



Highway Safety Plan

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Property Damage

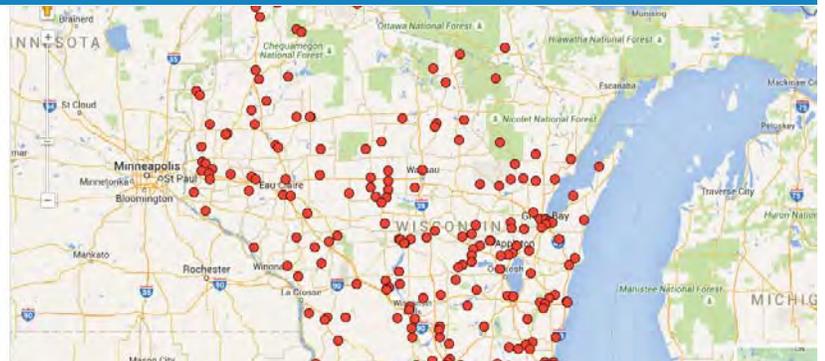
There were 298 crashes meeting the following criteria.

Countries: - ALL
 Begin Date: 01/01/2015
 End Date: 12/31/2015
 Crash Severity Filters: - K
 Checked Flags: NONE

Check ALL | UnCheck ALL | Zoom To Selected

Sort By: Accident Date | Display: Points

Location	FATAL(K)
W Medina Rd AT Ridge Rd MEDINA (T), DANE County 01/02/2015	1
INTERSTATE 94 MILWAUKEE County 01/05/2015	2
6TH ST MENASHA (C), WINNEBAGO County 01/06/2015	3



STATE OF WISCONSIN
 FFY 2018



State of Wisconsin Federal Fiscal Year 2018 Highway Safety Plan

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Highway Safety Plan

SECTION I



STATE OF
WISCONSIN
FFY 2018



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.

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 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.

Figure 1 uses Fatality Analysis Reporting System (FARS) fatality data, which NHTSA has published. Though not obvious from figure 1, the number of traffic fatalities has trended downwards over the previous seven years. 2015 saw an increase from the prior year to 566 and rose above the 5-year (2010-2014) moving average of 564. There were 588 fatalities on Wisconsin roads in 2016 according to preliminary figures from the state's own crash data files.

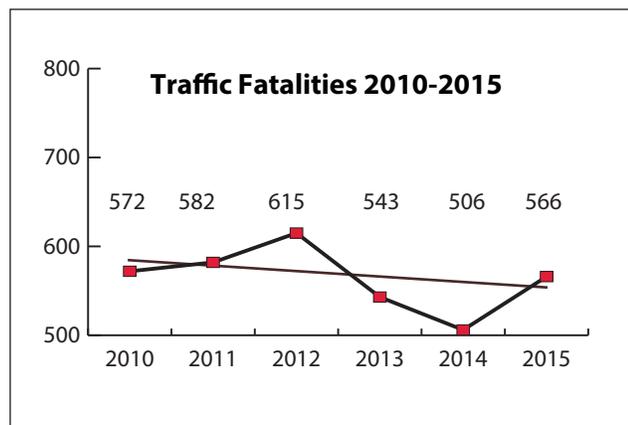
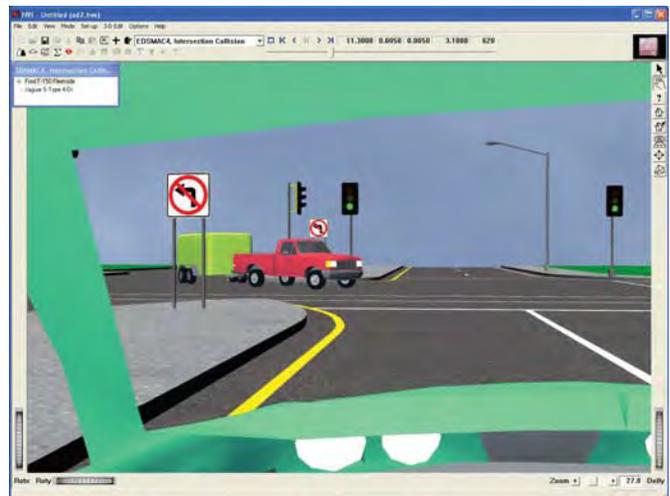


Figure 1: Traffic Fatality Analysis Reporting System (FARS)

Goal C1: To decrease traffic fatalities 5 percent each year from the 2010-2014 five-year rolling average to 509 by December 31, 2017.



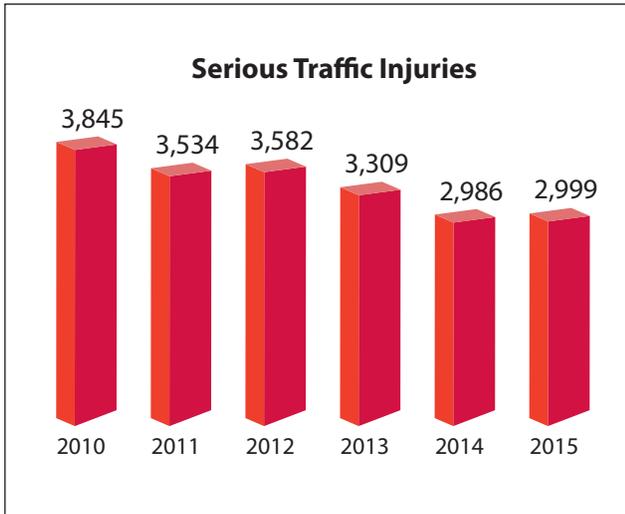


Figure 2: Serious Traffic Injuries (State Crash Data)

As figure 2 indicates, serious injury crashes have steadily decreased since 2010. 2015 saw 2,999 serious injuries, which was a 13% reduction from the 5-year average of 3,451. There were 3,039 serious injuries in 2016 according to preliminary figures from Wisconsin’s state crash data files.

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 2014 produced a significant drop to our lowest level at 0.84 fatalities per 100 million VMT. FARS fatality data and finalized VMT data for 2016 are not yet available.

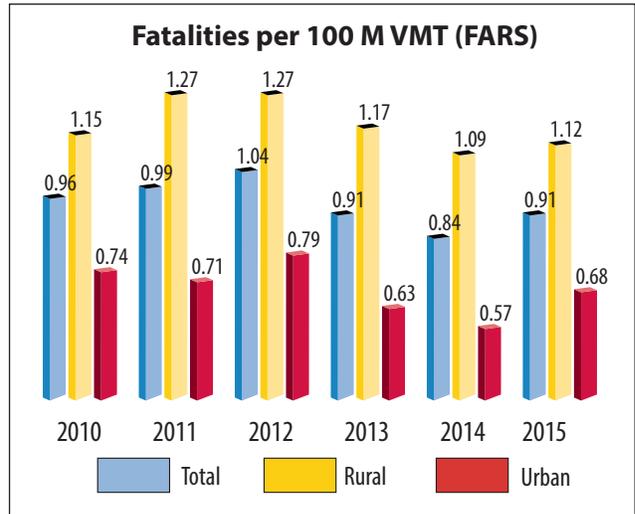


Figure 3: Fatalities per 100M VMT (FARS)

The lead state agency for any grant type is the Wisconsin Department of Transportation. Match for maintenance of effort is achieved using the following table. See appendix 5B for additional information regarding maintenance of effort.

- 405b Division of State Patrol (DSP) traffic enforcement
- 405c Division of Motor Vehicles (DMV) Traffic and Criminal Software (TraCS) staff, a BOTS safety data analyst, DSP Mobile Architecture for Communications Handling (MACH) and TraCS support, and MACH MiFi hardware expenditures
- 405d DSP traffic enforcement and safe-ride grant program alternative transportation funds



Figure 4 provides the performance measures and goal statements developed by the Governors Highway Safety Association (GHSA) and NHTSA.

MEASURE	2012	2013	2014	2015	2016	2012-2016 AVG	2018 TARGET <small>(2012-2016 Avg with 5% reduction, 2% for measures C1 and C3a)</small>	
C1. Traffic Fatalities (FARS)	615	543	506	566	607	567.4	556.1	
C1. To decrease traffic fatalities 2 percent from the 2012-2016 calendar year rolling average of 567.4 to 556 by December 31, 2018.								
C2. Serious Traffic Injuries (State Crash Data Files)	3,582	3,309	2,986	2,999	3,039	3,183.0	3,023.9	
C2. To decrease serious traffic injuries 5 percent from the 2012-2016 calendar year rolling average of 3,183 to 3,024 by December 31, 2018.								
C3a. Fatalities/VMT (FARS)	1.04	0.91	0.84	0.91	0.98	0.936	0.917	
C3a. To decrease total fatalities/VMT, by 2 percent from the 2012-2016 calendar year rolling average of 0.936 to 0.917 by December 31, 2018.								
C3b. Rural Fatalities/VMT (FARS)	1.27	1.17	1.09	1.12	1.26	1.182	1.123	
C3b. To decrease rural fatalities/VMT, by 5 percent from the 2012-2016 calendar year rolling average of 1.182 to 1.123 by December 31, 2018.								
C3c. Urban Fatalities/VMT (FARS)	0.79	0.63	0.57	0.68	0.64	0.662	0.629	
C3c. To decrease urban fatalities/VMT, by 5 percent from the 2012-2016 calendar year rolling average of 0.662 to 0.629 by December 31, 2018.								
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	201	186	161	167	182	179	170	
C4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from the 2012-2016 calendar year rolling average of 179 to 170 by December 31, 2018.								
C5. Alcohol Impaired Driving Fatalities (FARS)	202	177	165	189	105	168	159	
C5. To decrease alcohol impaired driving fatalities 5 percent from the 2012-2016 calendar year rolling average of 168 to 159 by December 31, 2018.								
C6. Speeding Related Fatalities (FARS)	209	178	168	167	187	182	173	
C6. To decrease speeding-related fatalities 5 percent from the 2012-2016 calendar year rolling average of 182 to 173 by December 31, 2018.								
C7. Motorcyclist Fatalities	117	85	73	81	85	88	84	
C7. To decrease motorcyclist fatalities 5 percent from the 2012-2016 calendar year rolling average of 88 to 84 by December 31, 2018.								
C8. Un-helmeted Motorcyclist Fatalities (FARS)	87	62	51	65	72	67	64	
C8. To decrease un-helmeted motorcyclist fatalities 5 percent from the 2012-2016 calendar year rolling average of 67 to 64 by December 31, 2018.								
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	81	58	67	77	78	72	69	
C9. To decrease drivers age 20 or younger involved in fatal crashes 5 percent from the 2012-2016 calendar year rolling average of 72 to 69 by December 31, 2018.								
C10. Pedestrian Fatalities (FARS)	45	37	45	57	52	47	45	
C10. To reduce pedestrian fatalities 5 percent from the 2012-2016 calendar year rolling average of 47 to 45 by December 31, 2016.								
C11. Bicyclist Fatalities (FARS)	11	10	4	15	11	10	10	
C11. To reduce bicyclist fatalities 5 percent from the 2012-2016 calendar year rolling average of 10 to 10 by December 31, 2018.								
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	79.9%	82.4%	84.7%	85.8%	88.4%	84.2%	88.4%	
A1. Number of seat belt citations issued during grant-funded enforcement activities (FFY 2016)						21,341		
A2. Number of impaired-driving arrests made during grant-funded enforcement activities (FFY 2016)						2,072		
A3. Number of speeding citations issued during grant-funded enforcement activities (FFY 2016)						22,468		

2016 data for outcome measures C1-C11 are preliminary and are indicated in red.

The five key performance measures defined by the Federal Highway Administration (FHWA) for use in states' Strategic Highway Safety Plans (SHSPs) are:

- Number of fatalities
- Fatality rate
- Number of serious injuries
- Serious injury rate
- Number of non-motorized fatalities and serious injuries

These first three measures are included in the prior matrix as part of the agreed upon performance measures by the GHSA and NHTSA. We are including the last two in this plan to reflect our commitment to the state's SHSP.

WisDOT Leadership



Dave Ross,
Governor's
Representative for
Highway Safety
Secretary,
Wisconsin DOT



Superintendent
J. D. Lind,
Wisconsin
State Patrol

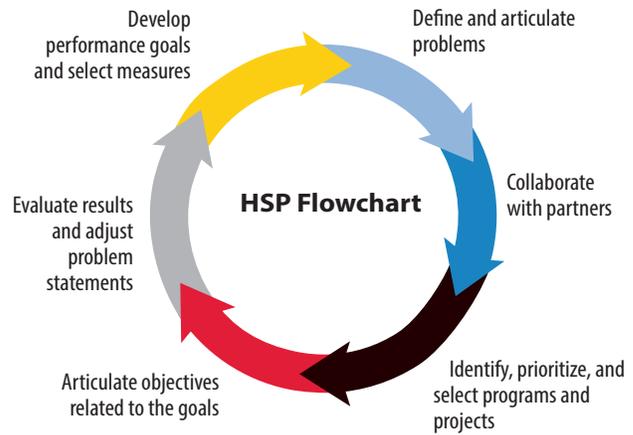


David Pabst,
Highway Safety
Coordinator

MEASURE	2012	2013	2014	2015	2016	2012-2016 Avg.	2018 Target
Serious Injury Rate	6.06	5.56	4.97	4.83	4.88	5.260	4.997
To decrease the serious injury rate by 5% from the 2012-2016 calendar year rolling average of 5.260 to 4.997 by 2018.							
Number of non-motorized fatalities and serious injuries	388	351	337	365	366	361.4	343.3
To decrease the number of non-motorized fatalities and serious injuries by 5% from the 2012-2016 calendar year rolling average of 361.4 to 343.3 by 2018.							

Highway Safety Planning Process

The highway safety planning process is circular and continuous. At any one time during the year, the Bureau of Transportation Safety may be working on previous, current, and upcoming fiscal year plans. The SHSP serves as the principal planning document, and the HSP is developed to maximize integration and utilization of data analysis resources, fully represent driver behavior issues and strategies, and utilize any statewide safety committees to obtain input from state and local traffic safety partners. BOTS shall ensure that the goals and objectives contained in the SHSP are considered in the annual development of the HSP and incorporated to the fullest extent possible. BOTS shall review the SHSP and HSP to identify any gaps in addressing driver behavior issues and eliminate any redundancy for the maximum use of resources. The data source used by BOTS in identifying its highway safety problems is primarily the state's crash database, which is managed by BOTS. Other data sources include crash data from NHTSA's Fatality Analysis Reporting System (FARS). Wisconsin's highway safety planning process includes all of the components of 23 C.F.R. 1300.11(a), which are:



- (1) Description of the data sources and processes used by the State to identify its highway safety problems, describe its highway safety performance measures, establish its performance targets, and develop and select evidence-based countermeasure strategies and projects to address its problems and achieve its performance targets;



- (2) Identification of the participants in the processes (e.g., highway safety committees, program stakeholders, community, and constituent groups);
- (3) Description and analysis of the State's overall highway safety problems as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies;
- (4) Discussion of the methods for project selection (e.g., constituent outreach, public meetings, and solicitation of proposals);
- (5) List of information and data sources consulted; and
- (6) Description of the outcomes from the coordination of the HSP, data collection, and information systems with the State SHSP.

Highway Safety Planning Timeline

November to December

Prepare the prior year's Annual Report. This document is the companion report to the same year's Highway Safety 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: the chief county traffic law enforcement officer, the county highway safety coordinator, the county highway commissioner, a DOT engineer from the regional office, the Regional Program Manager from BOTS, a State Patrol Trooper, as well as one representative from each of the 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, enforcement and adjudication, not-for-profit organizations, businesses, and community coalitions. This activity continues throughout the year (see Appendix 3: Safety: 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 the prior year's projects. They also perform literature reviews and review best practices from other states.

Another valuable committee is the Wisconsin DOT's 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, WisDOT executive offices, 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 the FAST Act, a Statewide Impaired Driving Task Force was chartered. This Task Force has accomplished a lot. The group assembled a broad variety of stakeholders, developed a formal charter, approved the Statewide Impaired Driving Plan by agreeing to work on five signature items going forward, helped Wisconsin to qualify for federal funding, assisted with the development of the federally required SHSP, and began work on signature items. Similar work groups have been established for other key safety initiatives included in Wisconsin's SHSP.

January to June

After the end of a calendar year, preliminary crash data are evaluated. Analysts may prepare preliminary reports of the previous year's fatality trends. After finalized data are available, 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, and identify disproportionate representation of subgroups and trends for each program area. BOTS identifies,

describes, and analyzes the state's overall highway safety problems through an analysis of the data it maintains or has access to, as authorized to BOTS by the Governor's Representative for Highway Safety in 23 C.F.R. 1300.4(b)(4), including but not limited to fatality, injury, enforcement, and judicial data. BOTS uses this data as a basis for setting performance targets and developing countermeasure strategies. BOTS utilizes the data to generate targeting lists for enforcement grants. Grantees for the coming FFY are notified of their eligibility and the Regional Program Managers assist grantees with identifying their agency capacity (see Appendix 4: Law Enforcement Grant Targeting).

