

STATE OF WISCONSIN
FEDERAL FISCAL YEAR 2008
HIGHWAY SAFETY PERFORMANCE PLAN

(RED GRAPHIC FROM DANE NET)

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**State of Wisconsin FFY 2008
Highway Safety Plan
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State of Wisconsin Federal Fiscal Year 2008 Highway Safety Performance Plan

VISION

Zero fatalities. Wisconsin does not tacitly accept deaths and injuries; its citizens and state policy makers work toward achieving zero fatalities and incapacitating injuries on our roadways. Our transportation system is essential to society's continuing prosperity; we do not accept casualties as a necessary side effect of that system. Our 'zero vision' is that any preventable death is one too many, and we work toward saving as many lives as possible using the resources available.

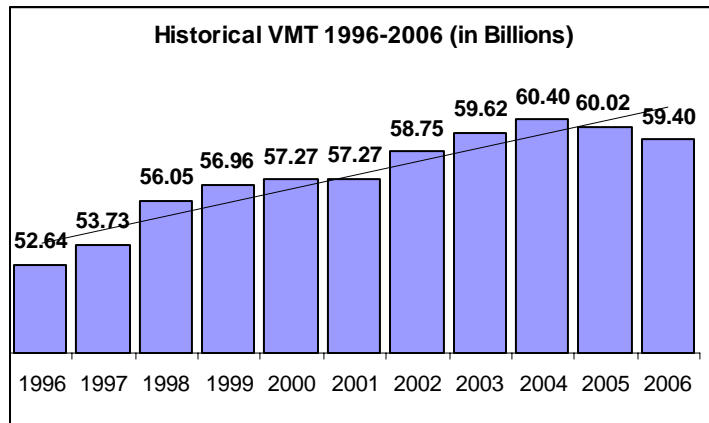
MISSION

Statewide Highway Safety Coordination: The Bureau of Transportation Safety coordinates a statewide behavioral highway safety program, making effective use of federal and state Highway Safety funds and other resources, and provides leadership, innovation and program support in partnership with traffic safety activists, professionals and organizations to save lives and reduce injuries on Wisconsin roads.

STATE GOAL

By 2009, the Wisconsin mileage fatality rate will be 1.0 per 100 million Vehicle Miles Traveled (VMT). There were 712 fatalities in Wisconsin in 2006, making the rate 1.2 per 100M VMT.

In order to achieve the goal of 1.0 fatality per 100M VMT in 2009, Wisconsin cannot exceed 599 fatalities - assuming VMT is the same in 2009 as it was in 2006. The chart below provides historical VMT in billions from 1996-2006.



Of the driver causes of crashes, decreases in speeding and impaired driving, paired with increased safety belt use, offer the greatest opportunity to attain this goal.

HIGHWAY SAFETY PLANNING PROCESS

1. Define and Articulate Problems

January -- April -- Obtain and Analyze Information and Data: Preliminary crash data for the prior calendar year are available by April. In most cases, the most recent 10 years of crash data are used to determine the magnitude of the problem posed by each crash type and to develop trend lines. In addition, conviction, medical, demographic, survey, program effectiveness and other relevant data are analyzed and used, as appropriate, to generate rates, disproportionate representation of subgroups, trends, etc., for each program area.

August-April -- Obtain Partner/Stakeholder Input: Each program expert obtains formal and informal recommendations, resources, and information from traditional and non-traditional partners and stakeholders, including public health, emergency medical services, enforcement and adjudication, not-for-profit organizations, businesses and community coalitions. This activity continues throughout the year.

2. Set Performance Goals and Objectives/Performance Measures

April -- Select Measures and Establish Degree of Change Over Time: This is a three part process: 1) evaluate the nature and magnitude of each type of state-level and program area problem and each target location or group; 2) establish the effectiveness of proposed program activities in addressing the problem; and 3) determine the availability of resources to be applied to the problem and availability of data and information to be used to determine progress toward goals.

Continuing -- Coordinate with Other Plans: The annual highway safety plan is coordinated with state and national strategic plans and related operational plans and guidelines, and especially with the WisDOT 2006-2008 Strategic Highway Safety Plan, the 2006-2009 Wisconsin Traffic Records Strategic Plan and the Wisconsin Public Health Plan for the Year 2010.

The ten items of highest priority in the Department's 2006-08 Strategic Highway Safety Plan are listed in priority order below (HSPP-related goals bolded):

1. **Increase seat belt use/air bag effectiveness**
2. Improve design/operation of intersections
3. **Improve data/decision support systems**
4. **Reduce speed-related crashes**
5. **Reduce impaired driving**
6. Minimize consequences of leaving roadway
7. Design safer work zones
8. Reduce head-on and cross-median crashes
9. Keep vehicles on the roadway
10. **Increase driver awareness.**

Continuing -- Coordinate with National Priorities and funding regulations: Priority is given to the NHTSA Administrator's February 2005 Motor Vehicle and Highway Safety Priorities, as well as overlapping FHWA and FMCSA safety priorities and goals.

3. Identify, Prioritize and Select Programs and Projects

January-March -- Evaluate and Adjust Prior Year Projects: During the first quarter of each year, BOTS program experts review the prior year's data and study the effectiveness of prior year projects. They also perform literature reviews and review best practices from other states. Continuing activities that are determined to have been effective are funded at progressively decreasing federal share.

January-March -- Incorporate Assessment Recommendations: Recommendations from state program assessments such as the 2001 EMS Assessment, 2003 Impaired Driving Assessment, 2005 Traffic Records Assessment and 2003 Motorcycle Safety Assessment are integrated into program objectives and funded activities.

Continuing -- Review Literature and Best Practices: BOTS program experts perform literature reviews and also examine best practices from other states to determine whether they suit Wisconsin's unique characteristics and should be included in the HSPP.

April-May -- Group Project Priority Setting: Each program expert brings information from the processes described above to a committee of the whole Bureau of Transportation Safety. The group examines data indicating the magnitude and severity of the problem in each program area, identifies areas of overlapping results for proposed activities, and introduces partner organizations' priorities and opportunities for coordination. The group then determines which projects should be funded and the appropriate level of activity that will support the statewide goal and performance measures.

4. Articulate Objectives Relating to Goals, Set Objectives for Selected Activities

April-May -- Select Targets for Programs and Projects:

(Note 2005 data are slightly late and the 2007 calendar is set back because of the reallocation of crash data team resources to the rollout of the Badger TraCS suite.)

Process, impact and outcome objectives are developed for each program and project, depending upon the type of activity funded, and based upon historical success of that type of activity or countermeasure, the magnitude of the problem and the level of effort.

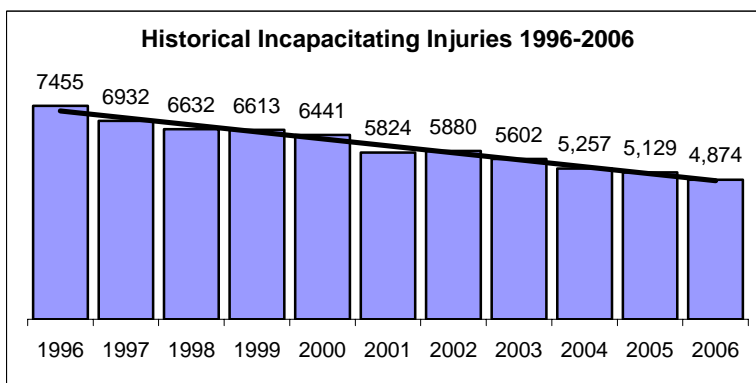
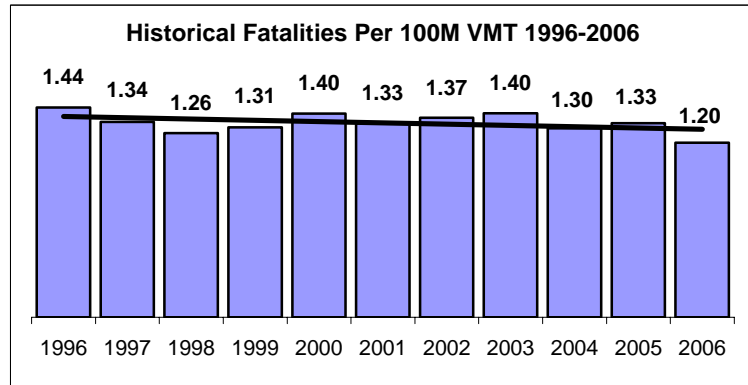
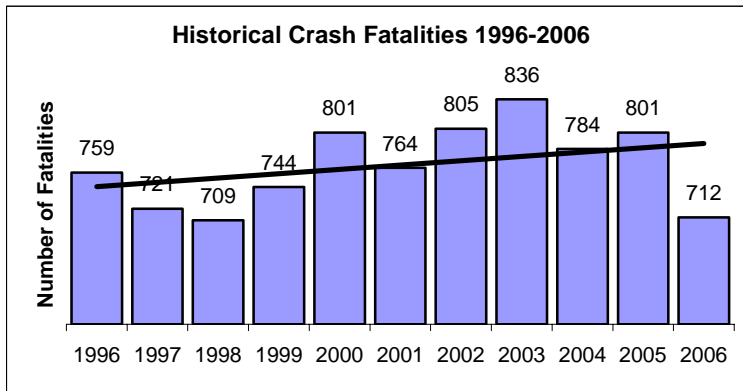
For each of these objectives and target areas, the analysts identify strategies for assessing the effectiveness of the selected projects and the availability of data at the right level of specificity collected at the right time and location.

At the project level, high risk target populations, jurisdictions and behaviors are identified as in the following example: all alcohol and speed-related crash data from the three previous years for every jurisdiction in Wisconsin are analyzed, from those involving property damage, through all ranges of injuries, and those that resulted in death. These data are scientifically weighted, following established statistical protocol. From this work, the Bureau identifies those places in Wisconsin with the largest number of crashes due to excess alcohol use or speed. Upon factoring in each location's population density, a snapshot of the state's most likely places for similar crashes per capita is established.

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. Results of problem identification are described in the Program Plans below.

As the graphs below indicate, at the state level, the number of deaths trends generally upward from 1996 to 2006, although the mileage death rate trends slightly downward. However, incapacitating injuries have decreased substantially over the same period.



2008 Highway Safety Plan

By Program Area

Justifications, Goals and Measures, Activities, and Budgets



PLANNING AND ADMINISTRATION PROGRAM PLAN

Program Justification, Performance Goals and Measures



Justification

Planning annual, longer term and strategic highway safety activities, coordinating those activities on a statewide basis, and administering the funded and unfunded activities requires leadership, analysis and management at a high level.



Performance Goals and Measures

Federal highway safety and related funds will be distributed into science-based activities most likely to decrease the burden of crashes, deaths and injuries on Wisconsin roadways; the activities will be administered following state and federal rules and guidelines and the effectiveness of funded and non-funded activities in meeting national, state and priority program goals will be evaluated; evaluation results will be incorporated into planning for future activity.

- Produce timely, accurate and complete plans and reports by December 2008.
- Administer planned activities by end of FFY2008.
- Incorporate budget liquidation plan into HSPP planning process and spend down set-aside funds in a timely manner.
- Document financial management, program management.

PLANNING and ADMINISTRATION – Budget Summary			
08-01-01-PA	Planning & Administration	\$335,000	402
State	Appropriation 562 Planning, Administration	\$336,000	
	Program total	\$671,000	

Budget Note: Program Budgets reflect monies administered by BOTS; Total Match, including monies administered by other entities, is shown in the Detailed Budget in the Appendices)



Program Management/Analysis

- Assistant to Director, Program Supervisor, Program Assistant and student LTE support the Governor's Representative for Highway Safety and the State Highway Safety Coordinator in the planning and administration of Wisconsin's Highway Safety Program.

