,131,600.00	356,000.00	(56,000.00)		300,000.00
PT	1,250,000.00	11,000.00	1,115,000.00	135,000.00		1,175,000.00
TR	90,000.00	69,000.00	90,000.00	0.00		0.00
EM	100,000.00	0.00	175,000.00	(75,000.00)		50,000.00
MC	270,000.00	654,000.00	320,000.00	(50,000.00)		270,000.00
PS	300,000.00	87,000.00	295,000.00	5,000.00		250,000.00
CP	1,065,000.00	0.00	1,125,000.00	(60,000.00)		898,000.00
PM	580,000.00	0.00	600,000.00	(20,000.00)		580,000.00
Total 402	4,810,000.00	2,482,600.00	4,698,000.00	112,000.00	0.00	3,797,250.00
405b	1,097,000.00	40,664,175.42	835,000.00	262,000.00		
405c	1,332,620.00	1,039,554.52	1,152,000.00	180,620.00		
405d	4,070,000.00	21,663,968.71	3,780,000.00	290,000.00		
405f	225,000.00	0.00	300,000.00	(75,000.00)		
ALL FUNDS	11,534,620.00	65,850,298.65	10,765,000.00	769,620.00	0.00	3,797,250.00

State Officials Authorized Signature:

Federal Official(s) Authorized Signature:

NAME _____
 TITLE _____
 DATE _____

NHTSA - NAME _____
 TITLE _____
 DATE _____

FHWA - NAME _____
 TITLE _____
 DATE _____

BUDGET -- ALL FUNDS

May 29, 2014

FFY 2016 HIGHWAY SAFETY PERFORMANCE PLAN BUDGET					
Activity	Title	Fed	State	Tot Prog	Loc Benefit
PLANNING & ADMINISTRATION (PA)10					
2016-10-01-PA	Planning & Administration	340,000			
402	(PA)	340,000			0
2016-19-01	402 Match		530,000		
State	(562)		530,000		
TOTAL PLAN & ADMIN FUNDS		340,000	530,000	870,000	0
OCCUPANT PROTECTION 20					
Activity	Title	Fed	State	Tot Prog	Loc Benefit
2016-20-01	Program Mgmt	90,000			106,250
2016-20-06	Equipment	425,000			425,000
402	(OP)	515,000		515,000	425,000
2016-25-02	PI&E	230,000			
2016-25-03	Training - Technical	182,000			
2016-25-05	Enforcement	500,000			
2016-25-09	Evaluation	185,000			
405b	(405-M2)	1,097,000		1,097,000	0
TOTAL OCC PROTECT FUNDS		1,612,000	0	1,612,000	425,000
IMPAIRED DRIVING - Youth Program Plan (AL) 30					
Activity	Title	Fed	State	Tot Prog	Loc Benefit
2016-30-06	Equipment	300,000			300,000
402	(AL)	300,000	0	300,000	300,000
2016-31-01	Program Management	90,000			
2016-31-02	PI&E	220,000			
2016-31-03	Training - Technical	740,000			
2016-31-04	Training - Community	150,000	1,131,600		
2016-31-05	Enforcement	2,500,000			
2016-31-06	Equipment	30,000			
2016-31-07	Paid Media	230,000			
2016-31-09	Evaluation	10,000			
405d	(M5)	3,970,000	1,131,600	5,101,600	0
TOTAL IMPAIRED/YOUTH DRIVING FUNDS		4,270,000	1,131,600	5,401,600	300,000
POLICE TRAFFIC SERVICES (PT) 40					
Activity	Title	Fed	State	Tot Prog	Loc Benefit
2016-40-01	Program Mgmt	75,000	11,000		0
2016-40-02	PI & E	200,000			100,000
2016-40-05	Enforcement	675,000			675,000
2016-40-06	Equipment	300,000			300,000
402	402-PT	1,250,000	11,000	1,261,000	1,075,000
TOTAL	Total PTS	1,250,000	11,000	1,261,000	1,075,000
HIGHWAY SAFETY INFORMATION (TR) 50					
Activity	Title	Fed	State	Tot Prog	Loc Benefit
2016-50-01	Program Mgmt	90,000			0
402	402-TR	90,000			22,500
2016-58-01	Program Mgmt	16,000			
2016-58-02	PI&E	12,500			
2016-58-03	Training - Technical	963,500			
2016-58-06	Equipment	325,620	69,000		
2016-58-09	Evaluation	15,000			
408 & 405c	(K9 & M3)	1,332,620	69,000	1,401,620	22,500
TOTAL	RECORDS FUNDS	1,422,620	69,000	1,491,620	22,500
INJURY CONTROL (EM) 60					
Activity	Title	Fed	State	Tot Prog	Loc Benefit
2016-60-02	PI & E	50,000			50,000
2016-60-03	Training - Technical	50,000			50,000
402	(EM)	100,000	0	100,000	100,000
MOTORCYCLE SAFETY (MC) 70					
Activity	Title	Fed	State	Tot Prog	Loc Benefit
2016-70-02	PI&E	50,000			
2016-70-04	Training - Community	220,000			220,000
402	(MC)	270,000	0	320,000	220,000
2016-31-05	Enforcement	100,000			
405d	(M5)	100,000	0	100,000	0
2016-72-03	Training - Technical	100,000			
2016-72-06	Equipment	100,000			
2016-72-09	Evaluation	25,000			
2010 & 405f	(M9)	225,000	0	225,000	0
2016-79-01	Program Mgmt		191,000		
2016-79-04	Training - Community		463,000		
2016-79-07	Paid Media		50,000		