April to June

Evaluate the nature and magnitude of each type of state-level and program area problem and each target location or group; establish the effectiveness of proposed program activities in addressing the problem; and 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. Where applicable, continuing activities that are determined to have been effective are funded at progressively decreasing federal share. Recommendations from state program assessments are integrated into program objectives and funded activities. Each program expert brings information from the processes described above to a committee of the Bureau of Transportation Safety to be included in the upcoming year's HSP. 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.

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 2017-20 Strategic Highway Safety Plan are listed below (HSP-related goals bolded):

1. **Improve Safety Culture, Safety Data, Safety Technology**
2. **Reduce Driver Distraction/Improve Driver Alertness**
3. **Reduce Alcohol & Drug-Impaired Driving**



4. **Reduce the Incidence and Severity of Motorcycle Crashes**
5. **Improve Driver Performance (Teens, Older, Competent)**
6. **Improve Non Motorist Safety**
7. Improve Safety of Intersections
8. **Increase Occupant Protection**
9. **Curb Aggressive Driving/ Reduce Speed-Related Crashes**
10. Reduce Lane Departure Crashes

Failure to be ranked in the high priority highway safety issue areas for the 2017-2020 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 making large truck travel safer, **enhancing EMS to increase survivability**, reducing vehicle-train crashes, improving incident management, **improve work zone safety, safe travel in bad weather**, and reducing deer/other animal crashes will still be pursued.

Discussion for Wisconsin's 2017-2020 SHSP began this year. Priorities have been set as part of that process, and they are similar to the priorities in our current plan. As with prior plans, performance measures will be reviewed and adjusted as participants see fit.

End of June

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

Ongoing

Feedback from NHTSA management reviews, including traffic records strategic plans and other reviews of programs areas, are reviewed and incorporated into the planning process as well. 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.

State-Level Problem Identification

The process of identifying problems is integral to the planning process. Information used in identifying problems 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 Services, 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.

PERFORMANCE REPORT

MEASURE	2017 GOAL	1/3 OF GOAL	JAN.-APR. 2017 (PRELIMINARY STATE DATA)
B1. Safety Belt Use Rate	89.3%*		
C1. Traffic Fatalities	509	170	153
C2. Serious Traffic Injuries	3,115	1,038	792
C3a. Fatalities/VMT‡	0.86	0.29	0.25
C3b. Rural Fatalities/VMT‡	1.07	0.36	0.29
C3c. Urban Fatalities/VMT‡	0.62	0.21	0.20
C4. Unrestrained Passenger Vehicle Occupant Fatalities	165	55	51
C5. Alcohol Related Fatalities	170	57	43
C6. Speeding Related Fatalities	172	57	56
C7. Motorcyclist Fatalities	84	28	5
C8. Unhelmeted Motorcyclist Fatalities	65	22	2
C9. Drivers Age 20 or Younger Involved in Fatal Crashes	69	23	22
C10. Pedestrian Fatalities	43	14	21**
C11. Bicyclist Fatalities	8	3	0

‡For performance measures with a VMT component, estimates of vehicle miles traveled are only provided on an annual basis, not a monthly basis. An update on these performance measures is not technically possible. The most recent preliminary annual estimates for VMT are from 2016, and so preliminary 2017 fatality numbers are using the 2016 VMT estimates. Wisconsin is below its target to meet its 2017 goals for reducing traffic fatalities in general. 152 of the 153 preliminary traffic fatalities for the first four months of 2017 have preliminarily been coded as urban or rural.

*The seat belt survey is only conducted once per year in the summer. In 2016, the safety belt use rate was

88.4%, which is higher than the safety belt use rate of 85.8% in 2015. Wisconsin is making progress toward its 2017 goal.

**Based on initial partial-year data, Wisconsin's performance lags behind its 2017 goal for reducing pedestrian fatalities. Wisconsin is updating this HSP to meet this performance target by increasing the number of pedestrian safety training workshops it provides, doubling the funding for training law enforcement personnel in the Wisconsin Pedestrian and Bicycle Law Enforcement Training Course, and exploring options to create pedestrian safety zones, a countermeasure that works on page 8-30 of the eighth edition.

Highway Safety Plan



STATE OF
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Planning and Administration



STATE OF
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FFY 2018



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 FTE Operations Program Associates, 0.5 FTE Office Associate, and 0.5 FTE Office Operations Associate. 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.

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

- Prioritize the state's most significant highway safety challenges.
- Apply for all federal funding and write the state's Highway Safety Plan.
- Act as representative for the State of Wisconsin as the Highway Safety Coordinator.
- Participate on committees and task forces.
- Target effective law enforcement grants.
- Promote highway safety in Wisconsin.
- Develop internal controls, monitoring policies, and 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.

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

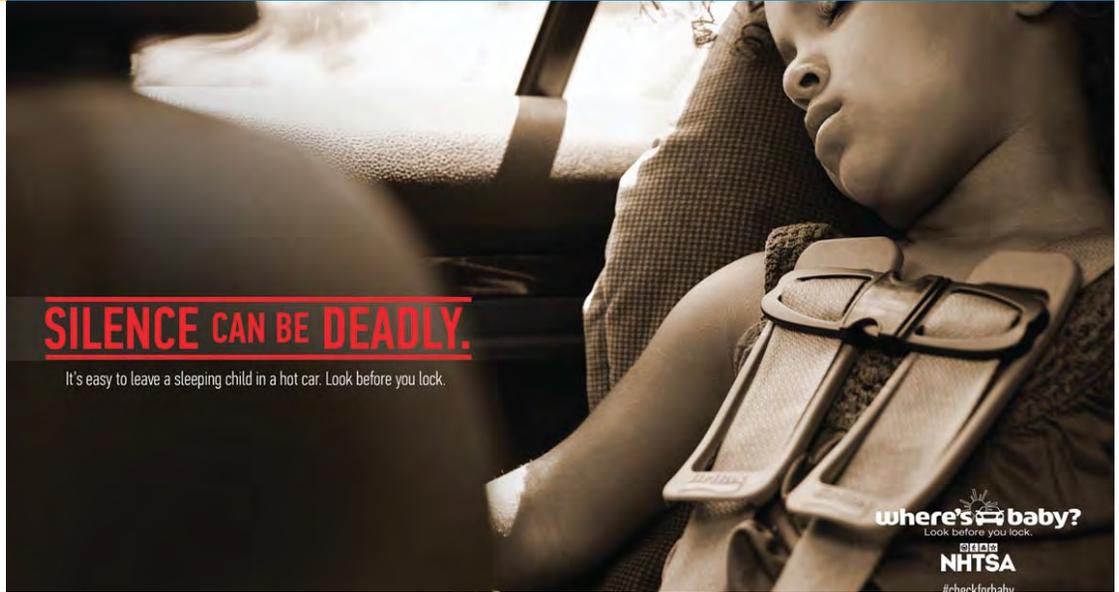
2012-2016 Submissions: 80% of the years had on-time submissions.

2018 target: 100% on-time submission.

Expenditures for planning and administration are specifically allowed under 402 and as such are effective as a countermeasure strategy.

PLANNING AND ADMINISTRATION—BUDGET SUMMARY			
Fund	Account	2018 Planned	2016 Expenditures
402	2018-10-01-PA	\$320,000	\$283,565.15
State 562	2018-19-01	\$530,000	\$443,912
Program Total		\$850,000	\$727,477.15

Occupant Protection Program



STATE OF
WISCONSIN
FFY 2018



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification



This section serves as Wisconsin's occupant protection program plan as required under the FAST Act.

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 2016, observed average statewide seat belt use was 88.4%. While higher than 16 years ago, it is still trailing the national average of 90% (90% national usage rate). The 11.6% of our population that does not buckle up accounts for almost 48% of our vehicle occupant fatalities. This 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-4, 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 4: Law Enforcement Grant Targeting Methodology, in the discussion on how grants are targeted.

See performance measure B1 and C4 in the introduction for performance measures and goals for this program.

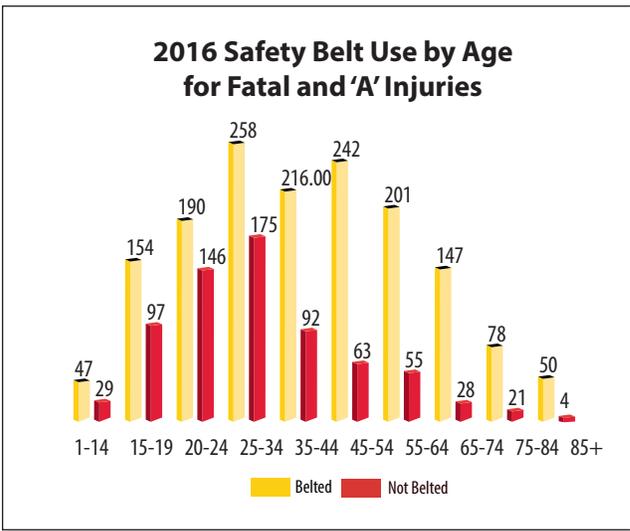
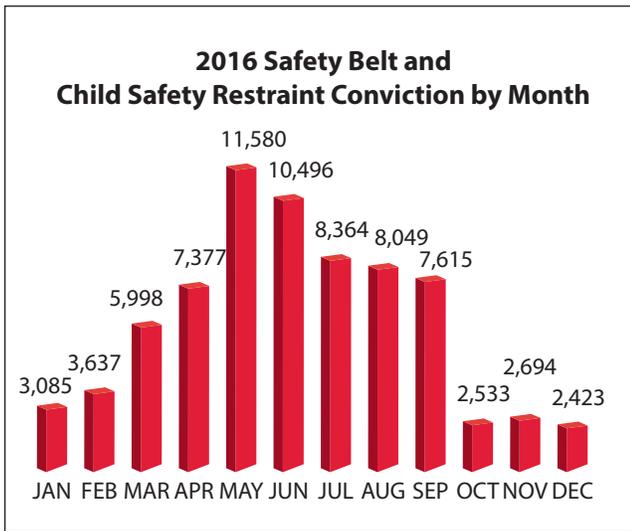
Wisconsin law enforcement agencies sustain their enforcement of seat belt and child restraint laws throughout the year. The safety belt and child safety restraint conviction by month graph on the next page reveals that this is a sustained, yearlong effort.

Another requirement under the FAST Act 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
Population of Counties Targeted Based on High Truck Ownership	1,572,401	5,775,120	27.20%
Population of Counties Targeted Not Based on High Fatality, Injury, and Crash Rates	2,747,790	5,775,120	47.58%
Total	4,320,191	5,775,120	74.80%*

*The addition does not exactly match because of rounding.

In 2016, there were 68,509 convictions for failure to fasten seat belts, a 25% increase over 2015; and there were 2,921 convictions for child restraint violations, a 3% decrease over 2015. For the period 1994-2016, individuals not wearing a seat belt were 50.9 times more likely to be ejected from their vehicle. In addition, they were 11.2 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.



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



enforcement mobilization. 2016 expenditures were \$72,007.93. Expenditures for planning and administration are explicitly allowed under 402 and as such are an effective countermeasure.

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

(402) 2018-20-01-OP \$80,000

Law Enforcement



Plan for statewide participation, voluntary, and overtime-funded enforcement for the national high-visibility "Click It or Ticket" mobilization. The participation in Click It or Ticket is required under the FAST Act, and Wisconsin has always had outstanding participation from our partners. Increase enforcement of Wisconsin's primary seat belt law. Fund multi-agency, high-visibility enforcement task forces

statewide that will be sustained year-round for occupant protection, including nighttime enforcement and pilot programs. 2016 expenditures were \$1,175,600.93 for 402 and \$702,527.36 for 405b. This project is a countermeasure that works on page 2-15 and 2-17 of the eighth edition. Enforcement of seat belt laws will lead to greater compliance with those laws.

(402) 2018-20-05-OP \$630,000

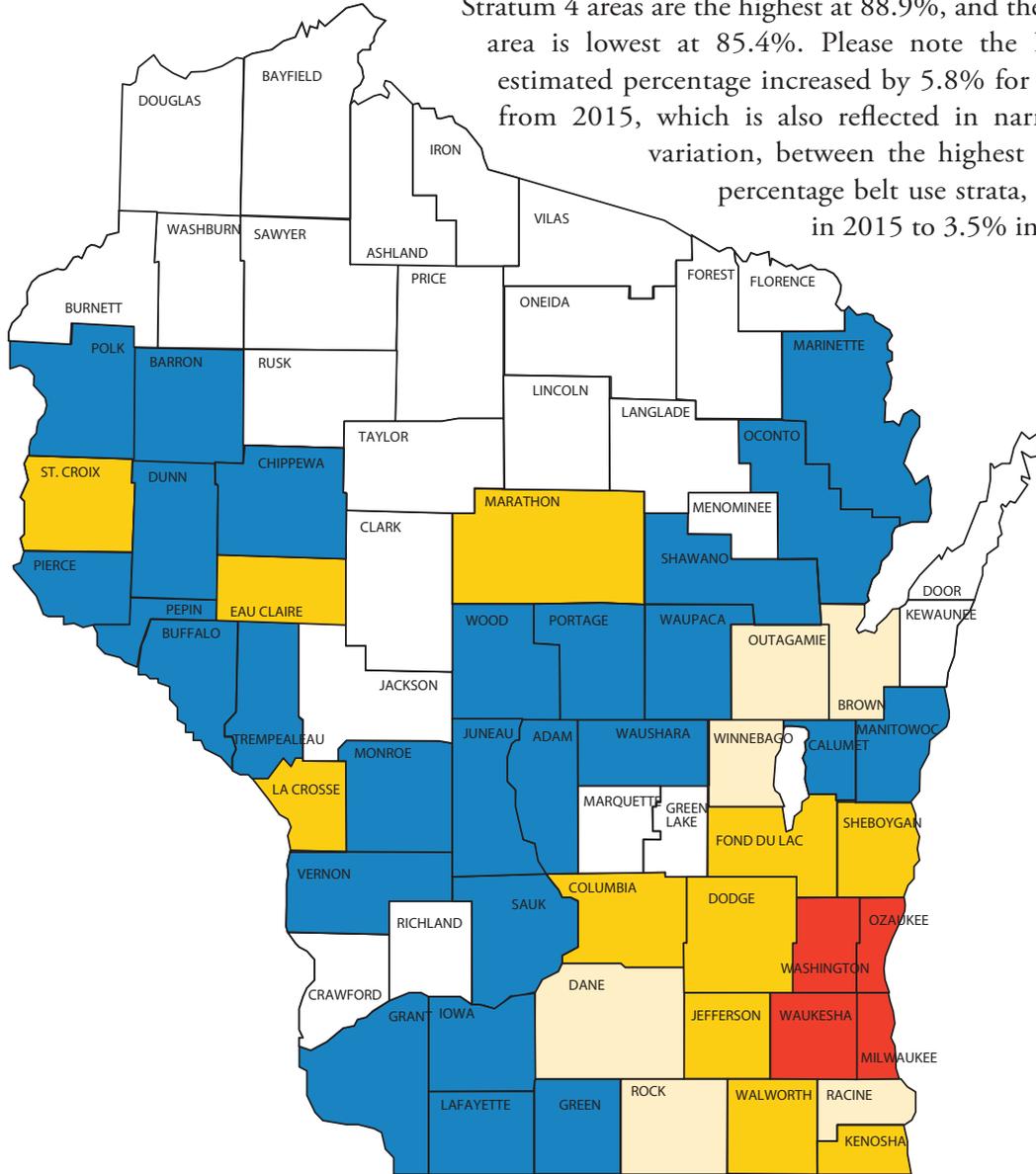
(405b) 2018-25-05-M2 \$355,000*

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

WISCONSIN SAFETY BELT SURVEY STRATA

Belt Use by Region

Belt use varies by 3.5% across the state. The Stratum 3 and Stratum 4 areas are the highest at 88.9%, and the Stratum 2 area is lowest at 85.4%. Please note the Belt Usage estimated percentage increased by 5.8% for Stratum 1, from 2015, which is also reflected in narrowing the variation, between the highest and lowest percentage belt use strata, from 9.8% in 2015 to 3.5% in 2016.



Strata	Belt Usage 2016
Stratum 1	86.0%
Stratum 2	85.4%
Stratum 3	88.9%
Stratum 4	88.9%

- 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, Oconto, Pierce, Polk, Portage, Sauk, Shawano, Vernon, Waupaca, Waushara, and Wood Counties

Source: WisDOA Demographic Services



Mobilization Grants: Non-overtime Equipment Grants.

This will be used to provide equipment to some of the law enforcement agencies that participate in the Click It or Ticket mobilization. The FAST Act requires states to participate in three national enforcement mobilizations. The state will participate in the Click It or Ticket national enforcement mobilization. BOTS encourages all law enforcement agencies to participate at the traffic safety commissions in each county, and some agencies that participate will sign a contract to receive equipment after participating in a national impaired driving enforcement mobilization. Not all agencies receive equipment. Equipment must be on a pre-approved list, and equipment must support traffic enforcement activities. Agencies are required to expend their own funds on paid media, a countermeasure that works on page 2-20 of the eighth edition. In 2016, \$295,000 was expended on equipment related to the Click It or Ticket national enforcement mobilization. The effect of this project will be increased awareness of seat belt law enforcement efforts. This program supports collaborative enforcement efforts.