(402) \$335,000
- Administer the highway safety program described in the Highway Safety Plan and Strategic Highway Safety Plan, coordinate safety planning, activities and resources with partners, develop and manage budget and financial monitoring system, develop and administer policies and procedures, and produce all required documents.
 - Wage and Fringe for 2.0 FTE's and 2 LTE's, DP costs, M&S training and travel, printing and postage.
 - Match: Wage and Fringe for administrative 1.5 FTEs, 2.0 planning FTEs, travel and training, office space, equipment, rent, data processing equipment, mailings, association memberships.

(State) \$336,000

OCCUPANT PROTECTION PROGRAM PLAN



Stopped
+ NO belt
= Ticket

Stopped
+ NO belt
+ GDL
= Ticket
and 6 more
months of GDL



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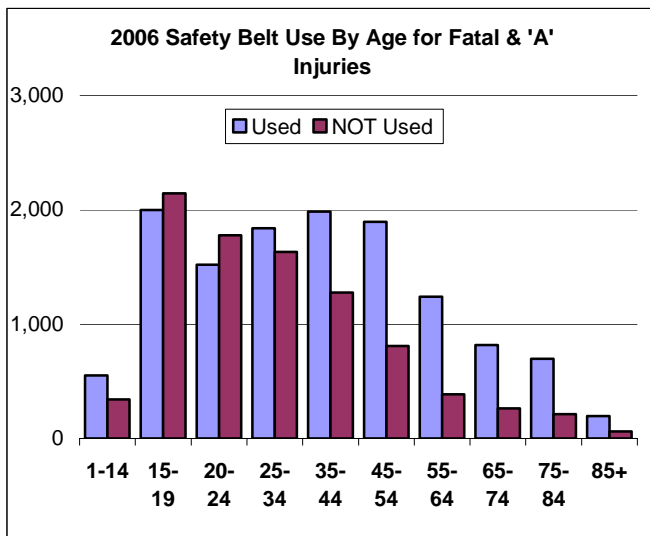
Program Justification, Performance Goals and Measures

Justification

In 2000 (base year), Wisconsin's observed average statewide safety belt use was 65.4%, 1,148 persons were ejected or partially ejected in crashes and 40.5% of crash victims who were not belted were either killed or incapacitated. In 2006, observed average statewide safety belt use was 75.4%. There were 73,827 convictions for failure to fasten safety belts and 3,009 convictions for child restraint violations entered in Wisconsin driver records in 2006.

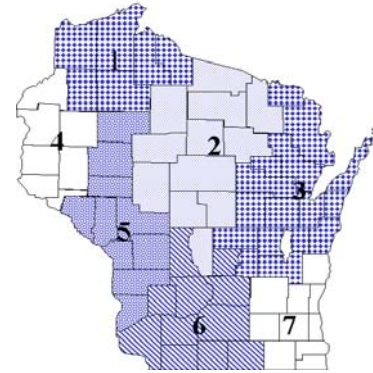
If you were in a fatal or injury crash for the period 1994-2006 and were not using safety equipment you were 52.9 (8.43% vs. 0.16%) times more likely to be either partially or totally ejected from the vehicle, and 10.9 (14.05% vs. 1.29%) times more likely to be killed than someone who was wearing a shoulder and lap belt at the time of the crash. A 14.05% fatality rate equates to approximately a one in seven chance of being killed, given the constraints.

The graph below illustrates not only which age groups are involved in the majority of fatal and incapacitating crashes, but also their safety belt usage (when known) in 2006. Safety belt usage lags with the most inexperienced drivers/occupants; those between the ages of 15 and 24. After that point, usage rates reverse for each age group, and occupants in serious crashes are more likely to be wearing their safety belts. The information below is from all occupants of passenger vehicles and utility trucks during 2006.



Belt Use by Region – Summer 2006

Belt use varies by more than 6% across the state. The Green Bay/Appleton area is highest at 79.8% and the Wausau/Rhineland area is lowest at 73.3%.



Region	2006 Usage
1 Superior/Northern WI	74.9%
2 Wausau/Rhineland	73.3%
3 Green Bay/Appleton	79.8%
4 Minneapolis/St. Paul	74.1%
5 La Crosse/Eau Claire	73.9%
6 Madison	77.4%
7 Milwaukee	75.1%

Performance Goals and Measures

Average Belt Use and Child Safety Seat Use

2000 Baseline	65.4%
2006 Current	75.4%
2008	78%
2010	81%

Unbelted Fatalities and 'A' injuries

2002-06 Baseline	7.30/100M VMT
2006 Current	6.48/100M VMT
2008	5.85/100M VMT
2010	5.28/100M VMT

Ejection Rate/Fatal and Injury Crashes

2002-06 Baseline	1.7335%
2006 Current	1.9123%
2008	1.7258%
2010	1.5575%

Child Safety Seat Installation

We expect to certify 150 students in the proper installation of child safety seats and increase the number of fitting stations by three in 2008.



Program Management

- Coordinate, plan, and manage the state Occupant Protection Program. Wage and fringe, DP costs, M&S, training and travel, printing and postage.
- 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.
- Act as a liaison between local communities, law enforcement agencies, planners, advocacy programs, and various divisions of the DOT.
- Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

(402) \$5,000
(State) \$15,000



Regulation and Policy

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



Law Enforcement

Plan statewide participation, voluntary and overtime-funded enforcement for the national high-visibility "Click It or Ticket" Mobilization.

- Overtime Enforcement, "Click It or Ticket".
- Non-overtime Equipment Grants.

(402) \$375,000
(402) \$150,000



Communication Program

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

(402) \$150,000

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

(402) \$750,000



Child Passenger Safety

- Support and Administer CPS Training.
- Grants for child safety restraints.

(2011) \$50,000

(2011) \$50,000



Outreach Program

- Convincer support for maintenance and upkeep, travel and 0.5 LTE.

(402) \$40,000

- Grants to communities for new fitting stations and child safety restraints for qualified low-income families.

(405) \$350,000

- Contract for CPS Outreach and Education, development of new CPS materials to reflect law changes.

(405) \$300,000

- CPS training for law enforcement agencies and judges. (405) \$75,000
- Youth safety belt initiatives. (405) \$250,000



Data and Program Evaluation

- Contract for CIOT Mobilization Pre/Post Observational Surveys to include April/May/June Observational Surveys. (402) \$135,000
- Contract for CIOT Knowledge, Attitude, and Behavior (KAB) Surveys to include April/May/June/November telephone surveys to evaluate the effectiveness of paid media. (402) \$85,000
- Contract for DMV survey analysis to support CIOT evaluations. (402) \$30,000

OCCUPANT PROTECTION – Budget Summary			
08-02-01-OP	Program Management/Delivery	\$5,000	402
		\$15,000	State
08-02-02-OP	PI&E	\$150,000	402
08-02-03-OP	Enforcement-CIOT Mobilization, Rural	\$525,000	402
08-02-04-OP	Evaluation – Surveys	\$250,000	402
08-02-02-OP	Community Activities, Convincer	\$40,000	402
08-02-05-PM	CIOT Paid Media	\$750,000	402PM
08-02-06-K3	Booster Education	\$50,000	2011
08-02-07-K3	Child Passenger Safety – Restraint Grants	\$50,000	2011
08-02-08-K2	Section 405 Child Passenger Safety	\$975,000	405
	Total 402OP	\$970,000	
	Total 402PM	\$750,000	
	Total 2011	\$100,000	
	Total 405	\$975,000	
	Total State	\$15,000	
	Program Total	\$2,810,000	

IMPAIRED DRIVING PROGRAM PLAN



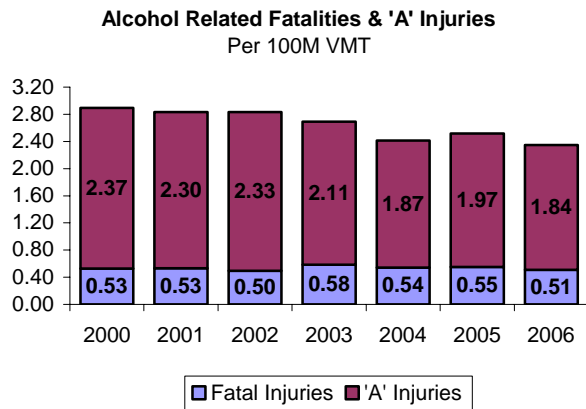
Program Justification, Performance Goals and Measures

Justification

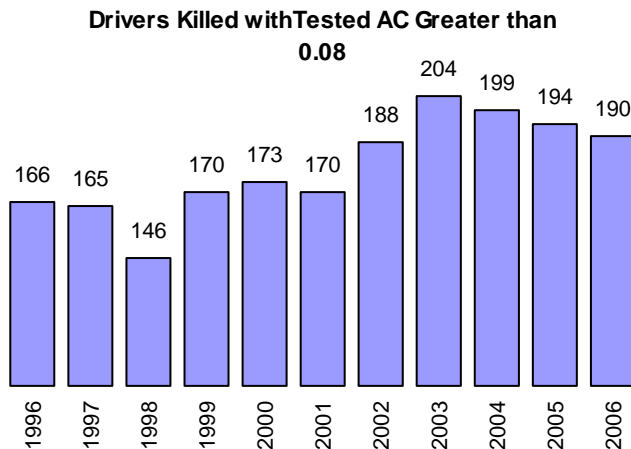
In Wisconsin, since 1997 the number of alcohol-involved fatalities has been on the decline. This is a result of the large-scale enforcement, media and educational programs that have been implemented since that time. These programs include *Busted*, *Over the Limit*, *Under Arrest*, *You Drink You Drive You Lose*, and *Click It or Ticket* mobilizations that have been ongoing for many years.

In 2000 (Wisconsin's base year), 9,096 alcohol related crashes resulted in 301 deaths (38% of all deaths) and 6,836 injuries. In 2006, 8,393 alcohol-related crashes resulted in 305 deaths (42.8% of all deaths) and 5,654 injuries.

In 2000, the alcohol fatality rate was 0.53 per 100M VMT compared to 0.51 per 100M VMT in 2006.

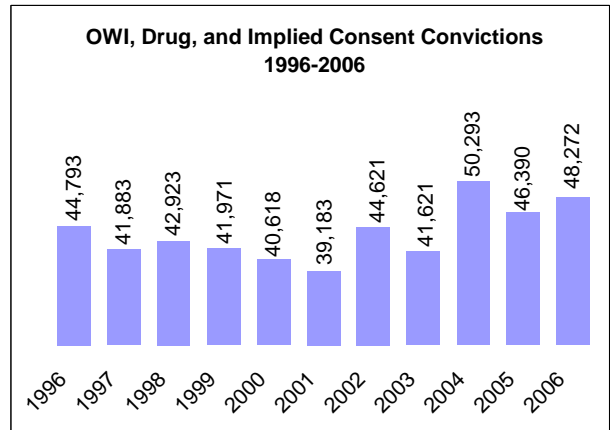


The graph provides the actual number of drivers killed each year since 1996 in crashes in which their alcohol concentration was above 0.08.



Also in 2000, 35.9% of all alcohol citations were for repeat offenders, and 165 of the drivers killed in alcohol-related crashes and tested exceeded the .10 AC per se limit. In 2006, 190 of the drivers killed in alcohol-related crashes and tested exceeded the 0.08 AC per se limit. Male drivers ages 25-54 constitute over 57% of the fatally injured drivers with high AC levels.

In 2006, 48,272 convictions for operating a motor vehicle while intoxicated were entered into driver records.