BUDGET -- ALL FUNDS

May 29, 2014

FFY 2016 HIGHWAY SAFETY PERFORMANCE PLAN BUDGET					
Activity	Title	Fed	State	Tot Prog	Loc Benefit
State	(562)		704,000		
TOTAL	MOTORCYCLE FUNDS	595,000	704,000	1,299,000	220,000
PEDESTRIAN and BICYCLE (PS) 80					
Activity	Title	Fed	State	Tot Prog	Loc Benefit
2016-80-02	PI&E	50,000			25,000
2016-80-03	Training - Technical	85,000			85,000
2016-80-04	Training - Community	5,000			5,000
2016-80-05	Enforcement	160,000			160,000
402	(PS)	300,000	0	600,000	275,000
2016-89-01	Program Management		87,000		
2016-89-02	PI&E		41,000		
State	(562)		128,000		
TOTAL	PED/BIKE FUNDS	300,000	128,000	428,000	275,000
COMMUNITY TRAFFIC SAFETY (CP) 90					
Activity	Title	Fed	State	Tot Prog	Loc Benefit
2016-90-01	Program Mgmt	284,000			142,000
2016-90-02	PI & E	566,000			283,000
2016-90-04	Community Programs	215,000			161,250
2016-90-07	Paid Media	580,000			435,000
402	(CP)	1,645,000	0	1,645,000	586,250
Total	Community Programs	1,645,000	0	1,645,000	586,250
Fund Totals	402 TOTAL	4,810,000			3,003,750
	405d TOTAL	4,070,000			

EVIDENCE-BASED LAW ENFORCEMENT GRANT TARGETING METHODOLOGY

As It Relates to Alcohol, Speed, and Occupant Protection Grants

Introduction:

The following is documentation for the evidence-based methodology on how the targeting lists of political entities and their respective law enforcement agencies were selected for alcohol, speed, and occupant protection law enforcement grants.

This methodology includes the minimum three requirements under 23 CFR 1200.11 (c) (4), the evidence based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. At a minimum, the State shall provide for:

- (i) An analysis of crashes, crash fatalities, and injuries in areas of highest risk;
- (ii) Deployment of resources based on that analysis; and
- (iii) Continuous follow-up and adjustment of the enforcement plan.

Agencies/municipalities that meet the criteria are encouraged to participate in enforcement efforts either through funded overtime grants (which require participation in national mobilizations) or through our non- overtime grant program which runs during the national mobilization periods. New targeting lists are created each year using the most recent three years of data.

Initially Wisconsin counties were grouped by descending degree of apparent crash problem (alcohol, speed, and occupant protection), within the respective grant types (alcohol, speed, and occupant protection). The following summarizes the larger steps taken for all three types of law enforcement grants in generating the overall list.

Initial Scoring:

The Division of Motor Vehicles' Traffic Crash files were queried for instances of alcohol, speed, and occupant protection related crashes, by crash type (fatal, injury, and property damage), as noted on the MV4000 crash report form, in Wisconsin cities, villages and townships and grouped together by county for the calendar years 2012, 2013, and 2014. Three years of data were collected to disguise some of the natural fluctuations from year to year. Not all locations in Wisconsin have recorded each of the three types of crashes during the 2012-2014 three year period; those locations were immediately excluded from further investigation, within their respective targeting list grant type (alcohol, speed, and occupant protection).