(402) 2018-20-06-OP \$300,000



Child Passenger Safety (CPS) Programming

Support and administrative costs for statewide Child Passenger Safety Advisory Committee. Partnership with a contractor to be named through a state-sanctioned request for proposal to support and administer statewide



CPS Technician Training including recruitment, training, education, and retention rates that will service the level of need in the State of Wisconsin. BOTS will work with the contractor to provide additional CPS training materials to community partners and local events. CPS Training for law enforcement agencies, judges and other safety partners with community programs. Youth and senior seat belt initiatives including training opportunities for law enforcement. CPS targeting methodology is included at Supplemental Appendix OP-6. 2016 expenditures were \$162,990.76. This project is in accordance with NHTSA's Countermeasures that Work, eighth edition, 2-24. This project will lead to increased child restraint use.

(405b) 2018-25-03-M2 \$200,000

This project is for grants for community programs offering child safety restraints referencing NHTSA's Countermeasures that Work, eighth edition, 2-31. This project will change the behavior of those that transport children, educating them on the benefits of child safety restraint systems. 2016 expenditures were \$136,569.66 for 402 and \$46,510.43 for 405b. BOTS plans to expand this program in 2018.

(402) 2018-20-06-OP \$170,000

(405b) 2018-25-06-M2 \$54,000

Whatever Vehicle You Choose

When You're in it

Buckle-Up



Senior and Aging Driving

As our driving populations continue to age, the need for additional resources, support and education is conversely growing. The State of Wisconsin is putting measures in place to provide safety training for our law enforcement partners by providing officers with an easy-to-use roadside screening tool called the Driver Orientation Screen for Cognitive Impairment (DOSCI). This training will allow officers to best assess the needs of the driver and situation that it calls upon. 2016

expenditures for this project were \$0. BOTS plans to develop this program in 2018. This project is a countermeasure that works on page 7-25 of the eighth edition, which will impact highway safety by referring some older adults for additional driver screening and assessment.

(405b) 2018-25-03-M2

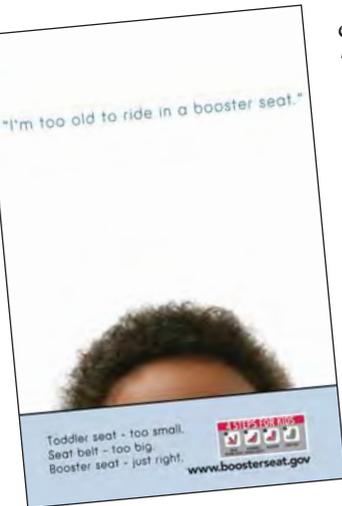
\$8,000

Data and Program Evaluation

Conduct and host an Occupant Protection Program assessment conducted by NHTSA with state and federal partners as well as subject area experts. This is a necessary function which will provide data as to areas in which improvement is needed.

(402) 2018-20-09-OP

\$25,000



Contract for CIOT Mobilization Pre/Post Observational Surveys to include April/May/June Observational Surveys. 2016 expenditures were \$143,764.51. Participation in the Click It or Ticket national enforcement mobilization is a requirement for receiving federal funds, and the survey that is conducted as a result of this project will provide us with more information on the effectiveness of this mobilization that will inform future mobilizations.

(405b) 2018-25-09-M2

\$90,000

OCCUPANT PROTECTION—BUDGET SUMMARY			
Fund/Source	ID		Amount
402	2018-20-01-OP		\$80,000
402	2018-20-05-OP		\$630,000
402	2018-20-06-OP		\$470,000
402	2018-20-09-OP		\$25,000
405b	2018-25-03-M2		\$208,000
405b	2018-25-05-M2		\$355,000
405b	2018-25-06-M2		\$54,000
405b	2018-25-09-M2		\$90,000
Total			\$1,912,000

Impaired Driving Program

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DESIGNATED DRIVER SELECTOR
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STATE OF
WISCONSIN
FFY 2018



JUSTIFICATION

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

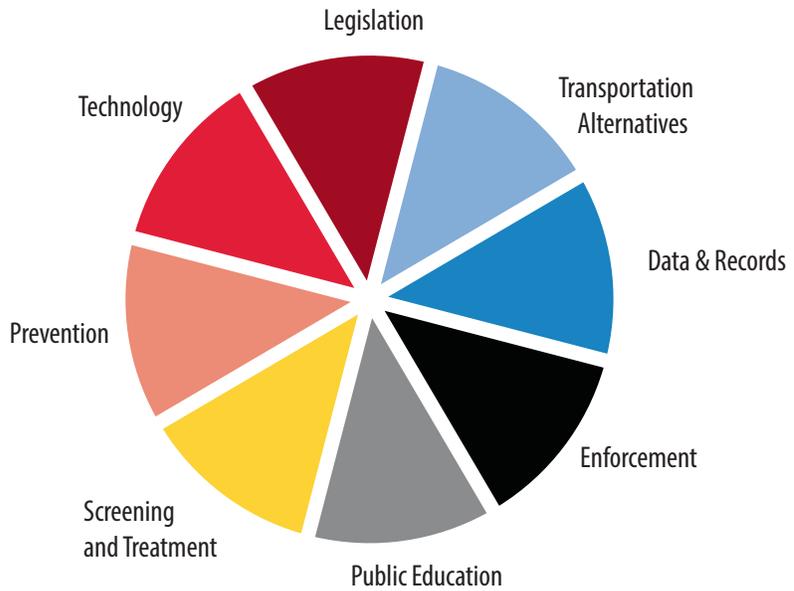
The pie chart represents WisDOT’s belief that no one solution for this problem exists and illustrates the comprehensive approach that needs to be considered in each community. The size of the pie pieces does not reflect their relative importance, which varies depending on where a community is located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

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 2016 crash statistics demonstrates the significant cost to the state. See performance measure C5 in the introduction for a performance measure and goal for this program.

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 2016, 5,171 alcohol-related crashes resulted in 178 deaths and 2,943 injuries—but alcohol remains a factor in 30.3% of all deaths.

As the first graph on the next page illustrates, combined alcohol-related fatalities and incapacitating (‘A’) injuries have declined since 2005, with a significant decrease in fatalities each year between 2008 and 2015. In 2005, the alcohol fatality rate was 0.55 per 100M VMT compared to 0.31 per 100M VMT in 2015, a 44 percent decrease.

Comprehensive Approach to Addressing Impaired Driving



Economic Loss from Traffic Crashes, 2016

CRASH SEVERITY	TOTAL CRASHES	COST PER CRASH	TOTAL COST
Fatality (K)	178	\$1,562,000	\$278,036,000
Incapacitating (A)	500	\$91,000	\$45,500,000
Non-incapacitating (B)	1,386	\$26,000	\$36,036,000
Possible Injury (C)	1,056	\$21,700	\$22,915,200
Property Damage	5,171	\$4,300	\$22,235,300
Total Economic Loss			\$404,722,500

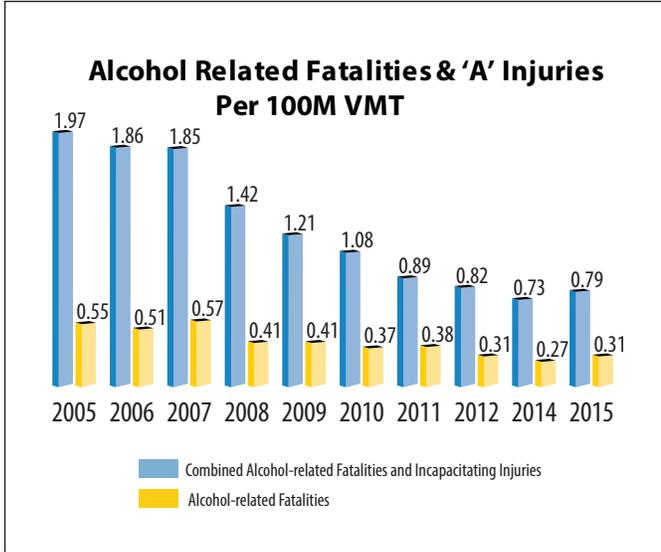
**Note that the injury categories are actual people injured, unlike the property damage crashes, which are events. All crashes - injury or not - have a property damage element. For a more complete explanation of items included in per occurrence estimates, visit www.nsc.org*



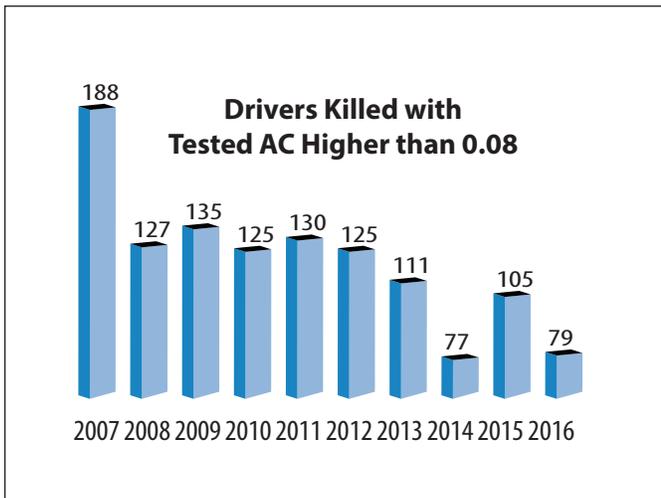


DOSE OF REALITY

PREVENT PRESCRIPTION PAINKILLER ABUSE IN WISCONSIN.

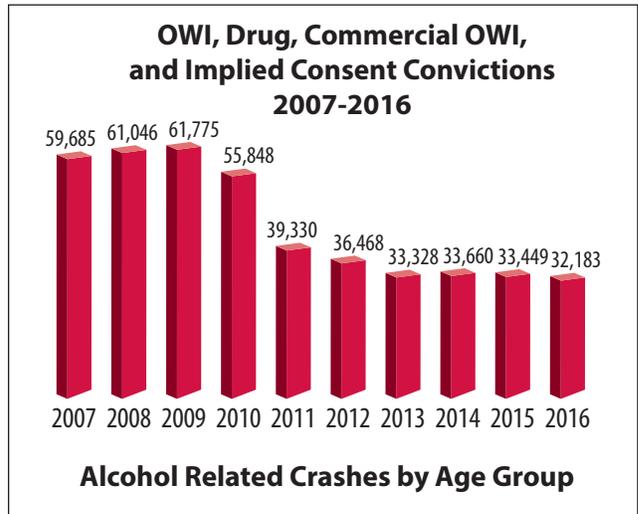


The next graph provides the actual number of drivers killed each year since 2007 in crashes in which their alcohol concentration was above 0.08.



Actual number of drivers killed each year since 2003 in crashes in which their alcohol concentration was above 0.08%.

In 2016, 32,183 convictions for operating a motor vehicle while intoxicated were entered into driver records, compared to 33,449 in 2015.



Under the FAST Act, Wisconsin is considered a mid-range state. As with other mid-range states, Wisconsin was required to convene a statewide impaired driving task force and develop a Statewide Impaired Driving Plan. Wisconsin's task force convened on August 6, 2013, established a charter, set priorities, and submitted its first report by September 1, 2013. The task force has approved a new Statewide Impaired Driving Plan, dated May 23, 2016, and is submitting it in this Highway Safety Plan. See supplemental appendix AL-1 for this report. This report identifies six signature initiatives to work on and has made progress.

- Reducing the Cultural Acceptance of Impaired Driving
- Reducing Drinking among Persons under Age 25
- Streamlining OWI Enforcement and Prosecution Processes
- Improving Drugged Driving Recognition
- Promoting Alternative Transportation Programs
- Improving Data Collection, Sharing, and Distribution



Program Management and Strategic Planning

Coordinate, plan, and manage the state impaired driving programs. Goals that will have a positive impact on traffic safety in Wisconsin include enhancing volunteer agency participation, increasing community involvement, working with community organizations and non-profit programs to expand impaired driving activities and efforts, and encouraging state and local input into the HSP development process. Wage and fringe, data processing, materials and supplies, training and travel, printing, and postage are included. 2016 expenditures were \$67,147.69. Hiring a full-time impaired driving coordinator is specifically allowed under 23 C.F.R. §1300.23(j)(1)(ii), and as such this is an effective countermeasure strategy.

(405d) 2018-31-01-M5 \$70,000

Promote Transportation Alternatives

Collaborate with the Tavern League of Wisconsin and other municipalities, counties, and nonprofit organizations to administer safe-ride grant programs throughout the State of Wisconsin. 2016 expenditures were \$583,212. We anticipate greater funding to come from the state for this program in the coming year. This alternative transportation project is a countermeasure that works on page 1-53 of the eighth edition. The anticipated impact of this project is a decrease in impaired driving.

(State 531) 2018-39-04 \$700,000



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. This will also fund grants to provide short-term alternative transportation (vans, buses, or vehicles) to transport community members from the local summer community event to their home. These festival grants are local in nature





such as a beer tent or annual fundraiser where alcohol is legally served. The grant also covers limited marketing and advertising costs as it relates to safe drinking. There must be sufficient evidence that a safe ride program has the potential of reducing risk due to drinking and driving. Grant applicants should provide some evidence that poor driver judgment could be expected, and that drinking and driving has been a problem at the event they are applying for. 2016 expenditures were \$65,669.36. BOTS plans to encourage new safe ride programs and consider requests for festival grants in 2018. This program has had increased ridership in recent years, and the number of OWI arrests has declined in communities with those programs as a result. For example, in Baraboo, there were 6,781 passengers in 2011-12 and 9,166 passengers in 2015-16. As a result, incidence of OWI declined along with OWI arrests. There were 105 OWI arrests in 2011 and 58 OWI arrests in 2015 by the police department in that community. We expect transportation alternatives projects to continue to decrease OWI in communities with those programs. This alternative transportation project is a countermeasure that works on page 1-53 of the eighth edition, and the anticipated traffic safety impact is a decrease in impaired driving.

(405d) 2018-31-04-M5 \$120,000

Enforcement



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 statewide participation, encourage voluntary participation, and provide overtime funding for high-visibility enforcement task forces for impaired driving, including nighttime enforcement, accompanied by media for a demographic. These task forces will consist of multiple law enforcement agencies that coordinate their enforcement efforts during the same time frame.

Enforcement provides a deterrent effect affecting a person's decision to operate a motor vehicle while intoxicated. Enforcement increases the perception of the risk of being ticketed. This strategy will decrease the incidence of OWI. BOTS uses the high-visibility enforcement task force model for all of its enforcement grants, which is a proven countermeasure strategy. BOTS has obligated approximately \$1,825,000 for OWI enforcement in FY2017. BOTS is applying for the additional 405(d) grants for states with a statewide 24/7 program and for states with mandatory ignition interlock device requirements for all OWI offenses. If the application is successful, these funds will be used for enforcement of the state's OWI laws. The amounts are what the state included in last year's highway safety plan. This high-visibility enforcement project is a countermeasure that works on page 1-24 of the eighth edition.

(405d) 2018-31-05-M5 \$1,825,000
(405d) 2018-37-05-XX [24/7 grant funds] \$165,000
(405d) 2018-37-05-XX [IID funds] \$430,000

Drive Sober or Get Pulled Over Mobilization Program



The FAST Act requires states to participate in three national enforcement mobilizations. The state will participate in two Drive Sober or Get Pulled Over mobilizations, one during the Labor Day holiday and the other during the winter holidays. BOTS encourages all law enforcement agencies to participate at the traffic safety commissions in each county, and some agencies that participate will sign a contract to receive equipment after participating in a national impaired driving enforcement mobilization. Not all agencies receive equipment. Equipment must be on a pre-approved list, and equipment must support traffic enforcement activities. Agencies are required to expend their own funds on paid media, a countermeasure that works on page 1-49 of the eighth edition. In 2016, \$343,244.19 was expended on equipment related to the Drive Sober or Get Pulled Over national enforcement mobilizations. The effect of this program will be increased awareness of impaired driving enforcement efforts. This program supports collaborative enforcement efforts.

(402) 2018-30-06-AL

\$350,000



Drug Evaluation and Classification Program

This program supports a contracted coordinator position and includes expenses to train new Drug Recognition Experts (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.

WisDOT will fund related programs including Advanced Roadside Impaired Driving Enforcement (ARIDE), Drugs That Impair Driving (8 hour drug block), Drug Impairment Training for Educational Professionals (DITEP), and Standard Field Sobriety Testing (SFST). BOTS will continue to expand the ARIDE program by increasing the number of classes to accommodate demand and to align with this state and national focus. Drugged driving enforcement, which specifically includes the training of officers in a Drug Evaluation and Classification program, is a countermeasure that works on page 1-69 of the eighth edition. The education of law enforcement and education professionals will lead to the increased ability to identify driving under the influence of drugs (DUID). This project aligns state with national priorities and will eventually lead to less incidence of DUID.