Wisconsin applied for 2007 Section 410 funding as a Programmatic State, with its four qualifying criteria of (1) high-visibility impaired driving enforcement program, (2) alcohol rehabilitation program, (3) underage drinking prevention program, and (4) outreach and education.

Performance Goals and Measures

Alcohol and Drug Related Motor Vehicle Crashes

2002-06 Baseline	14.96/100M VMT
2006 Current	14.24/100M VMT
2008	12.85/100M VMT
2010	11.60/100M VMT

Resulting Deaths and A Injuries

2002-06 Baseline	28.37/100M VMT
2006 Current	25.77/100M VMT
2008	23.26/100M VMT
2010	20.99/100M VMT

Proportion of Alcohol and Drug Related Fatalities

2002-06 Baseline	44.03%
2006 Current	46.49%
2008	41.96%
2010	37.87%



Program Management and Strategic Planning

o Coordinate, plan, and manage the state impaired driving programs, with assistance of 0.5 FTE state support. 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.

(402) \$180,000

o Alcohol Program Advisory Committee -- travel, meals and lodging.

(402) \$5,000

o OWI Summit: In partnership with the UW Resource Center and MADD, host a summit of law enforcement personnel, prosecutors and judges to explore enforcement strategies and challenges of battling impaired driving in Wisconsin.

(410) \$30,000

o Provide access to up-to-date educational and/or motivational materials and current data to the general public and community prevention organizations/collaborations that will assist them to develop successful prevention programs.

(402) \$200,000

Prevention

Promote Responsible Alcohol Service

o Establish relationship with the hospitality industry to educate others on the dangers of drinking and driving. Collaborate and share basic drinking and driving facts and how it impacts their industry and other industries.

(402) \$25,000

o Collaborate with MADD and other organizations to improve working relationships among law enforcement, prosecutors, judges and the criminal justice system to enhance the effectiveness of the alcohol program. Provide incentives and visible recognition for outstanding fieldwork in the areas of reducing impaired driving.

(402) \$65,000

o Develop relationships with organizations and businesses to discuss the impact on employers who employ staff with drinking problems especially as it relates to driving, missed work time, and health and societal costs.

(402) \$25,000

o Provide access to up-to-date educational materials and current data to the general public, and community prevention organizations/collaborations that will assist them to develop successful prevention programs.

(410) \$200,000

Promote Transportation Alternatives

o Road Crew community-based, business-based ride service. Expansion into six rural communities.

(402) \$240,000

o Tavern League Safe Ride Program.

(State): \$170,097

o Work with communities to develop a plan where patrons can safely get back home after attending summer events such as fairs, beer tents, or carnivals where alcohol is served and impaired driving is a major community concern. Collaborate with communities to set up informational booths on drinking and driving at local events such as athletic events, car shows or special community events.

(402) \$25,000

Conduct Community-Based Programs

o Establish four Diverse Community and Young Adult alcohol driving programs located in communities with diverse populations and proven local leadership willing to employ one or more evidenced-based strategies and projects known to decrease alcohol use and impaired driving.

(410) \$425,000

- Pay training costs for state and local advocates and professionals to attend impaired driving and youth high-risk driving training. (410) \$50,000



Criminal Justice System
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.
- Plan and provide overtime and equipment funding for the high-visibility sustained “Alcohol Saturation Patrols” – consisting of at least monthly overtime enforcement and publicity in targeted jurisdictions. Provide guidance to agencies on how to properly execute saturation patrols.

(402) \$300,000
(410) \$575,000

- Coordinate the partnership with Department of Justice and Department of Transportation for the Standardized Field Sobriety Testing (SFST) certification for the 520-hour training curriculum; support SFST training – instructor wages, printing, postage and alcohol workshops - until DOJ takes over. Standardized Field Sobriety Testing Advisory Committee – travel, meals, and lodging. Pay costs related to recertification for SFST personnel as deemed necessary by DOJ/BOTS.

(410) \$125,000

- DRE (Drug Recognition Expert) and SFST 8 Hour Drug Block Training - instructor wages, printing, postage, lodging and meals for instructors and students. DRE Program Oversight Committee support. Consultant fee and/or LTE position - LEL, travel materials and DP equipment.

(410) \$55,000

- Pay costs for training related to Drug Impairment Training for Educational Professionals (DITEP) as deemed necessary by BOTS/DPI and support National Highway Traffic Safety Administration DRE training and related conference attendance for BOTS personnel.

(410) \$20,000

- Provide equipment for non-funded agencies conducting overtime enforcement during Mobilization and Crackdown.

(402) \$150,000

Publicizing High Visibility Enforcement

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

(410PM) \$250,000
(402PM) \$250,000

Prosecution

- UW Law School Resource Center on Impaired Driving – costs for services provided by legal, support and administration staff, law students, office materials, printing, postage and indirect fees. Communicate law changes and regulations with statewide partners. Train Resource Prosecutors and assist OWI prosecution when requested. Make prosecutors and judges aware of law changes and regulations through training or publications.

- Regional training programs for prosecutors and judges are developed by the TSRP (Traffic Safety Resource Prosecutor) using NHTSA Courses.

(410) \$216,000

Adjudication

- OWI Drug Courts. Three-year contract that demonstrates the effectiveness and cost effectiveness of an OWI Treatment Court in reducing recidivism, OWI citations and OWI crashes, injuries and deaths.

(410) \$385,000



Communication Program

o Develop 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. Work with partners, revise and update all information, identify needs, target information to the correct audiences, including adding some Spanish versions and put information on Website to reduce production costs. Develop and disseminate “Best Practices” information.

(402) \$100,000

o Organize and coordinate different private sector collaborations such as advocacy groups, insurance carriers, automotive industries, and the alcohol beverage industry to start developing a plan on how to make safer communities through enforcement, education and agreeing that it is a priority.

(410) \$100,000



Alcohol and Other Drug Misuse: Screening, Assessment, Treatment, and Rehabilitation

o Intervention Outreach: In partnership with medical communities, collaborate to increase visibility of longer-term health issues due to OWI crashes and injuries. Develop information through various media to encourage the public to speak with community health advocates about drinking issues. Educate medical staff in Emergency and Urgent Care centers about the benefits of early alcohol intervention.

(410) \$20,000

o ISP (Intensive Supervision Programs): This is a pretrial court intervention program designed to monitor, supervise and connect the repeat OWI offender with assessment and treatment as soon as possible after the arrest and before conviction. This early intervention and monitoring before conviction or sentencing makes Wisconsin’s model unique and focuses on prevention. Develop core ISP program components for all programs.

(410) \$100,000
(State): \$779,400

Program Evaluation and Data

o Consultant fees and contractual service to provide baseline and post-mobilization information about public attitudes and behaviors with regard to impaired driving and the enforcement of impaired driving laws.

(402) \$35,000

o Consultant fee and contractual services to develop and analyze a survey instrument to provide baseline regarding drug impaired drivers.

(402) \$35,000

o Evaluate the Safe Ride program. Develop core components used to evaluate the Intensive Supervision Programs.

State match

o Determine the number and characteristics of first and repeat offenders convicted under s. 346.63(1)(b), with an AC of 0.08 to 0.099.

State match

o OWI Court Evaluation.

State match

IMPAIRED DRIVING – Budget Summary			
08-03-01-AL	Program Management/Delivery -	\$185,000	402
08-03-02-AL	PI&E –402 funded	\$300,000	402
08-03-03-AL	Community Activities	\$380,000	402
08-03-04-AL	Enforcement	\$300,000	402
	Enforcement – unfunded agencies	\$150,000	402
08-03-05-AL	Evaluation – Surveys	\$70,000	402
08-03-06-PM	Paid Media	\$250,000	402PM

IMPAIRED DRIVING – Budget Summary			
08-41-01-K8	OWI Summit	\$30,000	410
08-41-02-K8	PI&E/Intervention Outreach	\$320,000	410
08-41-03-K8	Crackdown/Sat Patrol	\$575,000	410
08-41-04-K8	SFST Training	\$120,000	410
	SFST Advisory	\$5,000	410
08-41-05-K8	Drug Program Support	\$50,000	410
	DRE Advisory	\$5,000	410
	DRE, DITEP Training	\$20,000	410
08-41-06-K8	Advocate Training Travel	\$50,000	410
08-41-07-K8	UW LS RCID	\$216,000	410
08-41-08-K8	OWI Drug Courts	\$385,000	410
	Intensive Supervision	\$100,000	410
08-41-09-K8	Diverse Communities	\$425,000	410
568	Pre-trial Intervention Community Project	\$779,400	State
531	Tavern League Safe Ride Program	\$170,097	State
	Total 402	\$1,635,000	
	Total 410	\$2,551,000	
	Total State	\$949,497	
	Program Total	\$5,135,497	

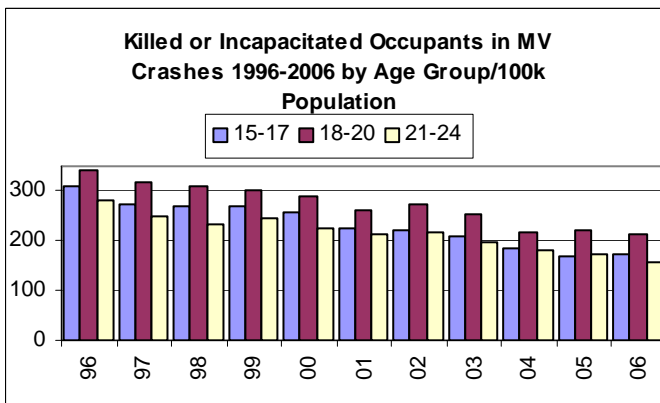
Youth Alcohol & Enforcing Underage Drinking Laws (EUDL) Program Plan

Program Justification, Performance Goals and Measures

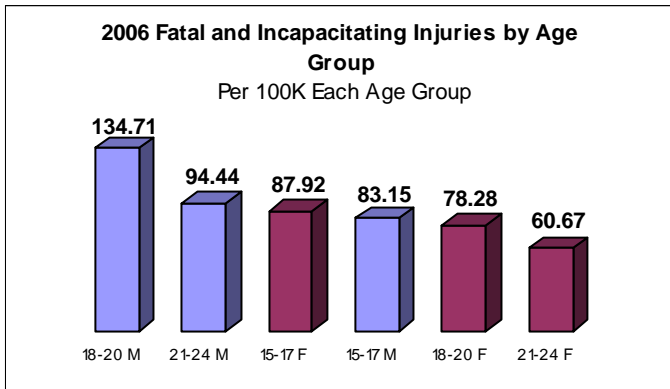
Justification

Motor vehicle crashes are the leading cause of death for young people 15 to 24 years old. Young drivers make many judgment errors, they take risks due to inexperience and peer pressure and they fail to wear safety belts on a regular basis. Young people are disproportionately killed or injured in collisions, both in proportion to their percentage of the state's population and in relation to their proportion of licensed drivers. Teen drivers, compared to drivers in other age groups, have more crashes involving high risk factors. In 2006, only 5.3% of all licensed drivers were between the ages of 16-19 years old. Yet, these drivers accounted for 14% of all drivers in crashes.

The chart below illustrates that while the number of 15-24 year old occupants killed or incapacitated in crashes (relative to their population) is declining, the 18-20 year old age group is significantly higher than the other two groups.



After comparing how the age groups above divide between male and female, notice the chart below.