Reported crashes on public roads were matched with the people involved in the crashes, assigning numeric weights to reported injuries (and non-injuries). The numeric weights assigned were:

Fatal injury = 20
Incapacitating injury = 20
Non-incapacitating injury=10
Possible injury = 5
Unknown or no injury = 1

Numeric weights of the injuries (and non-injuries) were summed by county and cities, villages, or townships, within a county. That value was named *Calculated Score for Injuries*.

A *Normalized Score* for injuries was calculated by matching the *Calculated Score for Injuries* with the final January 1, 2014 population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center (Ex. $\text{Calculated Score} * (1000/\text{Population Number})$) for counties, cities, villages, and towns. Population estimates are based on the 2010 census and an analysis of more current data such as housing units and automobile registrations. 2014 population data was used because it is the most recent available. An example of the formula to be used for each of the respective seventy-two counties in the state is the following:

$\text{Calculated Score} * (1,000 / (2014 \text{ County Population}))$

Each county is evaluated with regard to its *Calculated Score for Injuries* and its *Normalized Score* to see if it meets the criteria for selection. The county-level criteria varies by grant type (alcohol, speed, and occupant protection) and can be found in one of the three respective subsections for grant types, below. The exception to this scoring are all counties with a population of 200,000 or greater, where counties meeting this criterion will automatically be included in the three law enforcement grant types (Alcohol, Speed, and Occupant Protection).

I. Full-year Law Enforcement Grants (Alcohol Only)

Municipalities located in multiple counties have been combined, thus only appear once in the listings. The county containing the largest percentage of the municipality's population has been designated the county of record for the listings. If counties in which a municipality exists are needed, please reference the worksheet named "2014MuniInMultiCounties", in the MS Excel files named "2014MuniAlcWeightedTrgtNormal.xlsx".

Criteria at County Level:

Select counties with the criteria of $\text{Weight} \geq 3,000$ OR $\text{NormalScore} \geq 50.00$ OR $(\text{Weight} \geq 2,000 \text{ AND } \text{NormalScore} \geq 30.00)$.

Select the next two counties, from those counties that are still unselected who have a Rural-Urban Continuum Code of one through six and have the next highest NormalScore scores from ALL counties per RPM Region.

Criteria at Municipal Level:

A list of municipalities for each of the counties selected as a possible grant candidate will be generated, showing the NormalScore and Weight, for each of the municipalities within a county. Municipalities within each of these counties will be selected for potential grants using the following criteria:

Weight \geq 300
NormalScore \geq 50.00

Each of these municipalities will be highlighted in blue. Please note that municipalities that have a law enforcement agency presence, besides the county sheriff will also be highlighted.

II. Seasonal Law Enforcement Grants

Common to All types

Seasonal Law Enforcement Grant candidates are selected based upon a 3-month (quarterly) time-period, using the seasonal definition of the meteorological year. These time period are the following:

Meteorologists use whole months to identify meteorological seasons. In the northern hemisphere the months are the following:

- Meteorological spring takes place during March, April, and May
- Meteorological summer takes place during June, July, and August
- Meteorological autumn takes place during September, October, and November
- Meteorological winter takes place during December, January, and February

http://www.aos.wisc.edu/~hopkins/WES/fall_05/WESf05sup110.html

Spring Quarter: March, April, May
Summer Quarter: June, July, August
Autumn Quarter: September, October, November
Winter Quarter: December, January, February

A Calculated Score for Injuries and a Normalized Score are then calculated for each quarter of the past year (2014 in this particular case) as one selected grouping. Another Calculated Score for Injuries and a Normalized Score as an average, by quarter for the five years that precede the past year (2009-2013 in this particular case) are also selected into another grouping.

The purpose of having these two groupings are to identify county-level political entities that have immediate, short-term, quarterly traffic crash issues for the 2014 selected grouping and those that have a long-term trend, within a specific seasonal quarter, with regard to traffic crash issues for the 2009-2013 selected grouping.

Each county NOT having a Rural-Urban Continuum Code of seven through nine is evaluated with regard to its *Calculated Score for Injuries* and its *Normalized Score* for each of the four quarters to see if it meets the criteria for selection. The county-level criteria varies by grant type (alcohol, speed, and occupant protection) and can be found in one of the three respective subsections for grant types, below.