In 2016, there was not a coordinator for the entire fiscal year, and so expenditures are expected to be higher in 2018. In 2016, \$149,183.72 was spent on the Drug Evaluation and Classification Program.

(405d) 2018-31-03-M5

\$230,000

Traffic Safety Resource Prosecutor

This project includes salary and fringe for two statewide Traffic Safety Resource Prosecutors acting as a resource on legal issues, OWI, and the prosecution of those offenders. They will provide specialized training to prosecutors, judges, law enforcement, and others in the state. 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.” These positions also provide 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. A traffic safety resource prosecutor is able to try cases that are complex and nuanced when local expertise is unavailable. Local prosecutors are able to learn from their strategies, and these cases help set solid precedent, having a positive impact on traffic safety. Such prosecutors are a countermeasure that works on page 1-30 of the eighth edition. 2016 expenditures were \$272,599.94. Increased expected expenditures in 2018 include those expenditures due to both positions now being located at the Wisconsin Department of Justice (DOJ), whereas in 2016 only one position was at DOJ.



(405d) 2018-31-03-M5

\$320,000

Adjudication

This project will provide funding for travel cost for agencies to participate in training offered by the National Center for DWI Courts (NCDC). These training sessions are partnerships between NCDC, NHTSA and the state highway safety offices. Ongoing training helps adjudicate OWI cases effectively. DWI Courts are a countermeasure that works, on page 1-29 of the eighth edition. In 2016, \$9,687.92 was spent on this project.

(405d) 2018-31-03-M5

\$10,000

24-7 Sobriety Programs

The Wisconsin Department of Justice will create 24-7 sobriety pilot programs in selected Wisconsin counties. These programs will require an individual arrested for or 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. This project will result in treating persons with substance abuse issues, and will prevent persons likely to recidivate from doing so, resulting in a positive highway safety impact. This is a countermeasure that works on page 1-43 of the eighth edition.

(405d) 2018-31-04-M5

\$50,000



Drugged Driving Pilot Data

BOTS will collect data with regard to driving under the influence of drugs for the purpose of identifying the size and scope of the state's drugged driving program. This is a continuing project that has been successful in determining in the scope of the drugged driving problem in one metropolitan area. We are planning to expand this project into other areas of the state. Approved expenditures in 2016 were \$40,000.

(405d) 2018-31-09-M5

\$10,000

Data and Program Evaluation

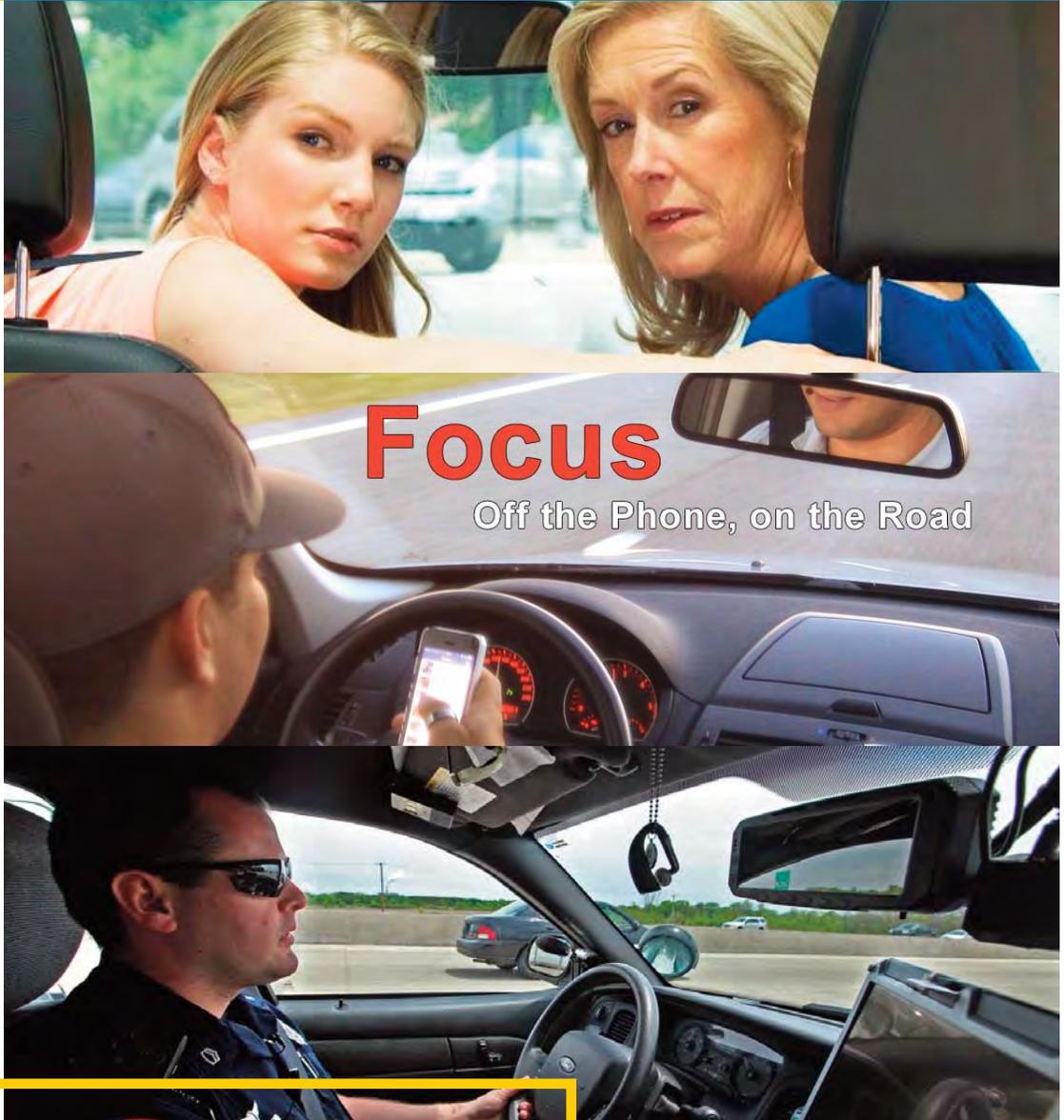
Contract for Knowledge, Attitude, and Behavior (KAB) mail surveys to evaluate the effectiveness of paid media and performance measure survey required for HSP. This is project that has been done in previous years and was successful in determining the effectiveness of our paid media projects. In 2017, \$63,600.41 has been obligated for these surveys.

(405d) 2018-31-09-M5

\$75,000

IMPAIRED DRIVING—BUDGET SUMMARY		
402	2018-30-06-AL	\$350,000
405d	2018-31-01-M5	\$70,000
405d	2018-31-03-M5	\$560,000
405d	2018-31-04-M5	\$170,000
405d	2018-31-05-M5	\$1,825,000
405d	2018-31-09-M5	\$85,000
405d (24/7)	2018-37-05-XX	\$165,000
405d (IID)	2018-37-05-XX	\$430,000
State 531	2018-39-04	\$700,000
Total		\$4,355,000

Police Traffic Program

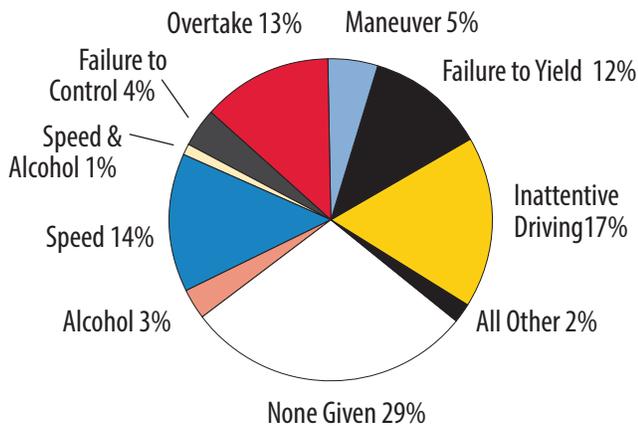


STATE OF
WISCONSIN
FFY 2018



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

2016 Possible Contributing Circumstances



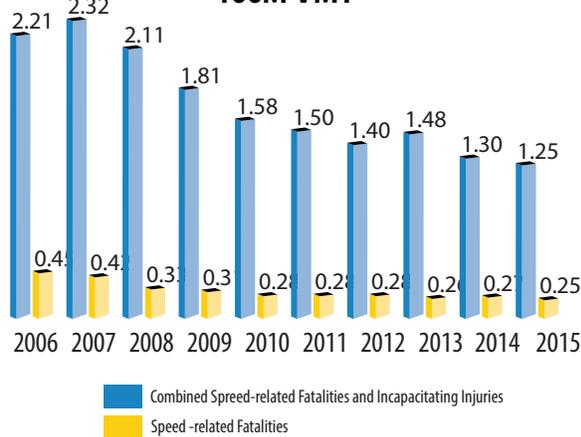
The number of crashes for which speed is recorded as a possible contributing circumstance (PCC) is assumed to be far fewer than the number of crashes for which speed actually played a factor. This assumption is based on data that show that speeding is the most commonly cited driver behavior and the most common type of driver-caused crash. Speed-related crashes resulted in 31% of all deaths and 19% of all injuries in 2016 (preliminarily). In addition, 185 people died and 8,247 were injured in 19,533 speed-related crashes. In total, there were 175,503 convictions for speeding violations in 2015. See performance measure C6 in the introduction for a performance measure and target for this program.

Distracted Driving

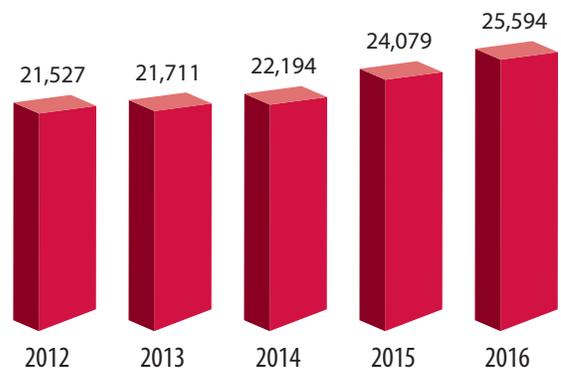
This section serves as Wisconsin's plan for the use of 405(e) distracted driving grants as required under the FAST Act.



Speed Related Fatalities & 'A' Injuries 100M VMT

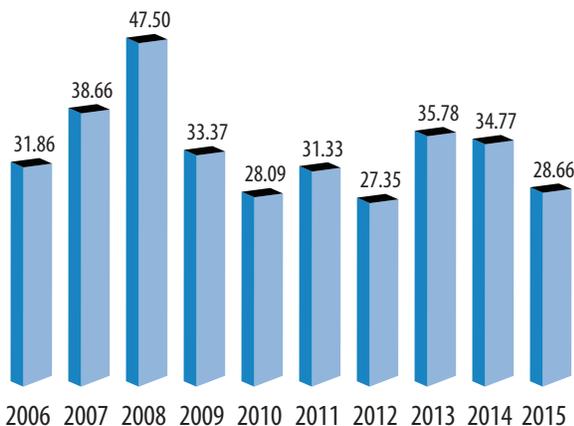


Inattentive Driving Crashes, 2012-2016

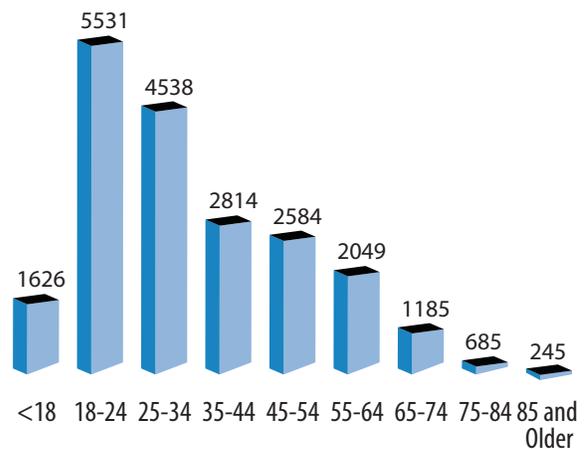


Inattentive drivers are disproportionately younger drivers. 33.7% of inattentive drivers are younger than 25 years of age.

Speed Related Crashes/100M VMT

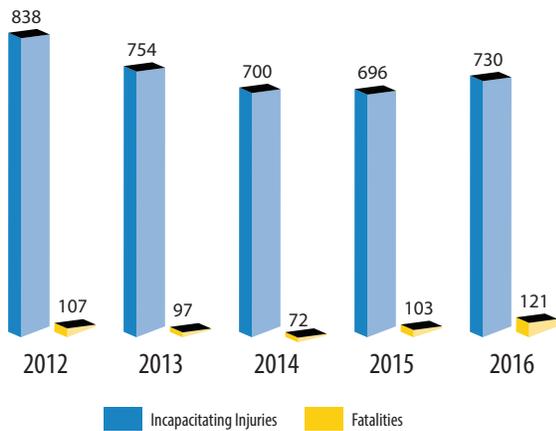


Circumstance of Inattentive Driving by Age Annually, 2012-2016 Average





Fatalities and Incapacitating Injuries in Crashes with a Possible Contributing Circumstance of Inattentive Driving, 2012-2016



Inattentive driving crashes have been increasing in the state. In 2016, there were 25,594 crashes with a driver possible contributing circumstance (PCC) of inattentive driving.

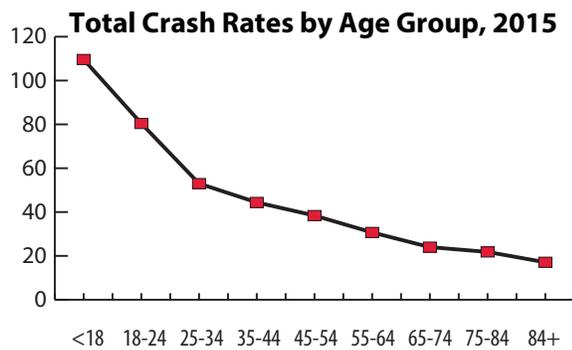
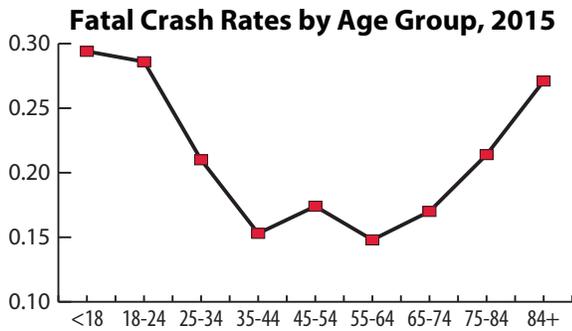
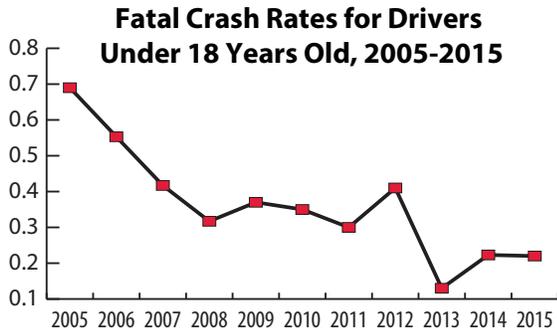
In 2016, there were 121 fatalities and 730 incapacitating injuries as a result of inattentive driving. Distracted driving results in an economic cost of over \$424 million to the state annually.

According to Wisconsin State Statutes, writing or sending emails or text messages while driving is illegal - “No person may drive... any motor vehicle while composing or sending an electronic text message or an electronic mail message,” Wis. Stats. §346.89(3)(a). In addition, in November 2012, a state law went into effect that prohibits drivers with an instruction permit or probationary license, which includes many teenagers, from “using a cellular or other wireless telephone except to report an emergency” while driving. In addition, inattentive driving is also illegal according to Wisconsin law - “No person while driving a motor vehicle may be engaged or occupied with an activity, other than driving the vehicle, that interferes or reasonably appears to interfere with the person’s ability to drive the vehicle safely,” Wis. Stats §346.89(1). Furthermore, using a cellular telephone that is not hands-free or voice-operated is prohibited “where persons engaged in work in a highway maintenance or construction area or in a utility work area are at risk from traffic, except to report an emergency,” Wis. Stats. §346.89 (4m).