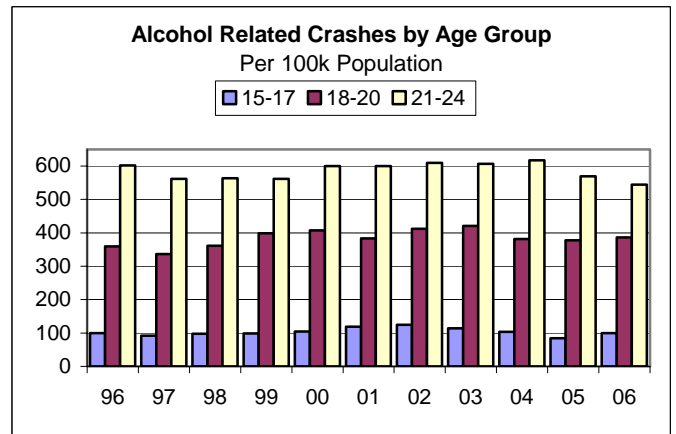


The prior graph illustrated that 18-20 year olds had the most occupants killed or incapacitated.

In 2006, males constituted 63% of those injuries in the 18-20 year old age group. In the next highest group, 15-17 year olds, females outnumber males for fatal and incapacitating injuries (51%). This phenomenon turns back around at 21-24 year olds, where the males represent 61% of the total for the age group.

In 2006, teen drivers accounted for 10% of all drivers in crashes who were listed as *had been drinking* and 14% of those suspected of using other drugs.

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. The Century Council revealed that 65% of underage WI 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.

Performance Goals and Measures

Combined Fatality and 'A' injuries (all ages combined)

2002-06 Baseline	202.13/100K pop.
2006 Current	178.30/100K pop.
2008	160.92/100K pop.
2010	145.23/100K pop.

Crashes involving alcohol (all ages combined)

2002-06 Baseline	381.36/100K pop.
2006 Current	360.25/100K pop.
2008	325.13/100K pop.
2010	293.43/100K pop.

Compliance checks

Work to establish compliance check baselines.
2006 citations issued were 1,454. Increase citations issued by 5% in 2008.

Program Management

- Coordinate, plan, and manage the state Youth Alcohol and Enforcing Underage Drinking Laws program. Wage and fringe, DP costs, M&S, training and travel, printing and postage.
- Continue to provide leadership and technical assistance to agencies, organizations, and non-profit programs interested in youth alcohol issues.
- Act as a liaison and a partner with local communities, Regional Program Managers, various divisions of the DOT including law enforcement, the Department of Health and Family Services, and the Department of Public Instruction.
- Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

Funds included in Impaired Driving Section

Law Enforcement

- Enforcement (CARD, Compliance Checks) CARD/Compliance Check Program has proven very successful. Studies clearly demonstrate a relationship between age, risk factors and crash involvement. Wisconsin has implemented compliance check programs statewide as a part of its youth enforcement OJJDP Program strategy.
- These programs will be active partners during the statewide participation, encourage voluntary participation for the high-visibility Labor Day alcohol enforcement crackdown and during the high-visibility sustained "Alcohol Saturation Patrols." Grantees will get the message out to their students and parents, attend press events, handout brochures, and hang posters, etc.

(EUDL) \$235,000
(410) \$150,000

Outreach Programs

- Alternatives to drugs and alcohol: speakers, materials, etc.
- Coordinate efforts with DPI and DHFS: enhance programs.
- Social Norms Marketing: Support effective programs/activities at the post-secondary level that are aimed at reducing impaired driving. Continue support for the University of Wisconsin System's partnerships with their 2 and 4 year campuses and with Wisconsin private and technical colleges to provide a network for distributing a toolbox of strategies, materials and program ideas addressing high risk youth behaviors.
- Community Programs – Research findings and successful programs suggest a comprehensive and multifaceted approach that includes all community members. These programs are a part of other community based prevention activities such as college community and coordinated community efforts.
- These programs will be active partners during the statewide participation, encourage voluntary participation for the high-visibility Labor Day alcohol enforcement crackdown and during the high-visibility sustained "Alcohol Saturation Patrols." Grantees will get the message out to their students and parents, attend press events, handout brochures, and hang posters, etc.

(410) \$300,000

Public Education and Training

- Provide access to up-to-date educational and/or motivational materials and current data to the general public, youth and community prevention organizations/collaborations that will assist them to develop successful prevention programs.

(410) \$300,000
(EUDL) \$100,000

Evaluation Programs

- Work with current and former grant recipients to evaluate their progress and results.
- Evaluate the number of current crashes, fatalities, and injuries compared to previous years data.
- Evaluate the effectiveness of the funding provided, have the fatalities, injuries, and crashes been reduced in the areas funded.

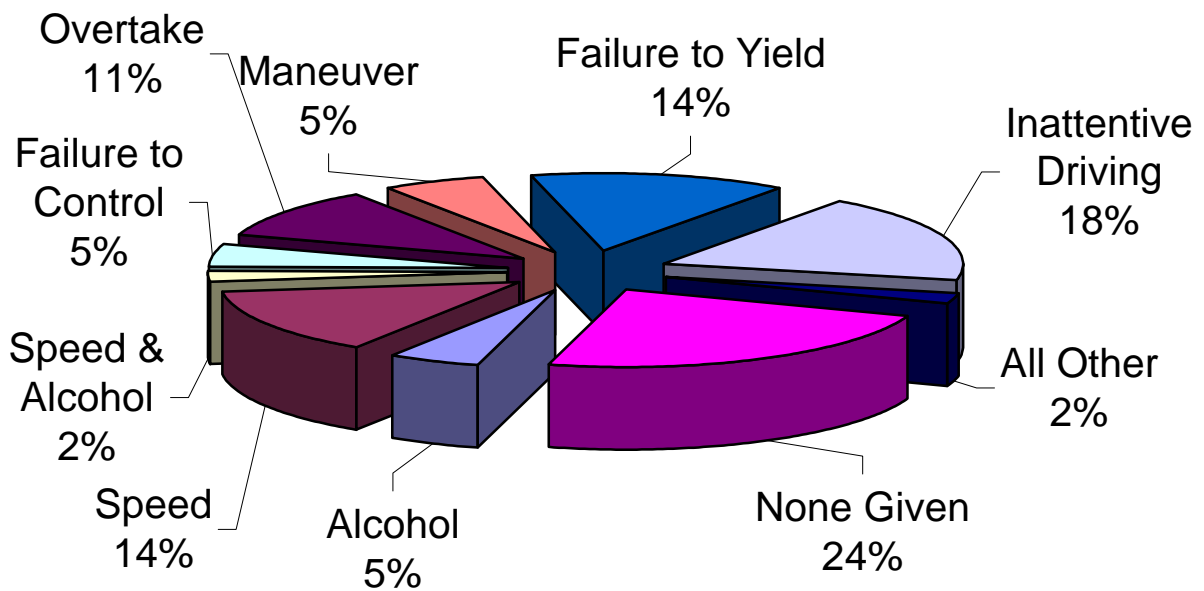
Track the use of the safety materials provided, eliminate materials that are not being used.

(410) \$25,000
 (EUDL) \$15,000

Youth Alcohol – Budget Summary			
08-41-02-K8	PI&E	\$300,000	410
08-41-09-K8	Social Norms Marketing Outreach	\$100,000	410
08-41-09-K8	Community Youth Program Outreach	\$200,000	410
08-41-03-K8	Enforcing Impaired Driving & Drinking	\$150,000	410
08-41-10-K8	Evaluation	\$25,000	410
08-44-01-JX	PI&E	\$100,000	EUDL
08-44-02-JX	Enforcing Underage Drinking	\$235,000	EUDL
08-44-03-JX	Evaluation	\$15,000	EUDL
08-44-04 JX	USDOJ-EUDL	\$350,000	EUDL
	Total USDOJ-EUDL	\$700,000	
	410 Total	\$775,000	
	Program Total	\$1,475,000	

Speed-Management Program

Currently, the number of crashes in which speed is recorded as a Possible Contributing Circumstance (see below) is thought to be very low. However, virtually all crashes have a speed component; otherwise, drivers would simply come to a stop to avoid a crash. With more accurate reporting, speed-related crashes will be more completely reported, and speed will be understood as intrinsic to crash causation, even when combined with other driver factors, allowing enforcement and social marketing resources to be used more effectively. With additional law



Program Justification, Performance Goals and Measures Speed Crashes

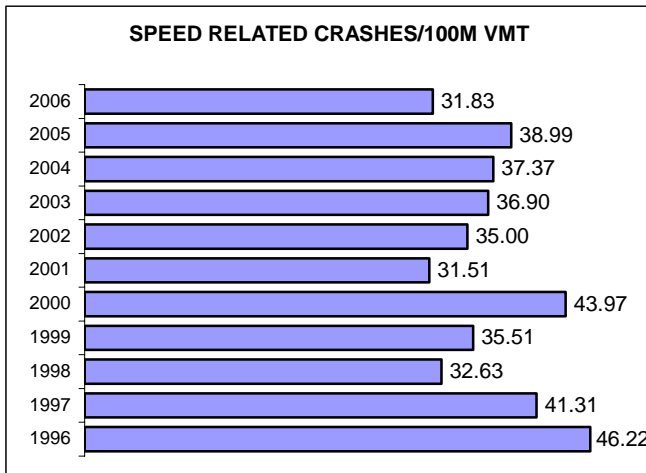
Justification

When considering what a speed related crash is, a person should look at more than simply the “Speed” PCC alone when assessing problem. Other PCCs such as “Speed & Alcohol”, “Failure to Control”, “Overtake”, and “Failure to Yield” also have the speed related implications.

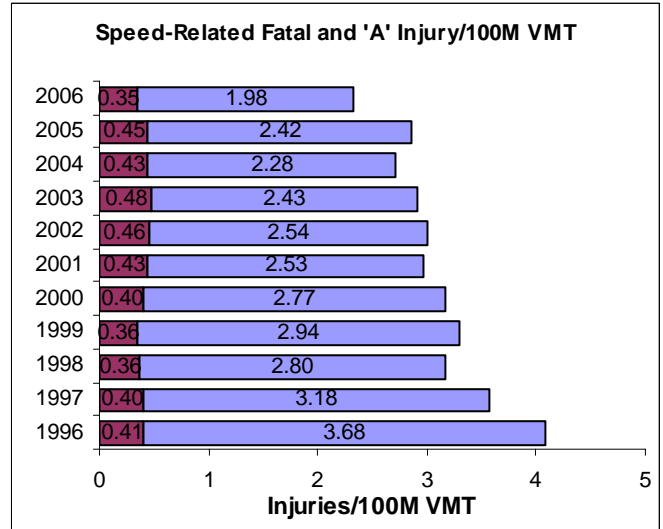
As law enforcement reports more crashes as speed related and methods of imputing crashes as speed related with other PCCs develop, a paradox is created and it is difficult to set a declining goal.

Speeding is the most commonly cited driver behavior and the most common type of driver-caused crash. Speed-related crashes resulted in 37% of all deaths and 20% of all injuries in 2006. In addition, in 2006, 263 people died and 9,985 were injured in 18,907 speed-related crashes. There were 250,657 convictions for speeding violations entered into driver records in 2006.

Overall, and as illustrated below, speed related crashes have declined since 1996.



As illustrated below, both speed related fatal injuries and ‘A’ injuries have been declining since 1996.



Performance Goals and Measures

Speed Related Crashes

2002-06 Baseline	35.95/100M VMT
2006 Current	31.83/100M VMT
2008	28.43/100M VMT
2010	25.66/100M VMT

Combined Fatalities and Serious ‘A’ injuries

2002-06 Baseline	2.76/100M VMT
2006 Current	2.33/100M VMT
2008	2.21/100M VMT
2010	2.10/100M VMT

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

2000 Baseline	16.2% of driver PCCs
2006 Current	14.0% of driver PCCs
2010	10.0% of driver PCCs



Program Management

- Coordinate, plan, and manage the state Speed Management Safety Program. Wage and fringe, DP costs, M&S, training and travel, printing and postage.
- Act as a liaison between local communities, law enforcement agencies, Regional Program Managers, and various divisions of the DOT.
- Work with Speed Management Working Group to develop and implement localized action plan that identifies specific speeding and speeding-related crash problems and the actions necessary to address problems and to establish the credibility of posted speed limits.