Counties with normalized scores that fall outside one or more standard deviations, but less than two standard deviations from the population group's average, but whose normalized score is at least 15% above the group mean are displayed against a lightly red shaded background and will be selected as grant candidates. Counties with normalized scores that fall outside two or more standard deviations from one of the six population group means are displayed against a more darkly shaded background and are automatically eligible as a grant candidate.

Alcohol (All four seasons will be used for the 2016 Federal Fiscal Year)

The selection of counties for alcohol-related seasonal grants will follow the "Common to All types" section of the Seasonal Law Enforcement Grants section.

Speed (the summer quarter and possibly the autumn quarter will be used for the 2016 Federal Fiscal Year)

The selection of counties for speed-related seasonal grants will follow the "Common to All types" section of the Seasonal Law Enforcement Grants section.

Occupant Protection (Only the spring and summer quarters will be used for the 2016 Federal Fiscal Year)

The selection of counties for speed-related seasonal grants will follow the "Common to All types" section of the Seasonal Law Enforcement Grants section.

III. Occupant Protection Grants by County, Based Upon the Number of Registered Pick-up Trucks

The selection process will also make counties eligible for Occupant Protection Grants, based upon the number of pick-up trucks registered in a particular county, for the year 2014, relative to the mean number of pick-up trucks per county, for the state as a whole, where the county has not been previously targeted for Occupant Protection grant(s).

Counties, which are one or more standard deviations, above the mean, for pick-up truck registrations statewide will be considered for seasonal occupant protection grants. The local County Sheriff's law enforcement agency will be the first enforcement agency contacted, for each county, given they have county-wide jurisdiction.

IV. All Grants Types (Alcohol, Speed, and Occupant Protection) by County, Based Upon Population.

Counties with a population greater than or equal to 500,000 will be targeted for all three categories of law enforcement grant types (Alcohol, Speed, and Occupant Protection), regardless of the grant distribution methodology (Annual, Seasonal, and Pick-up Trucks Registered) selected for a given targeting year.

The rationale for using this metric is based upon the particulars of the methodology time periods selected for a targeting year. Some grants types (Ex. Speed this year) are only being targeted, using a seasonal methodology. Counties with large populations (and VMT), relative to the State as whole do not statistically have as great of variation as counties having smaller populations (and VMT) in the State when using the seasonal methodology, thus could be overlooked as a targeted county, though they do have a significant traffic safety problem year- around, which would only be noted, if annual year round law enforcement grants are provided for a particular grant type (speed in this case). Basically, there is a need to more efficiency allocate funds on a seasonal basis (for speed in this case), but still not exclude the more populated (and higher VMT) counties, which lack seasonal variation in their traffic safety issues, because their traffic safety issues exist year-round .

Please note population was used as the metric, instead of VMT, because of the on-going regularity and timeliness of annual population estimates (both state and federal) versus, the unpredictability of when VMT data will become available, for a given year.

After each county that has been selected for a particular type of grant (Alcohol, Speed, and Occupant Protection) we then drilled-down to the municipal (City, Village, or Town) level to select the specific municipal entities that will be offered a grant. This will be achieved by measuring the *Normalized Score* for injuries and the *Calculated Score for Injuries*, for each of the municipalities

against the criteria set for municipalities, in each of the grant types (Alcohol, Speed, and Occupant Protection) as described in Section I., above. Please note that the County Sheriff of a selected county, regardless of grant type will always be considered for a grant, otherwise the local law enforcement agency that has a selected municipality within its jurisdiction will be considered to implement a grant on behalf of the selected municipality.



U.S. Department
of Transportation

**National Highway
Traffic Safety
Administration**

Region 5
Illinois, Indiana, Michigan,
Minnesota, Ohio, Wisconsin

4749 Lincoln Mall Drive, Suite 300B
Matteson, IL 60443-3800

Phone: 708-503-8822
Fax: 708-503-8991

August 28, 2015

Mark Gottlieb, Secretary
Wisconsin Department of Transportation
Hill Farms State Transportation Building, Room 120B
4802 Sheboygan Avenue
P.O. Box 7910
Madison, WI 53707-7910

Dear Secretary Gottlieb:

We have reviewed Wisconsin's Fiscal year 2016 Highway Safety plan (HSP) on July 1, 2015. Based on this submission and subsequent revisions, we find Wisconsin's HSP to be in compliance with the requirements of 23 CFR Part 1200 and the HSP is approved.