Economic Cost of Inattentive Driving Crashes in Wisconsin, 2012-2016 Average

	2012-2016 AVERAGE	ECONOMIC COST PER CRASH ¹	ANNUAL ECONOMIC COST
Property-Damage-Only Crashes	15,593.4	\$4,300	\$67,051,620
Possible Injury Crashes	4,162.8	\$21,700	\$90,332,760
Non-incapacitating Injury Crashes	2,580.2	\$26,000	\$67,085,200
Incapacitating Injury Crashes	593.4	\$91,500	\$53,999,400
Fatal Crashes	93.2	\$1,562,000	\$145,578,400
Total	23,023.0		\$424,047,380

¹National Safety Council. “Estimating the Costs of Unintentional Injuries, 2014.” (adjusted for inflation) http://www.nsc.org/NSCDocuments_Corporate/estimating-costs-unintentional-injuries-2016.pdf



Fatal crash rates and total crash rates per licensed drivers have been decreasing for drivers under 18 years of age. When compared to other age groups, however, fatal crash rates and total crash rates are higher than other age groups



State Graduated Driver Licensing Laws

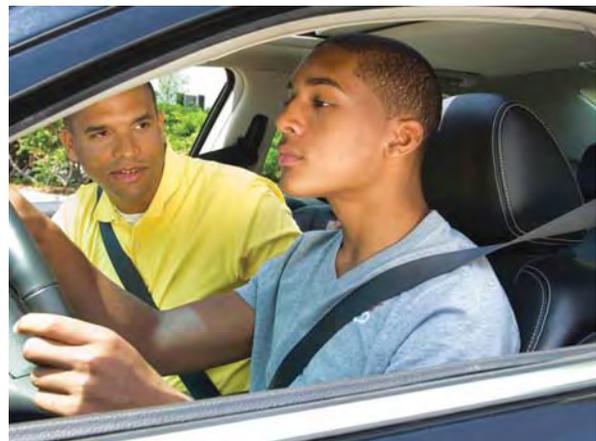
This section serves as Wisconsin's application for funds for section 405(g) state graduated driver licensing laws as required under the FAST Act.

Wisconsin has a multi-stage graduated driver license (GDL) law. (See ss. 343.07-343.085, Wis. Stats.) During the first stage, a driver is issued an instruction permit, and during the second stage, a driver is issued a probationary license. Both instruction permits and probationary licenses are physically distinctive for drivers under age 18.

Instruction permits are valid for 12 months. New drivers between 15 ½ and 18 years of age are required to have 30 hours of driving experience prior to the issuance of a probationary license. Drivers under age 18 must hold an instruction permit for six months prior to being issued a probationary license. Drivers with instruction permits must be accompanied in the front seat by a qualified instructor, or licensed parent, guardian, or spouse with at least two years of driving experience who is age 19 or older. A person 21 years of age or older may accompany a driver under 18 years of age with an instruction permit if the parent or guardian puts it into writing. In addition to a qualified driver or qualified immediate family

member accompanying the driver in the front seat, only immediate family members or a qualified instructor may ride in the car of a driver with an instruction permit unless that person is a licensed driver 25 years of age or older. During hours of darkness, a driver with an instruction permit may not operate a motor vehicle unless accompanied in the front seat by a qualified instructor or a licensed person 25 years of age or more with at least two years of driving experience. A driver with an instruction permit has the stage extended for an additional six-month period or until the licensee's 18th birthday, whichever occurs earlier, if the licensee commits a moving violation resulting in conviction or if the licensee violates a GDL restriction. According to the Division of Motor Vehicles, if the permittee misrepresents his or her age, the product is cancelled and the new product would be an original product and the probationary clock and the GDL clock (if still under 18) would re-start.

For drivers under age 18, probationary licenses are issued to drivers who have held an instruction permit for at least six months, complete a driver education course, have an adult sponsor, accumulate 30 hours of driving experience with ten hours during hours of darkness, have not committed any traffic violations within the six months immediately preceding the application, and pass a road skills test. For drivers under age 18 with a probationary license, only members of the driver's immediate family, a qualified instructor, and one other passenger may ride in the vehicle for the first nine months. Between 12 a.m. and 5 a.m., a parent, guardian, or qualified instructor must accompany the driver in the front seat unless the driver is traveling between their residence, school, or place of employment. The earliest age a person can receive an unrestricted license would be 90 days prior to his or her 18th birthday if he or she applies for an instruction permit and after that a probationary license on the earliest day possible. Restrictions relating to who can ride in the car of a person with a probationary license and restricted hours at night are in effect for nine months after the issuance of a probationary license, and so the earliest age a person would not have these restrictions is 16 years and nine months of age. A driver with a probationary license has the stage extended for an additional six-month period or until the licensee's 18th birthday, whichever occurs earlier, if the licensee commits a moving violation resulting in conviction or if the licensee violates a GDL restriction. According to the Division of Motor Vehicles, if a person with a probationary license misrepresents his or her age, the product is cancelled and the new product would be an original product and the probationary clock and the GDL clock (if still under 18) would re-start.





Law Enforcement

Plan statewide participation, encourage voluntary participation, and provide overtime funding for the speed and aggressive driving enforcement campaign. Encourage coordination between county and local law enforcement by supporting HVE task forces. Support statewide Wisconsin State Patrol Air Support Unit HVE deployments in partnership with local law enforcement agencies. Any excess will be obligated for speed enforcement. 2016 expenditures were \$2,073,402.69. This HVE speed enforcement project is a countermeasure that works on page 3-24 of the eighth edition. Less speeding and aggressive driving is expected to result.

(402) 2018-40-05-PT \$675,000

(405g) 2018-46-05-XX \$150,000

Distracted Driving Enforcement

Plan statewide participation and overtime funding for a distracted driving campaign. Encourage coordination between law enforcement agencies to participate on HVE task forces to enforce the state's distracted driving laws. This HVE distracted driving enforcement project is a countermeasure that works on page 4-15 of the eighth edition. Less distracted driving is expected to result.

(405e) 2018-44-05-XX \$500,000

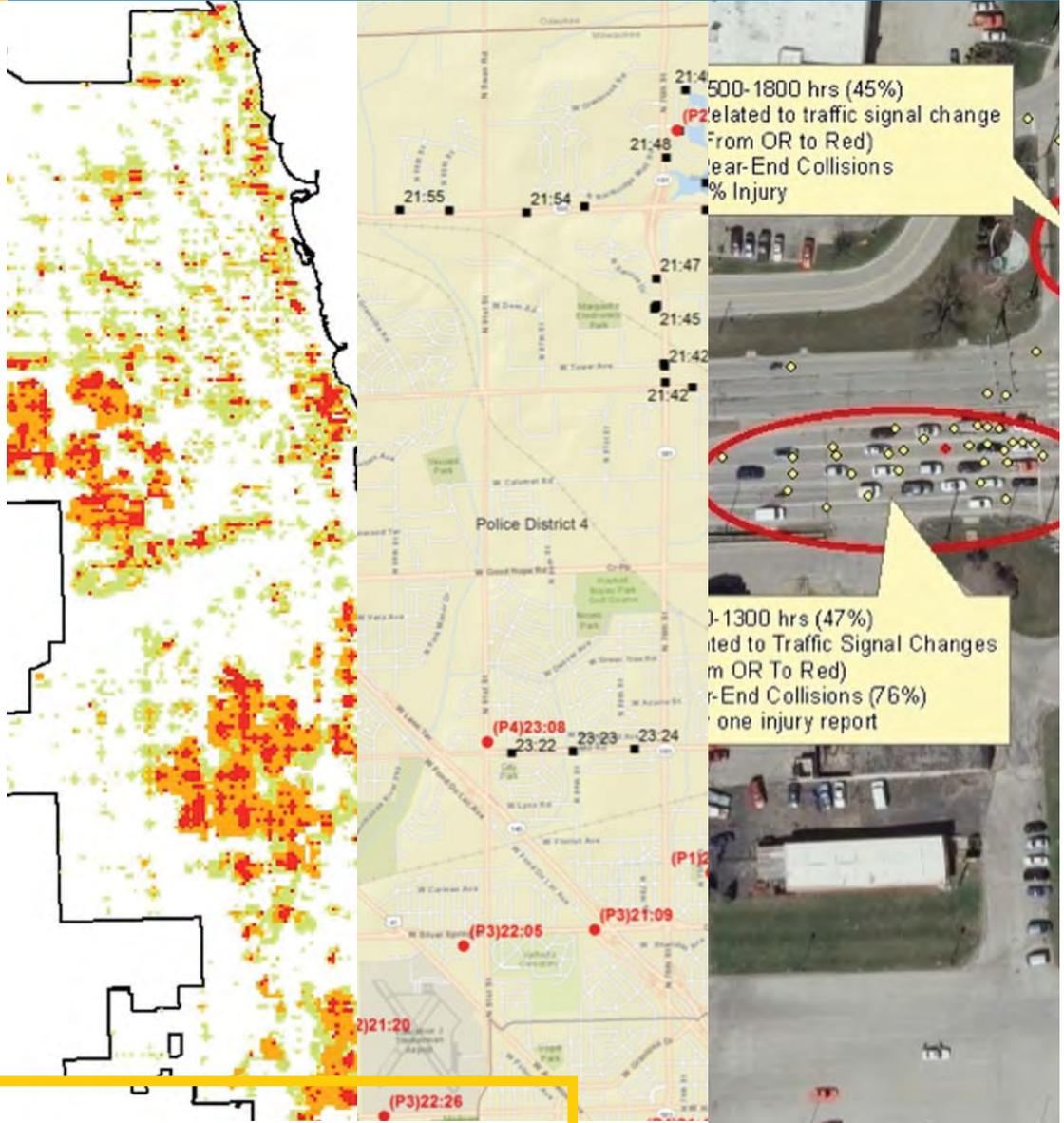
Teen Driver Education Programs

These funds will be used to add elements to WisDOT's Driver Education Completion (DEC) system that track instruction times, track skills test waivers, and track the performance of training sites. This pre-licensure driver education project is a countermeasure that works on page 6-19 of the eighth edition. Having better information on driver education completion will help to ensure that new drivers are competent, decreasing the number of crashes and traffic violations for new drivers.

(405g) 2018-46-03-XX \$150,000

POLICE TRAFFIC PROGRAM—BUDGET SUMMARY			
Fund/Source	ID		Amount
402	2018-40-05-PT		\$675,000
405e	2018-44-05-XX		\$500,000
405g	2018-46-03-XX		\$150,000
405g	2018-46-05-XX		\$150,000
Total			\$1,475,000

Traffic Records Improvement Plan



STATE OF
WISCONSIN
FFY 2018



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

The FAST Act 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. The group meets at least quarterly (and sometimes more often, such as when plans are being formulated). 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 and leadership, changes to the state's multi-year Strategic Plan, and interim performance measures used to demonstrate progress.



The State Traffic Records Strategic Plan is supplemental appendix TR-1. A list of TRCC members with their names, titles, home organizations, and core safety databases represented is included in this appendix. Appendix TR-2 provides a written description of the performance measures, and all supporting data, to show quantitative improvement within the preceding 12 months of the application's due date in relation to one or more of the significant data program attributes. Supplemental Appendix TR-3 provides a written description of the performance measure, and all supporting data, to show quantitative improvement within the preceding 12 months of the application's due date in relation to one or more of the significant data program attributes.

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. The following are a list of the project concepts that the TRCC has approved for grant funding for FFY 2018. Performance measures and targets for this program are listed within the projects below.

Program Evaluation Analyst 1.0 FTE

This project will help the efforts of traffic safety through the effective organization and planning of the TRCC and its projects.

Countermeasure Justification: Objective analysis of the benefits and costs of different projects—and the reporting of these facts to TRCC members—is a crucial part of ensuring that federal transportation dollars are wisely spent where they can do the most good. Moreover, a well-organized TRCC is only possible with these funds and this position; an organized TRCC allows for more integrated, accessible, timely, and accurate data.

Price Justification: The amount requested (\$90,000) is the same as the 2017 amount.

(405c) 2018-58-01-M3

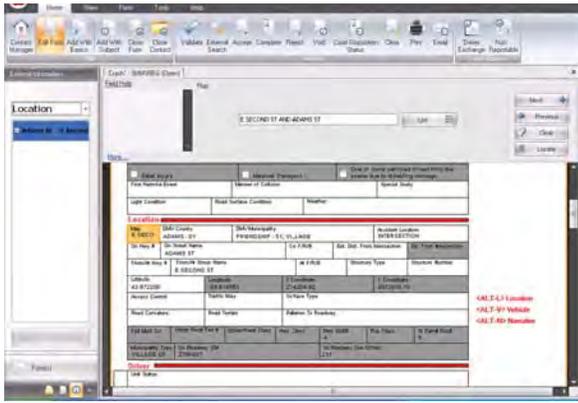
\$90,000

Travel Stipend for Bi-Annual DMV TraCS Training

This fund will support two individuals from the Department of Motor Vehicles (DMV) to attend two different TraCS-related user conferences. TraCS is the software used by all Wisconsin law enforcement agencies to collect and transmit crashes and citations.

Countermeasure Justification: By learning from other TraCS users and gaining valuable updates from TraCS developers, attendees at these conferences will improve their ability to help law enforcement agencies (LEAs) with TraCS-related issues and problems; this will in turn boost the accuracy, completeness, and timeliness of the TraCS data that LEAs enter.

Traffic Safety Justification: By attending the conferences and receiving information about best practices for TraCS-related issues, DMV members will be able to more effectively assist law enforcement agencies when they have problems in entering data. Entering accurate data in TraCS is absolutely crucial in that it allows the Bureau of



Transportation Safety (BOTS) to target grants, study dangerous areas and emerging behavioral issues on Wisconsin roads, and share crash data through Community Maps at the TSCs.

Financial Justification: The planned expenditure is of the same amount as was spent for this purpose in previous years (\$6,000 annually).

(405c) 2018-58-01-M3

\$6,000

Division of Motor Vehicles (DMV) Citation Upgrades

The DMV has been running into duplicate citations in past years due to running out of 7-digit citation numbers. The citation number is thus being changed from a 7-digit number to an 8-digit number to ensure that duplicates are not encountered. Moreover, the paper citation form will be changed in other ways to match the electronic citation form.

Countermeasure Justification: This project will boost the integration, accessibility, and timeliness of the citation form process. Specifically, law enforcement agencies will no longer have to reissue a citation because of duplications.

Traffic Safety Justification: This will improve the efficiency for law enforcement officers, allowing them to spend less time on writing and revising citations, and more time on enforcement activities. More enforcement time will mean greater traffic safety.

Financial Justification: This project is a one-time fix that will allow the DMV to issue enough citations to last 20 years.

(405c) 2018-58-06-M3

\$5,000

Final TraCS Implementation for Select Agencies

While most law enforcement agencies are utilizing TraCS, there are some small agencies throughout the state that have not yet joined TraCS. These funds will provide strategic start-up funds to small agencies to implement TraCS.

Countermeasure Justification: This project will boost the timeliness, accuracy, and accessibility of law enforcement data because TraCS is transmitted electronically and validated electronically.

Traffic Safety Justification: Traffic safety in Wisconsin relies upon enforcement, which in turn relies upon cooperation between agencies (particularly in small rural agencies with limited human resources). By boosting the number of TraCS users, this project will improve traffic safety through the state.

Financial Justification: In FFY 2017, Wisconsin provided \$100,000 to select agencies. Most agencies in the state are already using TraCS, so the FFY 2018 figure is lower.

(405c) 2018-58-06-M3

\$25,000

TRCC Coordination and Planning

This section will fund the coordination, planning, and management of the traffic records program, as well as the administration of the Traffic Records Strategic Plan (TRSP) and Strategic Highway Safety Plan (SHSP) Data Sections. This section will also fund the planning and production of TRCC Meetings, Strategic Plan Development, and travel to national conferences.

Countermeasure Justification: An effective and well-functioning TRCC relies upon strong strategic direction, organization, and support from the Bureau of Transportation Safety. This group also relies upon best-practices gained from attendance at national conferences. These funds will maximize the efficiency of TRCC meetings and boost productivity among TRCC members by supporting planning processes and best-practices in regards to data.

Traffic Safety Justification: Traffic safety analysis relies upon greater data integration and the knowledge of best-practices in traffic safety data management. This fund will support these efforts, and thus make Wisconsin's roads safer.

Price Justification: The requested amount is the same as the 2017 amount (\$10,000).

(405c) 2018-58-03-M3

\$10,000

Community Maps Improvements

This project will automate the migration of data from crash forms and fatal supplement forms into the Community Maps interface.

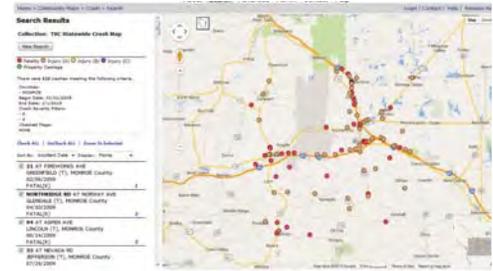
Countermeasure Justification: Currently, the Community Maps interface relies upon law enforcement agencies manually inputting crash data for their region, meaning that the interface can suffer from inaccuracies, incompleteness, and delayed entries. This project will improve the accessibility, integration, timeliness, completeness, consistency, and accuracy of the data that lies at the heart of Wisconsin's Traffic Safety Commissions (TSCs).

Traffic Safety Justification: This project will support traffic safety in Wisconsin by allowing for improved data quality at TSCs throughout the state. The Bureau of Transportation Safety (BOTS) relies upon counties to effectively implement the Strategic Highway Safety Plan and other safety efforts and this project strengthens those local—yet crucial—efforts by improving local information and data sharing.