(402) \$65,000
(State) \$11,000



Public Information, Education and Outreach

- Work with partners (law enforcement professional organizations, Wisconsin Highway Safety Coordinators Association and others) to develop handouts, posters, presentations, conferences, other media campaigns and assure that information is up to date and meets needs.
- Develop aggressive driving PI&E and/or outreach materials.
- Target information to the correct audiences.
- Put information on Website to reduce production costs.
- Promote speed-management as a public policy priority by creating a network of partners to carry the speed management message through use of communications with the Regional Program Managers and Law Enforcement Liaisons.

(402) \$150,000



Training and Capacity

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

(402) \$50,000



Law Enforcement

- Support Law Enforcement Liaison outreach to enforcement agencies to encourage participation in mobilizations and other safety activities.
- Plan statewide participation, encourage voluntary participation and provide overtime funding for the speed and aggressive driving enforcement campaign.
- Plan and implement a multi-agency corridor project providing overtime funding increasing excessive speed and aggressive driving enforcement.
- Non-overtime Equipment Grants and Recognition for LE.

(402) \$175,000

(402) \$550,000

(402) \$450,000

(402) \$150,000



Paid Media

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

(402) \$250,000



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.
- Track the use of the safety materials provided, eliminate materials that are not used.
- Evaluate the effectiveness of the funding provided. Attempt to determine if speed related crashes were reduced in areas where agencies were funded.

(402) \$80,000

SPEED MANAGEMENT PROGRAM – Budget Summary			
08-04-01-PT	Program Management	\$65,000	402
		\$11,000	State
08-04-02-PT	PI&E and Outreach	\$150,000	402
08-04-03-PT	Training, Capacity Building	\$50,000	402
08-04-02-PT	LELs	\$175,000	402
08-04-04-PT	Law Enforcement- Speed	\$550,000	402
08-04-04-PT	Corridor & Non-overtime Enforcement	\$600,000	402
08-04-07-PM	Paid Media – new speed message	\$250,000	402
08-04-05-PT	Evaluation	\$80,000	402
	402 Total	\$1,920,000	
	Total State	\$11,000	
	Program Total	\$1,931,000	

TRAFFIC RECORDS IMPROVEMENT PLAN



Program Justification, Performance Goals and Measures

Justification

Wisconsin's most recent Traffic Records Assessment (TRA) in March 2005 recommended improvements in incident location, crash data availability, transfer protocols for citation data, driver record format, state EMS run data and trauma registry, data sharing between all data owners, high-level support for Traffic Records Coordinating Committee (TRCC), with a senior executive level TRCC and a skilled TR Coordinator.

Wisconsin received a FFY 2006 Section 408 Highway Safety Information System Improvement Grant late in the FY and began implementation simultaneously with the FFY 2007 HSP. The June 2006 *Traffic Records Strategic Plan* incorporated the recommendations of the 2005 TRA and was coordinated with many of the Data and Decision Support Systems strategies in WisDOT's *2004-2008 Strategic Highway Safety Plan*. Implementation of the 2007 updates of both strategic plans will be coordinated with this Highway Safety Plan.

A high-level TRCC was organized and a TR Coordinator is administering the 408 Program. Projects underway using FFY 2007 Section 408 grants include local TraCS/Citation Tracking improvements, state agency justice system interfaces, WisTransPortal, geocoding of past crash locations, Google map tools, WI Safety Data Resource Guide, CODES Report improvements and 2004 interstate linkage, injury data integration and WARDS ambulance run data system training and access. Local agency IT capacity and training needs surveys and data quality audits/scoping and planning are planned for summer 2007. The FFY2007 TR plan continues much of this work.

Performance Goals and Measures

Implement a statewide integrated data collection and transmission system that improves the timeliness, consistency, completeness, accuracy, accessibility and linkage of transportation safety information and thus allows for comprehensive analysis of all traffic crashes for use in policy and program development and analysis.

The 2006-2009 Traffic Records Strategic Plan (TRSP) will be coordinated with Wisconsin's Strategic Highway Safety Plan (SHSP) and the Highway Safety Performance Plan (HSPP) to create and market a statewide integrated data collection network, analytical tools and expertise available to highway safety stakeholders.

Surveys will be completed and program baselines will be established and updated as part of the 2006-2009 Strategic Plan process.

Products of the 2006 and 2007 HSP, SHSP and TRSP will be published and/or distributed within a short time of being delivered and accepted.



Program Management/Analysis

- Coordinate, plan and manage the traffic records program; Administer Integrated TRSP and SHSP Data Sections. DP costs, M&S training and travel, printing and postage.

(402) \$5,000
(State Appropriation 562) \$100,000

- TRCC Meetings and Strategic Plan Development

(402) \$25,000

- Safety Research Analyst 2.0 FTE

(402) \$100,000

- Program Evaluation Analyst. (State) \$150,000
- Develop or purchase NHTSA-approved automated and/or on-line activity reporting and evaluation program and project management software. (163) \$300,000



Automation/ Badger TraCS Implementation

- Administer BadgerTraCS program; coordinate with federal, state and local partners to implement TraCS and Citation Tracking, including training, tech support, and communicate progress to all partners and stakeholders. Program changes to WisDOT files and to TraCS to include MCSAP and MMUCC reporting standards. Complete Strategic Plan for Law Enforcement Automation. (402) \$200,000
- Year two Grants to local and state agencies for Roll-out of Badger TraCS Suite and improvements in Citation Tracking. (408) Monies based on Federal Formula (163) \$700,000



CODES Data Linkage

- Support DH&FS linkage of 2006 data. (402) \$25,000 (408) Monies based on Federal Formula
- Support 2006 CODES analyses, reports, updates to Internet site. (402) \$25,000
- Improve CODES reports, link 2005-2006 other states' data. (408) Monies based on Federal Formula



Incident Location Tool Development

- Evaluate existing and proposed changes to state roadway base maps and, working with TraCS Project, DTIM and GIO, recommend alternative strategies for a state-sanctioned map tool that will interface with the TraCS software and can be used for on-site geo-coding of incident location. (402) \$30,000 (State) \$10,000 (408) Monies based on Federal Formula



Surveys, Analyses, Publications

- Establish baselines for safety program areas through KAB injury surveys.
- Produce summary data publications as required Crash Facts, Alcohol Crash Facts, MC Facts.



Traffic Records Training

- Provide TR Training to data collectors, analysts. (402) \$ 220,000
- (402) \$10,000



Highway Safety Information System

- Support projects identified by the State TRCC in the 2006-2009 Traffic Records Strategic Plan. (NOTE – amount of award unknown at this time. The TRSP and HSP will be amended at time of award)

TRAFFIC RECORDS IMPROVEMENTS – Budget Summary			
08-05-01-TR	TRCC and Program Support	\$30,000	402
08-05-02-TR	Safety Analyst Position	\$100,000	402
08-05-03-TR	TraCS Implementation – Training, Support	\$200,000	402
08-05-04-TR	CODES Data Linkage, analysis & outreach	\$50,000	402
08-05-05-TR	Incident Location Tool Development	\$30,000	402
08-05-06-TR	Surveys, Analyses & Publications	\$220,000	402
08-05-07-TR	TR Training	\$10,000	402

08-05-08-K9	TR Strategic Plan Implementation	\$1,000,000	408
08-78-01-HN10	TraCS/Citation Tracking Implementation	\$700,000	163
08-78-02-HN10	Develop Automated Grant Processes	\$300,000	163
	402 Total	\$640,000	
	408 Total	\$Formula	
	163 Total	\$1,000,000	
	Program Total	\$	

EMS IMPROVEMENT PLAN



Program Justification, Performance Goals and Measures

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.



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.

Performance Goals and Measures

Injury to Death Ratios

2004-06 Statewide 3 year average Baseline	69.2 to 1
2006 Current	70.6 to 1
2008	85.0 to 1

Response Times for rural EMS to arrive at the scene of a motor vehicle crash will improve by 5% by 2008 from a 2007 baseline to be established using the new WARDS data.

Note – Use of WARDS WI Ambulance Run Data System will be mandated as of January 1, 2008 and state baselines will be established at that time.

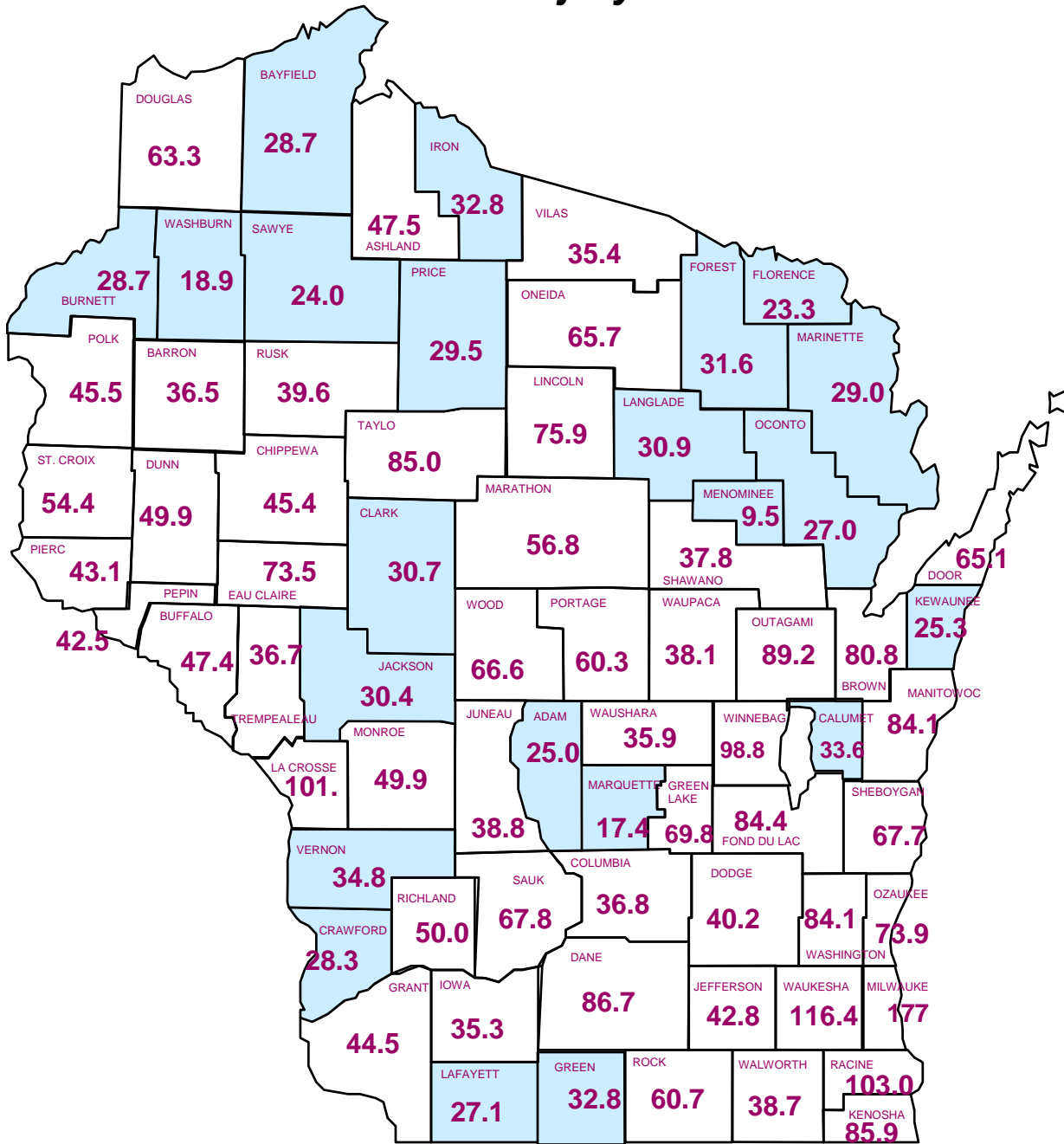
Safety Belt Use Rate in rural media markets and use rate in personal injury and fatal crashes will increase.