This determination does not constitute an obligation of Federal funds for the fiscal year identified above or an authorization to incur costs against those funds. The obligation of Section 402 program funds will be effected in writing by the NHTSA Administrator at the commencement of the fiscal year identified above. However, Federal funds reprogrammed from the prior-year HSP (carry-forward funds) will be available for immediate use by the State on October 1, 2015. Reimbursement will be contingent upon the submission of an updated HS Form 217 (or the electronic equivalent) and an updated project list, consistent with the requirement of 23 CFR §1200.15(d), within 30 days after either the beginning of the fiscal year identified above or the date of this letter, whichever is later.

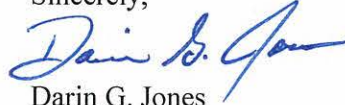
In our review of the documents submitted, we did not identify any proposed purchase of specific equipment with an acquisition cost of \$5,000 or more; therefore, no approval is provided in this letter for purchase of such equipment with Federal Funds. Approvals for any such equipment may be obtained during the federal fiscal year by submitting a letter of request to the NHTSA Regional Administrator prior to purchasing.

We congratulate Wisconsin on your dedication in advancing our shared safety mission, and the efforts by you and your team at the Bureau of Transportation Safety (BOTS) in developing Wisconsin's FY 2016 highway safety program are appreciated. As the stewards of public (federal or state) safety dollars, our work is not only critical, but it is lifesaving. We must remain diligent in the planning, delivery, and management of our safety program resources, and communicate to all the importance of ensuring public funds are used prudently and deliberately for the purpose of advancing highway traffic safety.



We welcome Wisconsin's continued efforts to reduce traffic deaths, injuries, and economic costs, and we look forward to working with the BOTS and its partners on the successful implementation of the FY 2016 plan. If we can be of assistance to you in achieving your traffic safety goals, please do not hesitate to contact us.

Sincerely,

A handwritten signature in blue ink that reads "Darin G. Jones". The signature is fluid and cursive, with the first name being the most prominent.

Darin G. Jones
Regional Administrator

cc: David Pabst, Director, WI BOTS
George Poirier, Division Administrator, FHWA
Mary D. Gunnels, Associate Administrator, NHTSA ROPD



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Phone: 708-503-8822
Fax: 708-503-8991

August 28, 2015

The Honorable Scott Walker
Office of the Governor
State of Wisconsin
115 East Capitol
Madison, Wisconsin 53702-0100

Dear Governor Walker:

We have reviewed Wisconsin's fiscal year 2016 Highway Safety Plan as received on July 1, 2015. Based on this submission and subsequent revisions, we find your Wisconsin's HSP to be in compliance with the requirements of 23 CFR Part 1200 and the Highway Safety Plan is approved.

Specific details relating to the plan will be provided to your State Representative for Highway Safety, Director David Pabst.

We look forward to working closely with the Wisconsin, Bureau of Transportation Safety and its partners to meet our mutual goals of reduced fatalities, injuries, and crashes on Wisconsin's roads.

If you would like additional information on Wisconsin's HSP review, please feel free to contact me at darin.jones@dot.gov or at (708) 503-8891, extension 15.

Sincerely,

Darin G. Jones
Regional Administrator

cc: Mark Gottlieb, Secretary, WI Department of Transportation
David Pabst, Director, WI BOTS
George Poirier, Division Administrator, FHWA
Mary D. Gunnels, Associate Administrator, NHTSA ROPD



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of Transportation

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August 28, 2015

Mark Gottlieb, Secretary
Wisconsin Department of Transportation
Hill Farms State Transportation Building, Room 120B
4802 Sheboygan Avenue
P.O. Box 7910
Madison, WI 53707-7910

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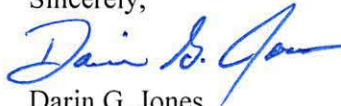
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We welcome Wisconsin's continued efforts to reduce traffic deaths, injuries, and economic costs, and we look forward to working with the BOTS and its partners on the successful implementation of the FY 2016 plan. If we can be of assistance to you in achieving your traffic safety goals, please do not hesitate to contact us.

Sincerely,



Darin G. Jones
Regional Administrator

cc: David Pabst, Director, WI BOTS
George Poirier, Division Administrator, FHWA
Mary D. Gunnels, Associate Administrator, NHTSA ROPD