Financial Justification: BOTS requested \$40,000 in the last Highway Safety Plan; since that time, Community Maps has grown in sophistication, and the number of TSCs and other analysts using it has increased dramatically. Therefore, small improvements in the program can yield large gains in traffic safety.

(405c) 2018-58-03-M3

\$55,000



WisTransPortal Data Warehouse Modeling

This project will lay the groundwork for a more advanced and stable web architecture in WisTransPortal, the internet portal by which DOT analysts can summarize crashes throughout the state (and in specific locations).

Countermeasure Justification: This project will improve the current and future integration of WisTransPortal with other data sources. This will allow DOT analysts and engineers to analyze all factors—human and infrastructure—that may be associated with a particular crash.

Traffic Safety Justification: By preparing DOT data systems to efficiently integrate all factors that may have been associated with a crash, this project will support more advanced safety analysis in the future. This will in turn improve the safety of Wisconsin's citizens.

Financial Justification: While this project is new, there are more users than ever utilizing WisTransPortal within TSCs and these new funds will support the next generation of data integration within this interface.

(405c) 2018-58-03-M3

\$25,000



WisTransPortal Predictive Crash Research and Development

This project provides interactive maps and filters that can be used by law enforcement agencies to predict—based on past days, times, and weather patterns—where and when crashes might occur.

Countermeasure Justification: This project will improve the accessibility and timeliness of crash data by predicting the potential for future crashes based on the characteristics of past crashes, current conditions, and other factors.

Traffic Safety Justification: By providing information about where and when crashes are most likely to occur, this project will allow law enforcement officers to plan and deploy resources on a region or state level as well as to decide upon deployment areas for individual shifts.

Financial Justification: While this is a new project, other states such as Tennessee have used predictive analytical tools in similar ways to predict future crashes and drive down the number and severity of crashes.

(405c) 2018-58-03-M3 \$55,000

CODES Cross-Border Database Linkages and Improvements

This project will improve and strengthen linkages between Wisconsin crash data, and Iowa, Illinois, and Minnesota hospital and EMS data in order to more accurately measure the severity of injuries and the quality of EMS and hospital coverage and care.

Countermeasure Justification: By allowing complete and more accurate linkages between crash data in Wisconsin and injury severity, treatment history, and health outcome levels in Iowa, Illinois, and Minnesota, this project will dramatically improve data integration, completeness, and accessibility of merged crash/outcome data for analysis.

Traffic Safety Justification: Through this project, analysts will be able to locate areas of the state that are lacking in EMS and/or hospital coverage. This knowledge will be used to guide mitigating investments for those areas.

Financial Justification: In FFY 2017, this project was awarded \$124,000, and so an investment of \$130,000 allows for an expansion of these linkages to cover hospital and EMS data from Iowa.

(405c) 2018-58-03-M3 \$130,000

CODES Database Report Production and Improvements

This project will connect Wisconsin MV4000 crash records to ambulance and hospital data, and then produce user-friendly SAS reports for analysis.

Countermeasure Justification: This project will support the accessibility, integration, accuracy, completeness, and timeliness of the state's traffic records system (specifically as they relate the crash outcomes).

Traffic Safety Justification: This project will allow analysts and the public to analyze the relationship between crashes, EMS coverage and quality, and hospital coverage and quality. This will allow the state to better identify areas where the health infrastructure can be improved.

Financial Justification: This project was funded by the TRCC for \$50,000 in FFY 2017 and so the TRCC is requesting the same amount for FFY 2018.

(405c) 2018-58-03-M3 \$50,000

Hospital Patient Data System Improvements

This project will improve the linkages between EMS and hospital inpatient data, while also creating connections between multiple visits for the same patient. This will allow analysts to track crash victims more completely. Moreover, this project will support the complete migration of all data to a new Structured Query Language (SQL) server, will add a new standard measure of injury severity to the SQL server archive, and will implement new, quarterly data transfers from Minnesota and Iowa hospital associations.

Countermeasure Justification: This project will improve the accessibility, integration, completeness, and timeliness of the crash-associated health data of Wisconsin residents.

Traffic Safety Justification: This project will allow analysts and public health professionals to subjectively rate crash-related injuries, and follow victims through the hospital stay process. This will allow analysts to more comprehensively understand the impact of different types of crashes in different locations.

Financial Justification: Financial Justification: This project was funded by the TRCC for \$50,000 in FFY 2017. The TRCC is requesting the same amount for FFY 2018.

(405c) 2018-58-03-M3

\$50,000

WARDS & Trauma Update, Integration and Training

This project will support the training of healthcare users to capture the necessary ambulance-run data. A new NHTSA-initiated database systems—NEMSIS v3—is being introduced and while this can provide more information, it will require trainers for those EMS responders who input the data.

Countermeasure Justification: NEMSIS v3—and all systems that link together EMS and hospital data—require effective data entry training. This project will not only ensure accurate and complete data entry procedures; it will also identify and train leaders in different regions of the state who can then train others in following years, reducing costs for the state.

Traffic Safety Justification: Accurate data is required for effective safety analysis and only by providing comprehensive training to those actually entering the data can the DOT and the DHS ensure accurate data. Moreover, by training EMS individuals to enter data, this project helps those workers focus on the patients under their care, and not on the onerous data entry processes.

Financial Justification: This project was funded last year at the \$50,000 level. This year, the TRCC is requesting \$40,000. As noted, these funds will ensure self-sustaining data entry training in the future.

(405c) 2018-58-03-M3

\$40,000

2018 Wisconsin Behavioral Risk Factor Survey

This project supports the UW-Survey Center in their efforts to study the prevalence of seatbelt usage, impaired driving, and distracted driving, among other issues. In the FFY 2018 study, survey organizers will work with BOTS to ask questions about emerging threats to Wisconsin drivers: opioid usage and drug-impaired driving.

Countermeasure Justification: The state relies upon knowledge of dangerous driving behaviors to understand the demographics of those imperiling Wisconsin drivers—and themselves. With this information, the Wisconsin DOT can then target resources to these groups and areas. Specifically, this will improve the accuracy and completeness of traffic records data.

Traffic Safety Justification: The survey results will be used to target grants and support innovative pilot programs that tackle the above-mentioned threats emerging on Wisconsin's roads.

Financial Justification: The funds will be used to pay for professional and experienced interviewers; the UW-Survey Center plans to collect responses on some 5,000 individuals in the state. The funds will also be used to prepare statistical reports, which will be shared with BOTS and others within the DOT.

(405c) 2018-58-03-M3

\$50,000

TRAFFIC RECORDS IMPROVEMENTS—BUDGET SUMMARY			
405c	2018-58-01-M3		\$96,000
405c	2018-58-03-M3		\$465,000
405c	2018-58-06-M3		\$30,000
Total			\$591,000

EMS Improvement Plan



When You See This
**Slow Down
and Move Over**
Let's Keep Our First Responders Safe



STATE OF
WISCONSIN
FFY 2018



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 three-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.



Performance Goals and Measures

Injury to Death Ratios	
2013-2015 Statewide 3-year average baseline	76.7 to 1
2016 Actual	73.6 to 1
2017 Goal	80.6 to 1
Safety Belt Use Rate in personal injury and fatal crashes will increase.	
2000 Statewide Baseline	65.4%
2016 Statewide Usage	88.4%
2017 Goal	86.48%

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 plan with a focus on recruitment and retention of first responders, and to educate the general population and emergency responders about the state Trauma System, and to review and duplicate highway safety materials for distribution locally by EMS/trauma care personnel. We planned to expend this amount in the HSPs of previous years, and we plan to expend this amount in fiscal year 2018. Distance to trauma centers has been proven to have a significant role affecting the severity of injuries after a crash. This project will focus on areas with fewer ambulance services and will focus on recruitment and retention of EMTs in those areas. This will impact traffic safety by providing better EMS services in remote areas, increasing response, which will decrease the likelihood of a relatively minor traffic incident resulting in a fatality.

(402) 2018-60-02-EM

\$50,000

Rural Emergency Response Programs, Equipment & Training

Fund equipment and training for initial or first-time first responder groups in targeted high-risk areas. Connect returning military service personnel with local EMS providers. We planned to expend this amount in the HSPs of previous years, and we plan to expend this amount in fiscal year 2018.

(402) 2018-60-03-EM

\$50,000

EMS IMPROVEMENT PLAN—BUDGET SUMMARY			
402	2018-60-02-EM	PI&E	\$50,000
402	2018-60-03-EM	Training – Equipment	\$50,000
Total			\$100,000

Motorcyclist Safety Program

**ALL THE
GEAR
ALL THE
TIME!**



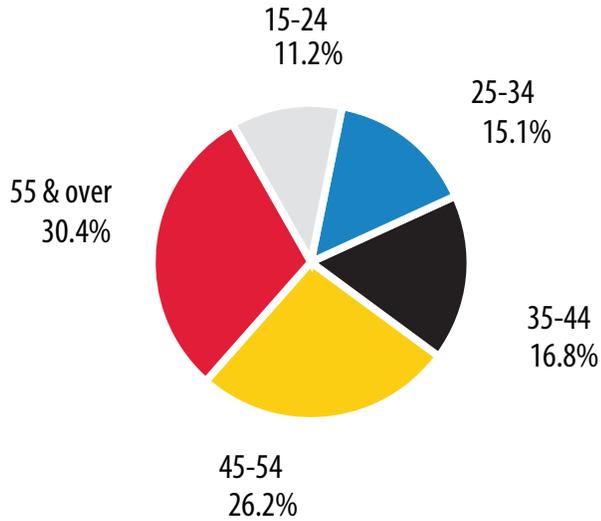
STATE OF
WISCONSIN
FFY 2018



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Using a five-year rolling average (2011-2015), 90 people die and 593 people are seriously injured in motorcycle and moped crashes in Wisconsin annually. In 2016, 511 persons were seriously injured and 85 were killed in 2,437 reported crashes involving motorcycles and mopeds. Over the prior five years, 84% of motorcycle/moped crashes resulted in fatality or injury. In 2016, if you were a rider in a reportable motorcycle or moped crash, you

2016 'K' & 'A' Injuries by Age Group

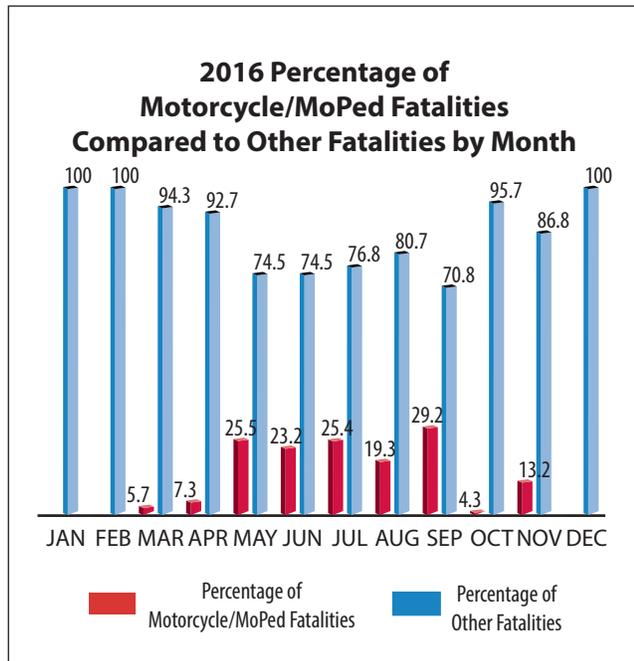


were most likely injured—only 458 motorcycle and moped crashes did not result in injury. The majority of these injuries are to people over the age of 35 years old. The chart below shows that 73% of the motorcyclist fatalities and incapacitating injuries occur to individuals 35 years old and older. See performance measures C7 and C8 in the introduction for performance measures and targets for this program.

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. Motorcyclist fatalities nonetheless accounted for 14% of total fatalities on Wisconsin roads in 2016. The graph below illustrates when those fatalities occurred and what a large share of the total fatalities motorcyclists were (and are each year) during those months.

As discussed in the impaired driving section, alcohol is also a significant concern in the motorcyclist community. Of the 79 motorcycle and moped operators killed in 2016, 75 (94.9%) were tested for alcohol, and 21 (28.0%) of them had a positive blood alcohol content.

Wisconsin's Motorcycle Rider Education Program has been a successful program for 36 years as of 2016. Six RiderCoach Trainers, two Lead RiderCoaches-at-Large, a Quality Assurance Coordinator, 18 Quality





Assurance Specialists, and nearly 200 RiderCoaches must routinely be updated and kept current on Motorcycle Safety Foundation (MSF) and Wisconsin Motorcyclist Safety Program curriculum and policy and procedure changes as well as quality improvement initiatives. Funding applied for by the Wisconsin Technical College System (WTCS) and ABATE training sites has increased in 2016, creating an additional workload for the Motorcyclist 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.

FAST Act applications require that states provide the following about motorcycle riding training courses and the motorcyclist awareness program:

1. A list of counties where motorcycle rider training courses will be conducted during 2018 and the number of registered motorcycles in each county is provided in appendix MC-1
2. The performance measures, corresponding performance targets, countermeasure strategies, and projects developed for motorcycle awareness are in this section and in appendix MC-2.

Percentage of Riders in Fatal Crashes Not Wearing a Helmet 2007-2016									
2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
76%	78%	65%	77%	92%	78%	76%	71%	83%	79%

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

Communications and Outreach Plan

The Wisconsin Motorcyclist Safety Program improves motorist awareness of the presence of motorcyclists on or near its roadways and promotes safe driving practices that avoid injuries to motorcyclists.

In 2015, the most recent year finalized crash data are available, the year required per 23 C.F.R. §1300.25(f)(2), Wisconsin experienced 1,070 motorcycle crashes involving a motorcycle and another motor vehicle. The highest





number of motorcycle crashes happened in the southeastern portion of the state where the majority of the population resides. This area is being targeted in 2018 for numerous activities intended to reduce crashes and fatalities. Although the southeast region is being targeted for programming, events and activities of the Wisconsin Motorcyclist Safety Program will happen throughout the state.

In 2010, the Wisconsin Motorcyclist 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 motorcyclist 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 motorcyclist safety, motorcycle training opportunities, and motorcyclist risk reduction techniques.

On an annual basis, THE REF spends more than 80 days at 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 2018, the Wisconsin Motorcyclist 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 2015.

In February of 2016, at the Wisconsin Motorcyclist Safety Program's Annual Spring Kick-Off, staff from the Wisconsin Bureau of Transportation Safety (BOTS) and the Wisconsin Motorcyclist 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. Further, since a significant number of our rider education training sites are located within our 2016 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 2017, and in partnership with ABATE and the 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, numerous electronic billboards have been selected in strategic locations and are being employed to remind the general motoring public of the presence of motorcyclists on Wisconsin roadways.

Since the early spring of 2009, WMSP and BOTS staff members have been conducting an in-depth analysis of all Wisconsin motorcyclist fatalities in an effort to establish an accurate profile of those motorcyclists involved in fatalities and establish appropriate countermeasures to reduce motorcyclist 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 Motorcyclist 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, or more often when needed. In recent years the primary focus of the council has been to establish the means by which to reduce motorcyclist fatalities and promote motorist awareness.

To reduce motorcyclist crashes and fatalities, beginning in 2010 and continuing through 2017, the Wisconsin Motorcyclist 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 motorcyclist. As a result, and via an ongoing campaign through the WISDOT Radio Newline, 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 2017, WisDOT is partnering with ABATE in a campaign to encourage mutual respect between Wisconsin motorists and motorcyclists.