2000 Statewide Baseline	65.4%
2006 Statewide Usage	75.4%
2008	81%

Number of EMTs recruited and retained in rural areas will increase by 5% from a baseline to be established using the new WARDS data, as a result of distribution and use of funded promotional materials.

Note – development of WARDS WI Ambulance Run Data System will permit the development of baselines and measurable objectives.

Map 06-02 2004-2006 3 Year Average Injury-to-Death Ratios



State Average Injury to Death Ratio
 2006 = 70.6
 2004-2006 = 69.2

Shaded Counties averaged at least 1 death per every 35 injuries over the past 3 years

Source: WisDOT Crash Database



Publicity and Outreach (Emergency Response)

- o With DH&FS and WATS, develop an EMS PI&E Plan with a focus on recruitment and retention; educate the general population and emergency responders about the state Trauma System. Review and duplicate highway safety materials for distribution locally by EMS/trauma care personnel.

(402) \$65,000

- o Encourage volunteer participation, increase community involvement, and work with community organizations and non-profit programs interested in transportation safety injury prevention and trauma system development. Interest young people in public safety careers.

(402) \$65,000



Training - Crash Response, Airbag & Restraint Use and Outreach

- o Provide airbag and occupant restraint training for emergency responders.

(402) \$10,000



Rural Emergency Response Programs, Equipment & Training

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

(402) \$40,000

- o Support Bystander Care, recruitment and retention of EMS personnel.

(402) \$30,000



Injury Surveillance Data Improvements

- o Assist DH&FS to achieve CDC/STIPDA and NHTSA ISS Core Data System integration.

(408)Monies based on Federal Formula

- o Support training and access to Internet for WARDS reporting of pre-hospital care to a central state database.

(408)Monies based on Federal Formula

EMERGENCY MEDICAL RESPONSE – Budget Summary			
08-06-01-EM	Publicity, Outreach, Recruitment, READY	\$130,000	402
08-06-02-EM	Training – Crash Response – Airbag/restraint	\$10,000	402
08-06-03-EM	Rural EMS Programs, First Responder Training, Materials, Bystander Care	\$70,000	402
08-05-0X-K9	Injury Data System Integration	\$	408
08-05-0X-K9	WARDS Training, Access	\$	408
	Program Total	\$	

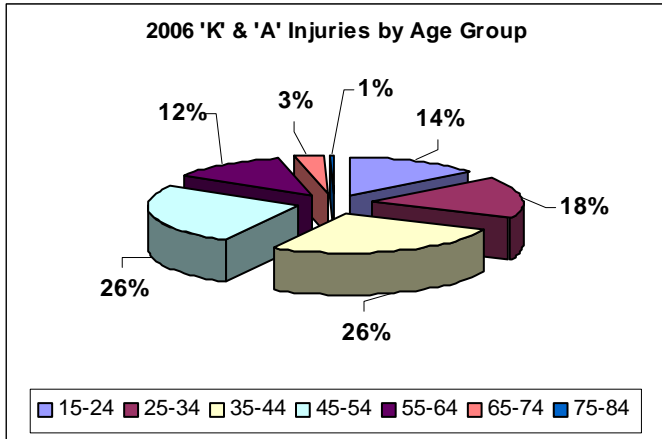
MOTORCYCLE SAFETY PROGRAM PLAN



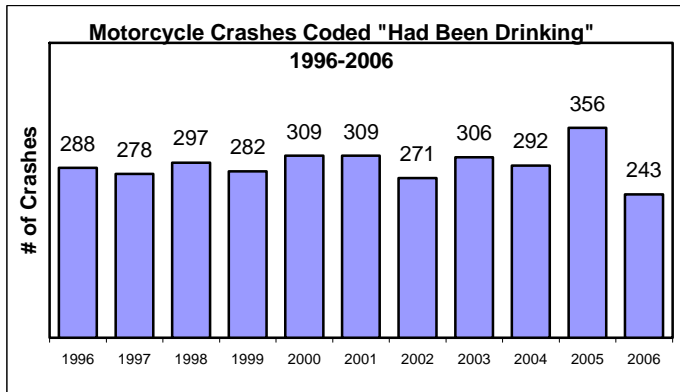
Program Justification, Performance Goals and Measures

Justification

In 2000 (Wisconsin's base year), 2,014 persons were injured and 78 were killed in 2,078 reported motorcycle crashes. In 2006, 2,318 persons were injured and 93 were killed in 2,441 reported motorcycle crashes. Ten of the fatalities occurred in Milwaukee County and seven occurred in both Dane and Racine Counties. The chart below shows that 52% of the motorcycle fatalities and incapacitating injuries occur to individuals between the ages of 35 and 54 years old.



Impaired driving is a significant concern in the motorcycle community. Of the 93 motorcyclists killed in 2006, 32 (34%) had a positive BAC. The chart below includes crashes in which the motorcycle driver was coded "had been drinking."



As indicated below, the percent of improperly licensed motorcyclists in fatal crashes has declined, which could indicate that more and more people are getting properly licensed before riding a motorcycle.

Year	1998	1999	2000	2001	2002	2003	2004	2005
Percentage	44%	22%	16%	18%	12%	24%	17%	17%

In addition, motorcycle registrations have increased significantly and demand for Wisconsin's state-funded Motorcycle Rider Education Program (MREP) training increased by 21% over FY04 and FY05, and was estimated to have increased another 18% in FY06. Funding needed by local training sites is expected to increase, creating an additional workload for the Motorcycle Safety Program. Four chief instructors and nearly 200 rider education instructors must be continually updated and kept current on Motorcycle Safety Foundation (MSF) curriculum changes and quality assurance initiatives. Currently, this is not done on a statewide annual effort.

Recent surveys indicate that 49% of respondents are familiar with our brochures and posters, bumper and helmet stickers, and 23% said the item(s) did make a difference in their attitude.

As indicated below, the incidence of helmet use appears to be increasing as well.

Year	2000	2001	2002	2003	2004	2005	2006
Percentage	21%	21%	20%	24%	23%	24%	26%

Performance Goals and Measures

Motorcycle crashes	
2002-06 Baseline	2,448
2006 Current	2,441
2008	2,203
2010	1,988
Combined fatalities and serious 'A' injuries	
2002-06 Baseline	756
2006 Current	769
2008	694
2010	626
Motorcycle Injuries	
2002-06 Baseline	2,328
2006 Current	2,318
2008	2,092
2010	1,888



Program Management

- Coordinate, plan, and manage the state Motorcycle Rider Safety program. Assist the WI Rider Education Program and Motorcycle Safety Program through continued clerical support to training sites. Wage and fringe, DP costs, M&S, training and travel, printing and postage.
- Collect and analyze data on motorcycle crashes, injuries, and fatalities.
- Identify and prioritize the State's motorcycle safety problem areas as well as routinely evaluate motorcycle safety programs and services.
- Collaborate with and act as a liaison between local communities, law enforcement agencies, and various divisions of the DOT.

(402) \$50,000
(State) \$110,000



Motorcycle Personal Protective Equipment

- Encourage motorcycle operators and passengers to use protective equipment through an aggressive communication campaign. Equipment includes: helmets that meet Federal Helmet Laws; proper clothing, including gloves, boots, long pants, and a durable long-sleeved jacket; and eye and face protection.



Motorcycle Operator Licensing

- Motorcycle operator's manual that contains essential safe riding information.
- Motorcycle license examination, including knowledge and skill tests, and State licensing medical criteria.
- Motorcycle license renewal requirements.



Motorcycle Rider Education and Training

- Instructor Training. Conduct one statewide conference or four to eight regional workshops to update instructors on curriculum issues, as required by MSF and Trans 129, in FFY 07-08. Provide scholarships for up to three chief instructors to attend SMSA or MSF annual national workshops during FFY 07-08. Evaluate program guidelines and determine if there is a training backlog.



- WI Motorcycle Rider Education Program. Administer state-funded classroom and hands-on training program through the WI Technical College System and other approved vendors that meets MSF requirements for basic and experienced riders.
- S. 2010 Training and Outreach Incentive Grant to be used for purchase of training cycles.

(402) \$10,000
(State) \$544,000
(K6) \$220,000



Motorcycle Operation Under the Influence of Alcohol or Other Drugs

- Update and reprint the Ride Straight-Sober, Share the Road brochures and reprint bumper and helmet stickers as needed during FFY 07-08.
- Involve up to 12 DSP motor officers in up to three statewide events and local officials in up to 12 regional or local events to increase OWI enforcement and awareness.

(402) \$100,000



Law Enforcement

- Communicate the role played by law enforcement personnel in motorcycle safety by acting as a source of information to communities and LE agencies. Develop their knowledge of motorcycle crash situations, investigating crashes, and maintaining a reporting system that documents crash activity and supports problem identification. Part of program management.
- Reach out to 3-5 counties with highest occurrence of motorcycle fatalities.

(402) \$75,000



Motorcycle Rider Conspicuity and Motorist Awareness Programs

- o Promote “Share the Road” through a mailing to 1.5 million motor vehicle owners during the May – August vehicle registration sticker distribution.
- o Promote daytime use of motorcycle headlights, lane positioning of motorcycles to increase vehicle visibility, and brightly colored clothing and reflective materials for motorcycle riders – helmets with high conspicuity.



Communication and Community Programs

- o Integrate motorcycle safety messages into other traffic safety campaigns.
- o Tri-County Motorcycle Coalition to implement three countywide motorcycle safety initiatives suggested in the National Agenda Motorcycle for Safety (NAMS) conference.
 - (402) \$25,000
- o Pilot test Safety Mentoring Initiative suggested at the NAMS conference.
 - (402) \$25,000



Evaluation Programs

- o Evaluate Wisconsin’s MREP training program by sampling the driver records of Rider Ed graduates and non-trained riders to determine which group is involved in more crashes and has more citations, perhaps by model of motorcycle.
- o Conduct periodic audits of training centers issuing the MV3575 Motorcycle Skills Test Waiver Authorization to ensure the security of the distribution process and accurate record keeping.
- o Evaluate the number of crashes, fatalities, and injuries and compare to prior data.
- o Track the use of the safety materials provided, eliminate materials that are not being used.
- o Evaluate the effectiveness of the funding provided. Develop a method by which activity levels can be measured. Require reporting of attendance at various funded events.
 - (402) \$30,000

MOTORCYCLE SAFETY – Budget Summary			
07-07-01-MC	Program Support	\$50,000	402
		\$110,000	State
07-07-02-MC	Public Information, social marketing	\$175,000	402
07-07-03-MC	Training - Instructor	\$10,000	402
		\$544,000	State
07-07-04-MC	Tri-County Motorcycle Coalition	\$25,000	402
	Safety Mentoring Pilot	\$25,000	402
07-07-05-MC	Evaluation	\$30,000	402
07-07-06-K6	s. 2010 Training/Outreach Incentive Grant	\$220,000	2010
	Total 402	\$315,000	
	Total K6	\$220,000	
	Total State	\$654,000	
	Total	\$1,189,000	

PEDESTRIAN & BICYCLE SAFETY PROGRAM PLAN



Program Justification, Performance Goals and Measures Pedestrian Crashes

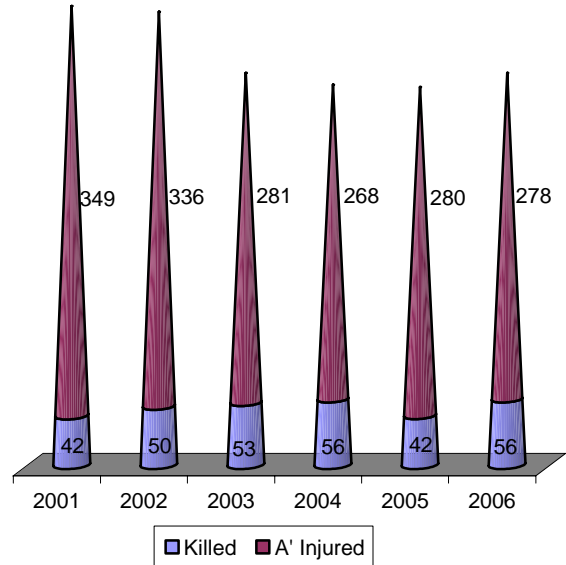
Justification

To date, there is no reliable measure for pedestrian activity in Wisconsin. It is important to consider this when comparing data from one year to the next. For example, increased activity in 2006 might explain an increase in fatalities. In setting goals and measures, a rate per 100,000 people was used.

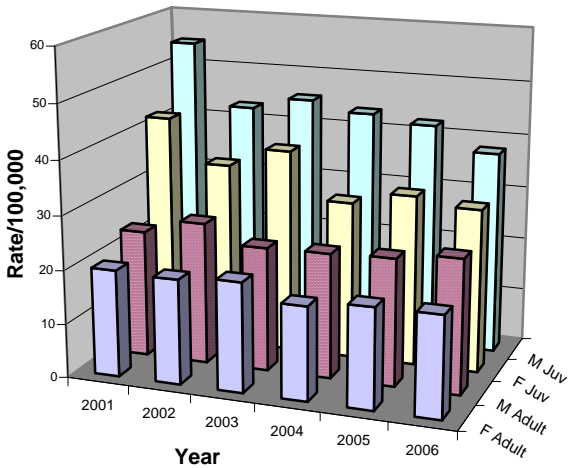
In 2006, 56 pedestrians died in pedestrian-motor vehicle crashes. This is an 8.9% increase from the most recent 5-year average. Fatalities increased by 33% over 2005. As illustrated in the graph to the right, pedestrians killed or incapacitated in 2006 totaled 334 people. This represents a 1.8% decrease 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 2.5 times more likely to die in a serious accident than a person in an urban area. Likely, the combination of higher speeds and a delay in transport to a trauma center explains this difference.

There were 1,459 total pedestrian injuries reported in 2006, which is a 2.2% reduction from the most recent 5-year average of 1,491 injuries.

Pedestrians Killed or Incapacitated in Collisions with MVs



Pedestrians Injured in Collisions with MVs by Adult Status



Adult men and women make up the largest number of pedestrians injured in collisions, but as a rate per 100,000 for each group, male and female juveniles are most represented.

Performance Goals and Measures

Pedestrian-motor vehicle crashes

2002-06 Baseline	26.09/100K pop.
2006 Current	25.68/100K pop.
2008	23.48/100K pop.
2010	20.87/100K pop.

Combined fatalities and serious 'A' injuries

2002-06 Baseline	6.20/100K pop.
2006 Current	6.03/100K pop.
2008	5.58/100K pop.
2010	4.96/100K pop.

Pedestrian injuries

2002-06 Baseline	27.26/100K pop.
2006 Current	26.35/100K pop.
2008	24.53/100K pop.
2010	21.81/100K pop.

Program Justification, Performance Goals and Measures Bicycle Crashes

Justification

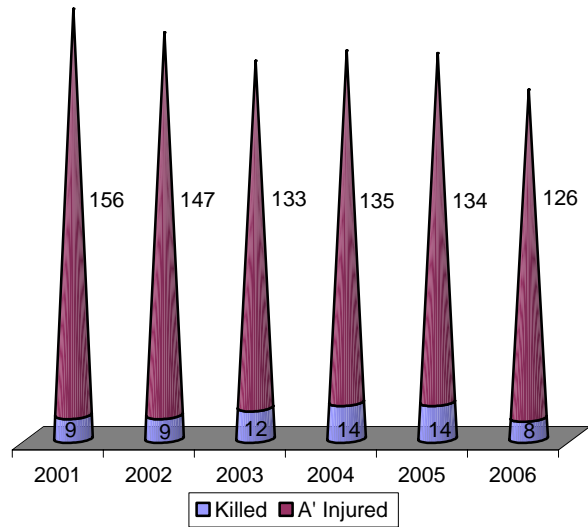
For motor vehicles, a rate is calculated using vehicle miles traveled (VMT); as for pedestrians, there is no reliable method for determining the activity rate for bicyclists. In setting goals and measures, a rate per 100,000 people was used.

In 2006, 8 bicyclists died in bicycle-motor vehicle crashes. This is a 30% decrease from the most recent 5-year average. Fatalities decreased 43% from 2005. As illustrated in the graph to the right, bicyclists killed or incapacitated in 2006 totaled 134 people. This represents an 8.5% decrease from the most recent 5-year average.

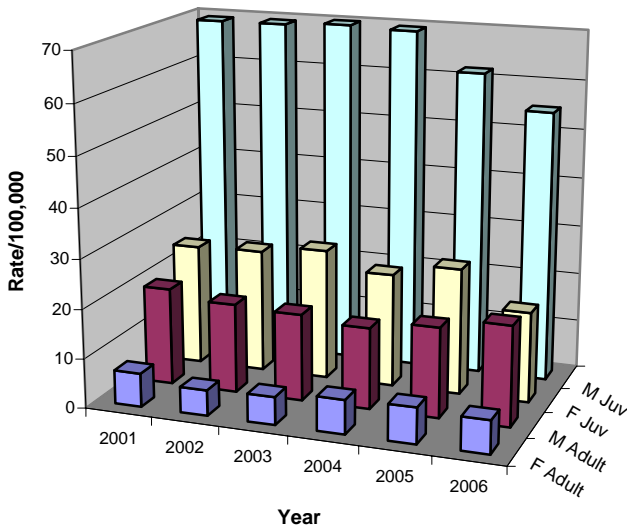
As the fatality numbers are so few for bicyclists, it would be meaningless to break out into urban versus rural.

There were 1,071 total bicyclist injuries reported in 2006, which is over a 5% reduction from the most recent 5-year average of 1,129 injuries.

Bicyclists Killed or Incapacitated in Collisions with MVs



Bicyclists Injured in Collisions with MVs by Adult Status



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.

Performance Goals and Measures

Bicycle-motor vehicle crashes

2002-06 Baseline	20.94/100K pop.
2006 Current	19.69/100K pop.
2008	18.84/100K pop.
2010	16.75/100K pop.

Combined fatalities and serious 'A' injuries

2002-06 Baseline	2.67/100K pop.
2006 Current	2.42/100K pop.
2008	2.40/100K pop.
2010	2.14/100K pop.

Bicycle injuries

2002-06 Baseline	20.64/100K pop.
2006 Current	19.34/100K pop.
2008	18.57/100K pop.
2010	16.51/100K pop.



Program Management

- Coordinate, plan, and manage the state Pedestrian & Bicycle Safety Programs. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage.
- Continue to provide leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in pedestrian and bicycle education and training.
- Work closely with all programs involved in the pedestrian/bicycle grant programs and the new SRTS participants.
- Act as a liaison between local communities, law enforcement agencies, engineers, planners, bike and pedestrian advocacy programs, and various divisions of the DOT. Collaborate with these groups to promote safe environments for pedestrians and bicyclists.
- Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

(402) \$5,000
(State) \$60,000



Law Enforcement

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

(402) \$70,000

- Market new Wisconsin Pedestrian & Bicycle Law Enforcement Training Course and print manuals and other information needed for training.

(402) \$10,000

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

(402) \$10,000



Outreach Program

- Assist local communities in the organization and implementation of Walking Workshops.

(402) \$20,000

- Encourage and work with local communities and organizations to hold bicycle training courses and rodeos.

(402) \$15,000

- Older Pedestrian Safety targeted neighborhood model projects based on Walking Workshops, facilities mapping, Street Share Program and NHTSA pilot projects.

(402) \$15,000



Public Education and Training

- Work with partners (SRTS, BFW, Wisconsin Walks, Governor's Bicycle Council, etc.) to keep information up-to-date. Add Spanish versions of training information.

- Continue to work with the variety of Drivers Education Programs available to ensure beginning drivers receive the correct pedestrian/bicycle training.

- Continue to work with DMV, AAA, law enforcement, and other programs that educate veteran motorists on pedestrian and bicycle laws.

- Continue to develop new material that educates all of the audiences involved in pedestrian/bicycle safety.

- Update and target school bus safety information.

(402) \$100,000
(State) \$42,500

- Schedule Teaching Safe Bicycling workshops for teachers, after school program facilitators, youth organizations, non-profits, law enforcement, and other programs that will be or have the opportunity to instruct bicycling training courses.

(402) \$15,000

- Work with school districts and law enforcement offices to include the Basics of Bicycling training and additional pedestrian training sessions in their Physical Education classes.

(402) \$10,000



Evaluation Programs

- Evaluate the number of crashes, fatalities, and injuries and compare to prior data.

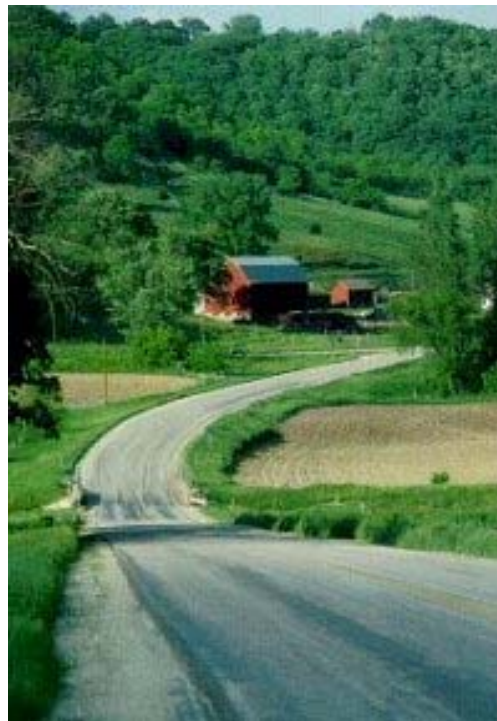
- Track the use of the safety materials provided, eliminate materials that are not being used.
- Evaluate the effectiveness of the funding provided.
 - * Possible pilot programs for communities that get grants to attempt to determine if fatalities, injuries, and crashes were reduced in the areas we funded.
 - * RFP – to develop a method by which activity levels can be measured.
 - * Require reporting of attendance at various funded events.

(402) \$25,000

PEDESTRIAN & BICYCLE SAFETY – Budget Summary			
08-09-01-PS	Program Management	\$5,000	402
08-09-02-PS	Public Information	\$100,000	402
08-09-03-PS	Training – TSB, BOB, Engineer/Planner	\$45,000	402
08-09-04-PS	Walking Workshops/Bicycle Rodeos	\$50,000	402
08-09-05-PS	Enforcement	\$70,000	402
08-09-06-PS	Evaluation	\$25,000	402
	402 Total	\$295,000	
	State	\$102,500	
	Program Total	\$397,500	



COMMUNITY TRAFFIC SAFETY PROGRAM PLAN



Program Justification, Performance Goals and Measures Justification

Federal statutes require that a minimum of 40% of Wisconsin's annual Section 402 Highway Safety Funds be disbursed to local units of government. Wisconsin State Statutes require that no less than 50% of these Section 402 funds be disbursed to local government. Local agency and safety advocate time is more effectively used when state knowledge, expertise and assistance is made available to them.