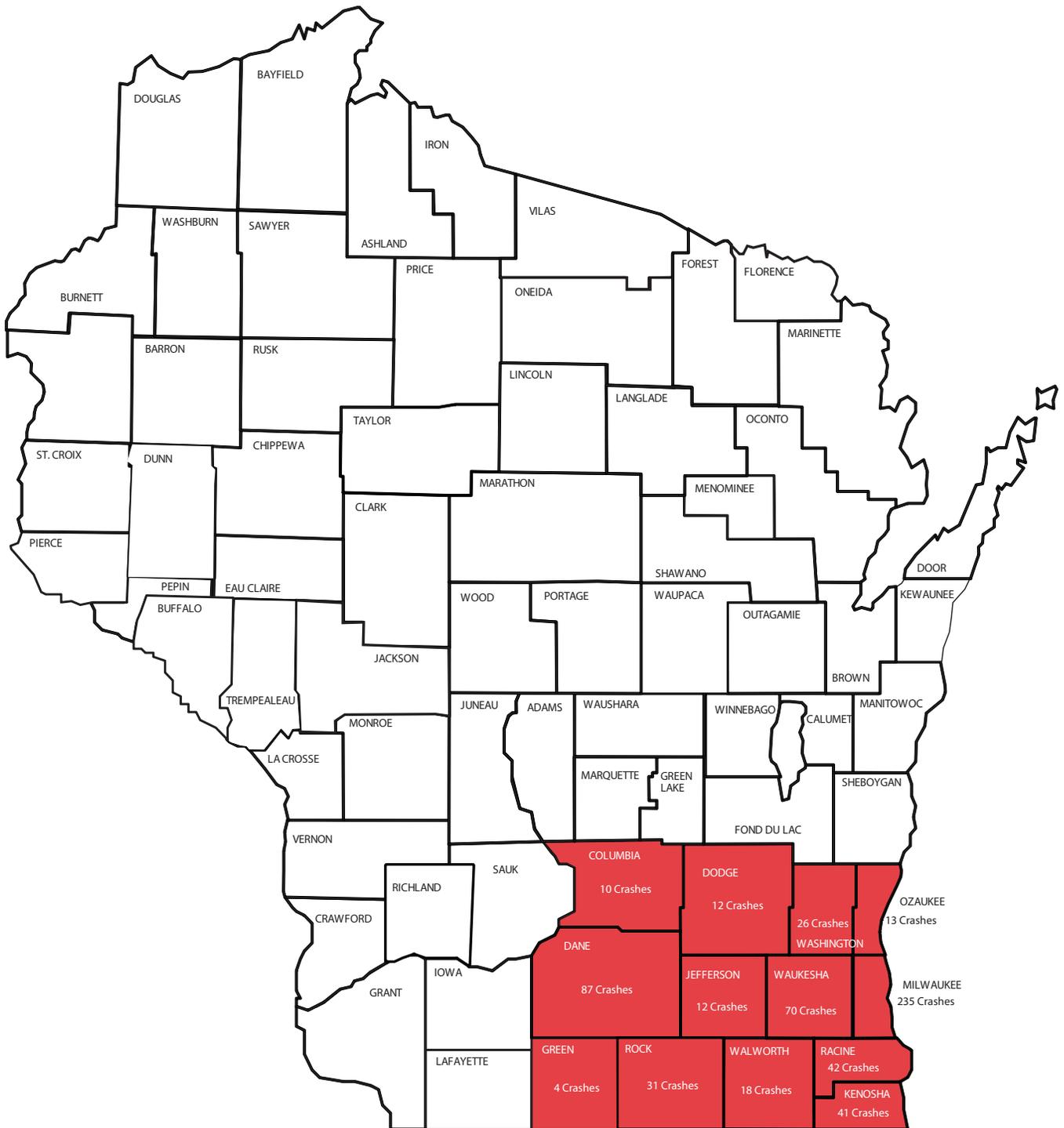
Once again in 2017, Wisconsin has proclaimed May as Motorcycle Awareness Month by Governor Scott Walker, urging Wisconsin motorists to Share the Road with motorcycles.

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 there were a high number of crashes and fatalities.



Wisconsin

2015 Motorcycle Crashes Involving Another Motor Vehicle: Target Regions for FFY 2018



Southeast Target Area

601 motorcycle crashes in 2015 in crashes with another motor vehicle (56% of the state total of 5,316)

Program Management

Coordinate, plan, and manage the Wisconsin Motorcyclist 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. 2016 expenditures were \$161,012.

(State 562) 2018-79-01 \$150,000

Motorcycle Rider Education and Training

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

education course. Professional development of RiderCoach Trainers and train-the-trainer staff including curriculum updates, motorcyclist safety conferences and workshops. 2016 expenditures were \$6,131.74.

(405f) 2018-72-03-M9 \$30,000

Wisconsin Motorcyclist 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) 2018-79-04 \$463,000

Purchase 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. 2016 expenditures were \$0.

(405f) 2018-72-06-M9 \$60,000



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 motorcyclist crashes and fatalities involving motorcyclists impaired by drugs or alcohol. 2016 expenditures were \$46,262.55.

(402) 2018-70-05-MC \$50,000

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 motorcyclist 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. 2016 expenditures were \$134,407.50 due to partial staffing that year.

(402) 2018-70-04-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. 2016 expenditures were \$19,347.88.

(405f) 2018-72-09-M9 \$20,000

Motorcyclist Awareness and Motorist Education

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

(State 535) 2018-79-07 \$100,000

MOTORCYCLIST SAFETY PROGRAM—BUDGET SUMMARY			
State	535	2018-79-07	\$100,000
State	562	2018-79-01	\$150,000
State	562	2018-79-04	\$463,000
Federal	402	2018-70-04-MC	\$220,000
Federal	402	2018-70-05-MC	\$50,000
Federal	405f	2018-72-03-M9	\$30,000
Federal	405f	2018-72-06-M9	\$60,000
Federal	405f	2018-72-09-M9	\$20,000
Total			\$1,093,000

Pedestrian and Bicyclist Safety

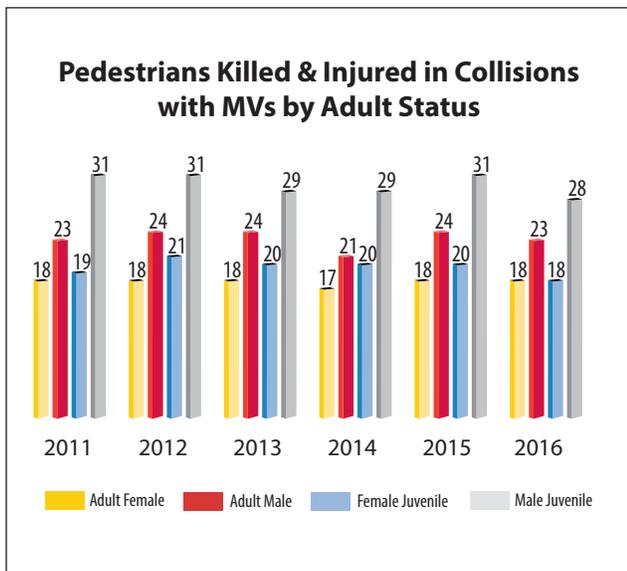
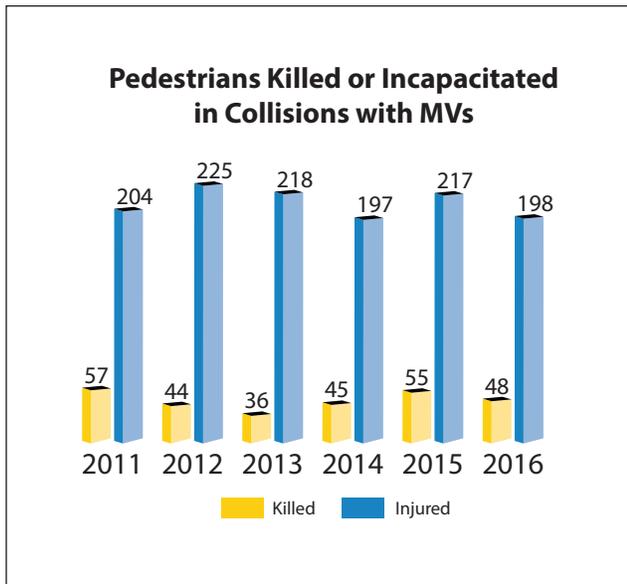


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Program Justification, Performance Goals, and Measures

In 2016, 48 pedestrians died in pedestrian-motor vehicle crashes. This is more than the most recent 5-year average. Fatalities decreased by 11% from 2015. As illustrated in the graph, pedestrians killed or incapacitated in 2016 totaled 246 people. This represents a 5% 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 1,180 pedestrian injuries reported in 2016, which is a 1.4% 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.

Performance measures and targets for this program include measure C10 and measure C11 in the introduction.

In 2016, 11 bicyclists died in bicycle-motor vehicle crashes. This is a 5.7% decrease from the most recent 5-year average. Fatalities decreased 27% from 2015. As illustrated in the graph, bicyclists killed or incapacitated in 2016 totaled 116 people. This represents a 14.7% increase from the most recent 5-year average.

There were 849 total bicyclist injuries reported in 2016, which is a 8.0% 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.

Using Fatality Analysis Reporting System (FARS) data, there were 57 pedestrian fatalities and 15 bicyclist fatalities for a combined total of 72 non-motorist fatalities in 2015. Since there were 566 total fatalities using FARS data, 12.7% of the fatalities in 2015 were non-motorists.

PROGRAM MANAGEMENT

This position will coordinate, plan, and manage the state pedestrian and bicyclist safety programs. This amount includes wage, fringe, data processing costs, materials, supplies, training, travel, printing, and postage. This position will also 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. Expenditures for planning and administration are specifically allowed under 402 and as such are effective as a countermeasure strategy.

(State 562) 2018-89-01

\$87,000

TRAINING AND OUTREACH PROGRAM

Teaching Safe Bicycling

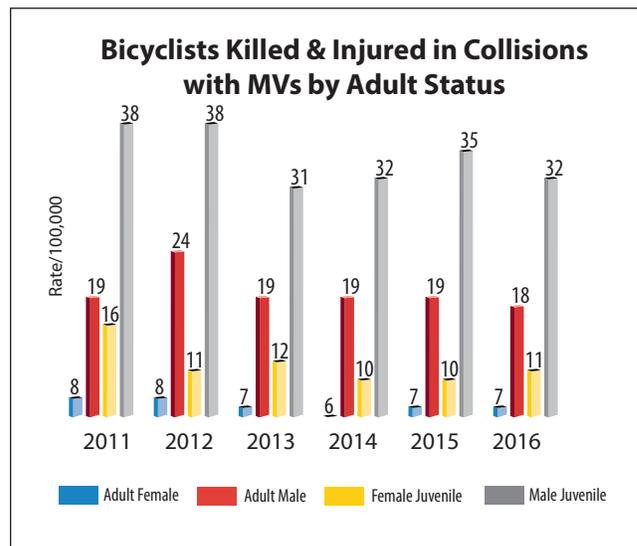
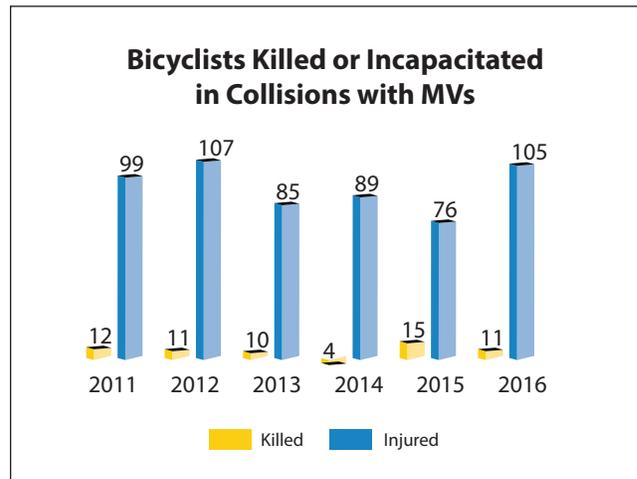
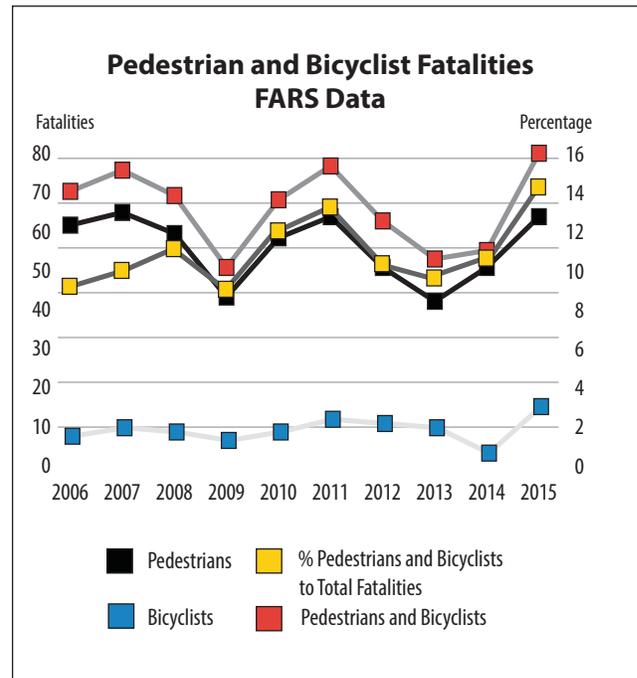
Provide Teaching Safe Bicycling (train-the-trainer) style workshops for participants interested in providing youth cycling instructions. Attendees frequently include teachers, non-profit organizations, law enforcement, and youth groups. The goal is for attendees to host youth cycling instruction and bicycle rodeos following participation in this workshop. Workshop instruction is led by instructors of the Wisconsin Bicycle Federation, but the course administration is managed by the Pedestrian/Bicycle Safety Program Manager. We planned to expend this amount in the HSPs of previous years, and we plan to expend this amount in fiscal year 2018. This project will aid in making countermeasures relating to bicycle safety education, a countermeasure that works on page 9-16 of the eighth edition, more effective. The impact of this project will increase knowledge of safe bicycling behaviors among children.

(402) 2018-80-03-PS

\$10,000

Bicycle Rodeo Supplies

In order to have a successful youth bicycle training event or rodeo, it is important that hosts have supplies specific to a bicycle rodeo. Since many instructional courses are sponsored by schools, police, or non-profit organizations, it might be difficult for these entities to host a rodeo due to lack of funding to purchase the needed supplies. In most cases, reusable kits can be assembled for a few hundred dollars. Reduce funding from \$5,000





to \$3,000, and create a competitive award process for funding based on need and event logistics. This would provide 10 applicants with \$300 for supplies. This project is a countermeasure that works on page 9-19 of the eighth edition. This project will improve highway safety by providing children with knowledge on how to ride their bicycles safely around motor vehicles.

(402) 2018-80-04-PS

\$3,000

Share and Be Aware/Safe Routes to School Pilot

The Pedestrian/Bicycle Safety Program Manager, in collaboration with the Share and Be Aware program, will create a “Safe Routes to School” toolkit. This toolkit will be provided to elementary and middle schools in Wisconsin, with an emphasis on communities that have high numbers of students walking and biking to school, or communities that have significant numbers of pedestrian/bicycle crashes, or communities that lack accommodations for pedestrians/bicyclists. Reduce funding from \$20,000 to \$10,000 from prior years, and treat this as a pilot project. This project is a countermeasure that works on page 8-22 of the eighth edition. This project will improve highway safety by improving the safety for school children walking to and from school.

(402) 2018-80-03-PS

\$10,000



Pilot Pedestrian Safety Zone

The Pedestrian Safety Zone would be a pilot project to enhance pedestrian safety at a high pedestrian crash location in partnership with the local government/community. The City of Milwaukee leads the state in terms of number of pedestrian crashes, and the number of fatal pedestrian crashes. The recommendation would be a partnership with this project and the City of Milwaukee. The project would identify a high pedestrian crash zone in terms of numbers of crashes, or numbers of serious injury or fatal crashes. The Wisconsin Department of Trans-





portation and the City of Milwaukee would perform a detailed analysis of the pedestrian crash problem, and observe/analyze factors such as driver and pedestrian behavior. Both entities would then develop and implement lower cost countermeasures for the site such as flashing beacons, in street pedestrian signs, very responsive pedestrian signals, etc. The area of focus should extend beyond a signal intersection. This project is a countermeasure that works on page 8-30 of the eighth edition. This project will have an impact on highway safety with a reduction of crashes and injuries for pedestrians in pedestrian zones that are properly designed and implemented.

(402) 2018-80-04-PS \$10,000

MilWALKee WALKS

MilWALKee Walks is a recently formed coalition to increase yielding to pedestrians at marked and unmarked crosswalks in Milwaukee. Funding would allow the group to create MilWALKee Walks week, to raise the profile of walking and yielding by hosting community crosswalk demonstrations to attract media attention and educate the public about the need to yield to pedestrians. The City of Milwaukee leads the state in terms of number of pedestrian crashes, and the number of fatal pedestrian crashes. This grant would allow for brochures and coordination of the week, press release writing, event planning, media development, and outreach meetings to seven local groups that serve minority communities that have the highest pedestrian crash numbers. This project is an innovative countermeasure. Public information and education relating to pedestrian safety has been effective in the past. Advertising that tells motorists to yield to pedestrians has generated discussion. In addition, public information and education campaigns have worked in other behavioral highway safety areas, especially when focused in a particular jurisdiction or a particular demographic such as we have done with paid media. This project will impact traffic safety with a reduction in crashes and injuries among pedestrians in the target area.

(402) 2018-80-04-PS \$10,000

Designing for Pedestrian Safety

Provide four Designing for Pedestrian Safety, or Designing for Pedestrian Safety Accessibility workshops in Wisconsin. The workshops provide engineers, planners, designers, and advocates from the Wisconsin Department of Transportation, and employees from local government with the knowledge to improve safety of the pedestrian environment. Increase the number of course offerings from two to four. Currently, two courses cost approximately \$13,000. This is a continuing project that has demonstrated success in the past. This project will have a positive impact on highway safety by reducing exposure through environmental countermeasures.