The Bureau of Transportation Safety employs four Regional Program Managers who work with and assist local governmental agencies to develop and implement highway safety improvement programs within their jurisdictions. Some of these local efforts are assisted with federal highway safety grant funds and some of these programs are locally supported.

Section 83.013, Wisconsin Statutes, mandates that each county create a Traffic Safety Commission that meets at least quarterly to review fatal traffic crashes and to promote traffic safety initiatives. The statute identifies a minimum of nine local and state officials who are required to staff these Traffic Safety Commissions, and one of these required members is a representative from the state highway safety office.

The Bureau provides public information to its various audiences by means of print, video and Internet media. The 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.

Performance Goals and Measures

Attendance at County/City Traffic Safety Commission Meetings

90% of meetings scheduled in 72 Counties and City of Milwaukee
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Grant Monitoring by BOTS staff

100% of law enforcement and other contracts entered into with local units of government

Overall Goal

Increase local participation in state-administered and locally developed highway safety activities.

Program Management

- o BOTS Field Program Outreach (4.0 FTE): coordinate, plan, and manage the state Community Traffic Safety Program. Wage and fringe, DP costs, M&S, training and travel, printing and postage.
- o Continue to provide leadership, training, information, and technical assistance to agencies, organizations, and non-profit programs involved in community traffic safety.
- o Work closely with all law enforcement agencies involved in the community safety grant program.
- o Act as a liaison between local communities, law enforcement agencies, engineers, planners, and various divisions of the DOT. Collaborate with these groups, sharing information on various grant opportunities.
- o Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

(402) \$330,000

Outreach Program

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

(402) \$350,000

Public Information and Education

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

(402) \$160,000

- Contract with CESA #2 for production of Traffic Safety Reporter, Web design and mailing costs.

(402) \$60,000



Conferences and Meetings

- Governor's Conference on Highway Safety.

(402) \$52,000

- Volunteer Outreach Wisconsin Association of Women Highway Safety Leaders (WAWHSL).

(402) \$17,000

- Annual Meeting of Wisconsin Highway Safety Coordinators Association (WHSCA).

(402) \$6,000

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

(402) \$105,000

COMMUNITY TRAFFIC SAFETY PROGRAMS			
08-10-01-CP	Program Management - Community Outreach/Monitoring	\$330,000	402
08-10-02-CP	Public Information	\$220,000	402
08-10-03-CP	Outreach - Community Safety Programs	\$350,000	402
08-10-04-CP	Conferences and Meetings	\$180,000	402
	Program Total	\$1,080,000	

LARGE TRUCK AND BUS SAFETY PROGRAM PLAN MOTOR CARRIER SAFETY ASSISTANCE PROGRAM (MCSAP)



Research done by the Transportation Research Board shows that driver errors (mistakes and misbehaviors) are the principal contributing factors leading to traffic crashes. The three major crash causes are: human, at 93%, environmental, at 34%, and vehicular, at 13%. FMCSA's "Large Truck Crash Causation Study" found that 48% of large truck crashes had a critical reason assigned to the driver of the large truck. Critical reasons included: Recognition, defined as the ability to judge distance and change in distance, etc.; Decision, defined as the ability to determine when a situation requires action and what action is appropriate, etc.; and Performance, defined as the ability to respond quickly to a signal, etc. Though no real surprise, researchers reported that "... in general, the driving actions leading to fatal car-truck crashes are the same that lead to fatal car-car crashes. Common driver errors resulting in both types of fatal crashes included failing to keep in lane, failing to yield right-of-way, driving too fast for conditions, disobeying traffic controls and laws, and inattention. These driver mistakes and misbehaviors account for about two-thirds of both car-truck and car-car fatal crashes."

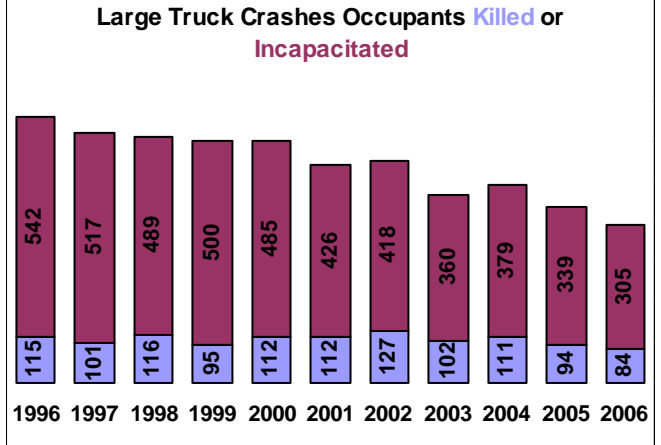
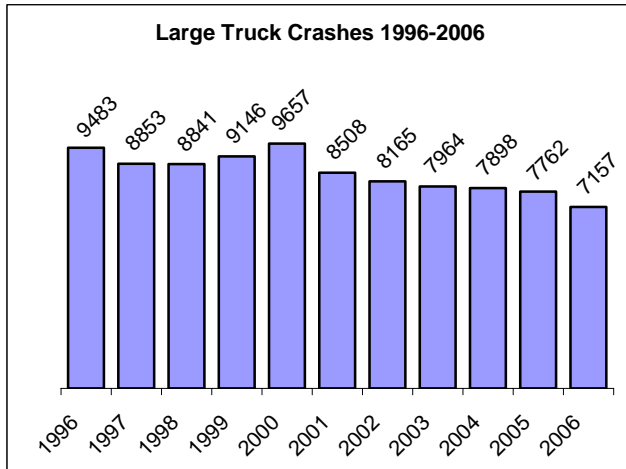
As reported by AAA in "Identifying Unsafe Driver Actions that Lead to Fatal Car-Truck Crashes" (April, 2002), in collisions between cars and large trucks, "... the structural properties and greater mass of large trucks put the occupants of the cars at a disadvantage – 98% of the deaths in fatal two-vehicle crashes involving a car and a large truck were among occupants of the car."

Program Justification, Performance Goals and Measures

The purpose of the Motor Carrier Safety Assistance Program (MCSAP) is to reduce both the number and severity of CMV-involved crashes. MCSAP is a national grant program. 80% of program funds are provided through the Federal Motor Carrier Safety Administration with the remaining 20% provided from the State. MCSAP has evolved over the past 23 years – starting as a basic large truck driver/vehicle inspection program to a complex one that includes education, investigations, and many enforcement components. A key enforcement component has become traffic enforcement of CMV drivers driving recklessly; and of auto drivers, who are driving recklessly in the vicinity of a CMV. In addition, inspections and audits of large trucks provide opportunities to educate drivers.

In Calendar year 2006, there were 7,157 large truck crashes reported in Wisconsin. These crashes resulted in 84 deaths and 2,642 injuries – of which 305 were 'A' (incapacitating) injuries.

As illustrated below, overall large truck crashes have been decreasing on average over 5% for the last 5 years.



Crashes resulted in 84 deaths and 2,642 injuries – of which 305 were 'A' (incapacitating) injuries. Using Department figures, this equates to nearly a quarter billion dollars in economic loss.

Performance Goals and Measures

Large Truck crashes

2002-06 Baseline	7,789
2006 Current	7,157
2008	6,459
2010	5,819

Combined fatalities and serious 'A' injuries

2002-06 Baseline	463.8
2006 Current	389
2008	355
2010	313

Fatalities

2002-06 Baseline	103.6
2006 Current	84
2008	76
2010	68

Other Goals

37,500 MCSAP Inspections 2/3rds or 25,000 done as a mobile Level II or Level III inspection.



Law Enforcement

- o Conduct 37,500 MCSAP Inspections.
- o Perform 300 Compliance Reviews and 1,000 New Entrant Audits
- o Increase by 20% the number of mobile MCSAP inspections (with traffic enforcement when warranted) in counties where there are a higher than average number of truck crashes – counties are: Brown, Columbia, Dane, Dodge, Dunn, Eau Claire, Fond du Lac, Jefferson, Juneau, Kenosha, Marathon, Milwaukee, Outagamie, Racine, Rock, Sauk, St. Croix, Walworth, Washington, Waukesha, and Winnebago.
- o Conduct two thirds of inspections as a mobile with traffic enforcement when warranted. Mobile inspections shall be done on rural roads or bypass routes; in high crash areas, or other areas directed by data or experience. All mobile inspections shall include a traffic enforcement component when applicable.
- o Enforce laws related to drug trafficking, possession, and use through MCSAP canine activities.

(MCSAP) \$4,273,663



Education

- o Provide outreach to local agencies on the proper completion of the crash report.
- o Provide educational opportunities to the public and industry through media campaigns, handouts, posters, presentations, conferences, and other outreach.
- o Make education a part of every enforcement stop.
- o Partner with the safety community, at large, to educate others on CMV issues.
- o Provide classroom training and manuals to WSP staff as needed.
- o Educate the judiciary by providing expert testimony in court cases.
- o Educate new motor carriers through the New Entrant Program.

(MCSAP) \$875,000



Evaluation/Data Improvements

- o Develop reporting processes that provide comprehensive, accurate, and timely reports for evaluation, reporting, and planning.
- o To assure completeness and accuracy, provide training manuals to staff on how to properly complete reports.
- o Provide technologies to assist officers in doing their duties – this includes tint-meters, radar detector-detectors, CVIEW.
- o Improve data linkage capabilities within WSP and WisDOT.

(MCSAP) \$200,000

LARGE TRUCK & BUS SAFETY – Budget Summary			
	Law Enforcement	\$4,273,663	MCSAP
	Education	\$875,000	MCSAP
	Evaluation/Data Improvement	\$200,000	MCSAP
	Total	\$5,348,663	

Wisconsin Bureau of Transportation Safety *Paid Media Plan*

The Bureau of Transportation Safety (BOTS) will utilize the **Click It or Ticket** and **Drunk Driving. Over the Limit. Under Arrest**, logos as designed by NHTSA. We will try to use them on materials that are developed for the May Mobilization and August Crackdown.

BOTS will follow the NHTSA schedule of May 19- June 1, 2008 for paid media for the May Mobilization and August 15-September 13, 2008 for the Alcohol Crackdown. BOTS will contract with an agency to purchase the media time for these two events. A Request for Services will be issued to agencies that have the capabilities of providing this service. BOTS will provide the agency with information and demographics on the target audience, based on NHTSA guidelines, for each time frame. This will coincide with the major enforcement efforts that are planned. Radio and TV messages will be utilized during this time. BOTS will also explore methods to reach the 16-24 year old age group as they tend to use computers and electronic devices for information and messages. BOTS will also consider using paid media with other selected highly visible enforcement efforts scheduled at other times throughout the year.

The contractor will work with BOTS and The Tombras Group or other designated NHTSA media contractor to ensure that each media buy meets NHTSA's requirements for demographic audience, reach and frequency of messages. Approval will be received prior to any actual purchases of media time.

BOTS will contract with an evaluator to provide a phone evaluation of Wisconsin residents on the radio and TV messages that are aired. This will be similar to the ones that have been conducted in the past. Surveys will be conducted at motor vehicle stations at several locations to gain additional information on the messages during the two campaigns.

BOTS is planning a speed and aggressive driving enforcement effort along a corridor on the interstate highway system. As a part of that, BOTS is considering a paid media effort to enhance the enforcement effort with a speed message. BOTS will work with a media contractor to develop a plan on how to best reach the motoring public with a message along the enforcement corridor. The plan that is developed will be provided to NHTSA and The Tombras Group for input and approval prior to placing any media buys.