(402) 2018-80-03-PS \$30,000

LAW ENFORCEMENT

Pedestrian/Bicycle/Motor Vehicle High-Visibility Enforcement

Collaborate with law enforcement agencies to provide, improve the quality, and increase the number of enforcement initiatives that impact pedestrians and bicyclists. Enforcement should focus on behaviors that lead to crashes—failure to yield, red light violations, speeding in advance of marked and unmarked crosswalks that can lead to failure to yield, sudden pedestrian movement, and bicyclist violation of stop signs and stop lights. These grants should only be used to supplement existing enforcement related to pedestrian and bicyclist safety. Additionally, agencies targeted for this training should complete specific training related to pedestrian/bicyclist law enforcement. Increase funding from \$100,000 in prior years to \$120,000. This project is a countermeasure that works on pages 8-36 and 9-30 of the eighth edition. This project will have a positive impact on highway safety by increasing compliance with traffic laws that affect pedestrians, bicyclists, and motorists.



(402) 2018-80-05-PS

\$120,000

Wisconsin Pedestrian/Bicycle Law Enforcement Training

Law enforcement professionals require more training related to laws for bicycle riders and pedestrians as well as laws that apply to operators of motor vehicles that impact pedestrians and bicyclists. Law enforcement officers cannot enforce laws if they do not completely understand them, and as a result traffic officers currently cannot optimally control traffic involving non-motorists and prevent crashes involving pedestrians and bicyclists. Increase funding from \$15,000 from planning in prior years to \$30,000. Host four two-day trainings, four one-day trainings, and completely overhaul the Wisconsin Pedestrian and Bicycle Law Enforcement Training Manual, which became out-of-date in 2009. This project is a countermeasure that will make the countermeasures that work on pages 8-36 and 9-30 of the eighth edition more effective by providing law enforcement with the training necessary to conduct that enforcement. This project will have a positive impact on highway safety by increasing compliance with traffic laws that affect pedestrians, bicyclists, and motorists.

(402) 2018-80-03-PS

\$30,000

PEDESTRIAN & BICYCLE SAFETY—BUDGET SUMMARY

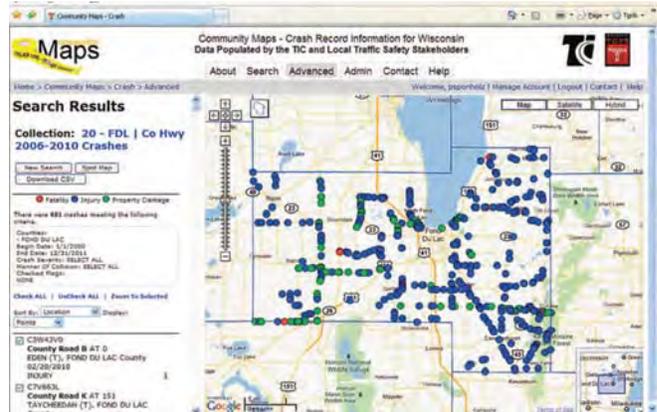
State	2018-89-01	\$87,000
402	2018-80-03-PS	\$80,000
402	2018-80-04-PS	\$23,000
402	2018-80-05-PS	\$120,000
Total		\$310,000

Community Traffic Safety Program



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Program Management

BOTS has four Regional Program Managers (RPMs) and three contracted Law Enforcement Liaisons (LELs) 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 liaisons between law enforcement agencies, organizations, and non-profit programs involved in community traffic safety and WisDOT. The RPMs and LELs work closely with all law enforcement agencies (LEAs) 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 LEAs 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. Law Enforcement Liaisons are a proven measure to improve traffic safety by supporting law enforcement agencies and conducting outreach to them. The Wisconsin LEL program is modeled after the recommendations of the national LEL program. Outreach by RPMs and LELs is a way to implement the Highway Safety Plan and the Strategic Highway Safety Plan at the local level. In 2016, this project had \$334,752.61 in expenditures. In 2018, we anticipate greater expenditures with the addition of more LELs.

(402) 2018-90-01-CP

\$410,000

Grants Management System Maintenance and Hosting

This project funds the electronic grants management system, Wise Grants, which manages the grants distributed by BOTS. This system previously received a commendation from NHTSA after a management review. 2016 expenditures were \$89,782.04. BOTS has been communicating with the Wise Grants vendor to improve processes and reporting. Those changes are expected to increase costs, but, when coupled with the state's new business and accounting system, will help track expenditures better.

(402) 2018-90-04-CP

\$110,000

Outreach Program

This project includes targeted single- or multiple-issue local programs in communities. This project is a proven countermeasure that works on page 3-27 of the eighth edition. This will expand the messaging of our programs, including the expansion of community ownership of Zero in Wisconsin messaging. 2016 expenditures were \$8,154.75.

(402) 2018-90-04-CP

\$10,000



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

This project will fund the Governor’s Conference on Highway Safety. This will also fund the 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 the Governor’s Conference on Highway Safety. The conference is a meeting of current and future law enforcement partners and is a culmination of BOTS’ entire outreach program. It is an opportunity to network with law enforcement partners and learn best practices. The conference has improved and will continue to improve interagency cooperation and will help the development of multi-jurisdictional high-visibility enforcement task forces.

(402) 2018-90-06-CP

\$375,000

Performance Measure-

percentage of traffic safety commissions attended by BOTS

Performance Measure Target-

90% of traffic safety commissions will be attended by BOTS in federal fiscal year 2018.

COMMUNITY TRAFFIC SAFETY PROGRAM—BUDGET SUMMARY			
402	2018-90-01-CP		\$410,000
402	2018-90-04-CP		\$120,000
402	2018-90-06-CP		\$375,000
Total			\$905,000

Media and Outreach Program

SPEEDING WAS
A FACTOR FOR
30%
OF TEEN DRIVERS
IN FATAL CRASHES*



Always Obey the Signs
Stop Speeding Before It Stops You.

* 2014 fatal crashes involving 16-19 year olds (based on passenger vehicles)



A winning connection



Nigel
HAYES



Ethan
HAPP

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Program Management

Coordinate, plan, and manage the state's program for Paid Media and Public Information and Education (PI&E). 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 PI&E efforts, encourage safe and effective High Visibility Enforcement, and participation in mobilizations. 2016 expenditures were \$63,460.29. Planning administration costs are explicitly allowed under 402 and are an effective countermeasure strategy.

(402) 2018-40-01-PT

\$67,000

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.
- 2016 expenditures were \$108,912.11. More occupant protection public information and education activities are planned for 2018.
- This project is an effective countermeasure that works on pages 2-21, 2-28 and 2-30 of the eighth edition.
- As a result of these projects proper use of safety belts and child passenger seat use will increase.



(405b) 2018-25-02-M2

\$170,000

Outreach Program – Occupant Protection

This program funds maintenance and upkeep for the seatbelt rollover convincer, travel, and a 0.5 LTE position. 2016 expenditures were \$7,388.41. More outreach is planned for our occupant protection program in 2018.

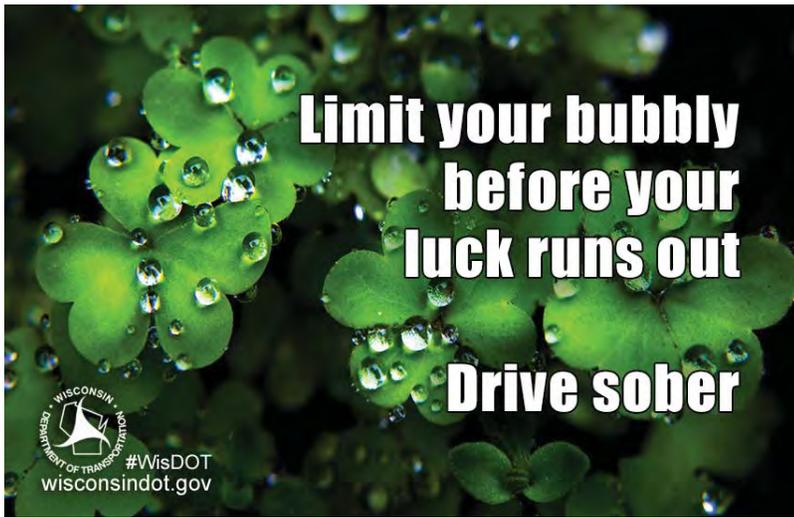
This project is an effective countermeasure that works on page 2-28 of the eighth edition.

The impact of this project will help increase the awareness of benefits of seatbelt usage among children.

(405b) 2018-25-02-M2

\$30,000





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. 2016 expenditures were \$115,917.80. More impaired driving public information and education activities are planned for 2018. This is the countermeasure that works on page 1-49 of the eighth edition.

The impact of this project will help to raise the awareness of the harm of impaired driving and help to reduce the occurrence.

(405d) 2018-31-02-M5 \$200,000

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 motorcyclists in a campaign to “look twice for motorcycles” via radio and television PSAs, posters, and other means. 2016 expenditures were \$79,401.44.

This is the countermeasure that works on pages 5-22 and 5-24 of the eighth edition.

The impact of this project will help to raise awareness about the need of protective clothing and to help raise awareness among other motorists.

(402) 2018-70-07-MC \$50,000



Public Information and Education – Pedestrian and Bicyclist

Work with partners to keep information up-to-date, and 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. 2016 expenditures were \$3,904.31 Additional information will be produced in 2018 as well as updates to out of date brochures.

This is the countermeasure that works on page 6-19 of the eighth edition.

The impact of this project will help to ensure that young drivers receive the necessary information to share the road with pedestrians and bicyclists.

(State 562) 2018-89-02 \$10,000

Continue to develop new material that educates all people involved in pedestrian/bicyclist safety. Work in cooperation with Share and Be Aware to develop new training/educational materials.

This is the countermeasure that works on pages 9-16 and 9-23 of the eighth edition.

This project will help to ensure that bicyclists get up to date information in regards to rules as they apply to the road.

(State 562) 2018-89-02 \$20,000
(402) 2018-80-02-PS \$25,000



Public Information and Education – Community Outreach

Contract with DaneNET for production of Traffic Safety Reporter, web design and distribution costs. 2016 expenditures were \$42,020.03.

This is a continuing project that helps to engage the public, law enforcement and government on new and emerging information as it relates to highway safety. This brings together our partners and helps to further our traffic safety messaging and will continue to do so in the coming year.

(402) 2018-90-02-CP \$70,000

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. 2016 expenditures were \$0. This is a new program.

This is the countermeasure that works on page 4-23 of the eighth edition.

This project will help to educate local businesses on the need to ensure traffic safety rules are followed by employees for the benefit of the company as well as the safety of the employees.

(402) 2018-90-02-CP \$25,000

Public Information and Education – Campaign Development

Continue to develop a statewide public information and education campaign on distracted driving, speed, and other campaigns to reduce 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.



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.

Multiple program information outreach. 2016 expenditures were \$425,376.78. Due to a new contract prices are expected to increase in 2018.

This project will help to support the countermeasure that works on page 3-37 of the eighth edition.

The impact of the project is to help raise awareness among drivers of the importance of highway safety rules and regulations.

(402) 2018-90-02-CP \$480,000

Paid Media

Contract for paid media for all major behavioral areas. Expenditures of 402 in 2016 were \$419,520.35, and expenditures of 405d in 2016 were \$325,334.64. Due to new a contract, prices are expected to increase.

This project will help to support all communication and outreach countermeasures that work described in each section of the HSP.

The impact of the project is to help raise awareness among drivers of the importance of highway safety rules and regulations.

(402) 2018-90-07-PM \$500,000

(405d) 2018-31-07-PM \$250,000

See Appendix 1 for the Paid Media Plan. Performance measures and targets for this program are in this plan.

MEDIA AND OUTREACH PROGRAM —BUDGET SUMMARY			
State 562	2018-89-02		\$30,000
402	2018-40-01-PT		\$67,000
402	2018-80-02-PS		\$25,000
402	2018-90-02-CP		\$575,000
402	2018-90-07-PM		\$500,000
402	2018-70-07-MC		\$50,000
405b	2018-25-02-M2		\$200,000
405d	2018-31-02-M5		\$200,000
405d	2018-31-07-PM		\$250,000
Total			\$1,897,000



**STOP THE TEXTS.
STOP THE WRECKS.**

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APPENDIX 1:**WISCONSIN DEPARTMENT OF TRANSPORTATION
2017 ENFORCEMENT MOBILIZATION MEDIA PLAN**

APRIL 2017 – SEPTEMBER 2017

INTRODUCTION

The goal of the Zero in Wisconsin campaign is to remind the public that even one death on Wisconsin's highways is too many, and with a nearly 6% increase in traffic deaths in 2016 it's apparent that the effort to reach out to the driving public through strategically planned media campaigns must continue.

The current plan will include CLICK IT OR TICKET (May) and DRIVE SOBER OR GET PULLED OVER (August/September) efforts, as well the DISTRACTED DRIVING campaign that is currently being negotiated.

- 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 in early April, which is Distracted Driving Awareness Month.

MEDIA OVERVIEW

As media choices increase, radio and TV ratings have become more fragmented. The best way to demonstrate this is to revisit ratings for *The Big Bang Theory*. This is a successful program by anyone's measure, averaging a 3.4 A18-49 national rating in the current season compared to a 5.0 A18-49 rating in 2013, about a 25% decrease. Are people watching the program? Absolutely! It's just now they're watching it "On Demand" or streaming it either directly from the network or via one of the video streaming services. Nielsen currently measures none of these other services, and as a result, it impacts potential ratings delivery.

On the cable side, while much is being said about "cord cutting," it does not appear to be a major problem in the state. According to Nielsen estimates, cable penetration is in the 80% range, especially when including alternate delivery systems such as AT&T and Dish. Our program will include cable TV in Milwaukee and Madison.

AFFIRM continues to look for ways to overcome these ratings challenges. First, we have reduced the target TRPs (M18-34 target rating points) in television for each campaign. To offset those lower TRPs we are slightly increasing radio TRPs. We are also recommending a more robust program on Pandora, possibly including video. And we are expanding our online program beyond pre-roll video to include Connected TV (CTV). Connected TV refers to any type of streaming content delivered through a smart TV or connected device, such as a Blu-ray player, streaming box such as Roku or Apple TV or game console like an X-Box. Ads play when users are inside these apps within their console. They are full-screen and deliver high completion rates – but there is currently no click through for measurement. Inventory is limited so is priced higher than traditional pre roll video, but it reaches that hard-to-find younger demographic. Messages would run on AOL, CBS, FOX, and ESPN among others. Nielsen is currently testing measurement of CTV and in this early stage report that a show's audience may grow anywhere from 40% to 70% when this audience is added (*TelevisionNewsDaily.com*).

General Target Audience:

The primary target for these campaigns will be men, 18-34 years of age. This group is involved in a higher percentage of crashes overall and, according to the 2013 Wisconsin Traffic Crash Facts, are about three times more likely than women of that same age to be involved in fatal car crashes. W18-34 and Drivers 35+ will comprise the secondary target.

Media Tactics:

Men 18-34 have been the most difficult of these target audiences to reach, even before the recent migration to the digital world. To determine which tactics would be most successful in these efforts, we use available research from Scarborough, Nielsen, and other syndicated sources.

Scarborough ranks media usage from heaviest to lightest. We pulled M18-34, W18-34 and A35-54 to determine commonalities between these groups. From this information (Scarborough Research August 2015 – July 2016), we found the following:

- M18-34 are 43% more likely than the general population to be among those who travel the most miles within a given week
- 42% of males 18-34, 31% of females 18-34 and 47% of adults 35-54 fall into the heaviest quintiles for radio listening
- All targets fall into the average to light television viewing quintiles, although A35-54 are most likely to fall into the “average” viewing quintile
- Internet use is heaviest among the 18-34 segment:
 - 66% of men fall into the heaviest use quintiles
 - 51% of women are defined as heavy users
 - 39% of A35-54 are defined as heavy users
- Pandora radio has the heaviest penetration in this market with 51% of M18-34 and 57% of W18-34 listening to this streaming service
 - iHeartRadio and Spotify are gaining on Pandora but still do not have the subscriber base to challenge them in this market
- M18-34 are more likely to use the Internet or apps on their Smartphone to watch video; with YouTube having a significant lead over Hulu
- Almost 90% of the population currently uses a Smartphone and penetration is higher among A18-34 and minorities

Despite the proliferation of “new” media, Nielsen quarterly Total Audience Report (December 2016) indicates that traditional TV and radio continue to have the broadest audience reach. And, although trending downward, the time spent viewing and/or listening to these still exceed time spent with other individual tactics. The younger segment of the audience does consume more video online and spends more time online overall. The following illustrates the amount of time each group spends consuming media on a weekly basis (14:21 = 14 hours and 21 minutes):

Age Group	18-24	25-34	35-49	50-64
Traditional TV	14:21	20:04	28:24	39:54
Time-Shifted (DVR)	1:25	2:31	3:42	4:06
Online Video	3:58	7:09	8:48	7:41
Video on Smartphone	1:11	0:49	0:41	0:29
Any App/Smartphone	19:17	17:10	18:24	17:31
AM/FM Radio	10:20	11:15	13:45	15:18

This report also includes data on African American and Hispanic audiences, reporting monthly time spent:

- African Americans spend more time with traditional TV and viewing online video than the general audience
- Hispanic TV viewing is lower than the general audience while viewing online video is about equal to the general audience
- Radio listening among Hispanics is higher than that of the general audience

As the data shows, “traditional” media is still used by our target, but that the time spent with digital tactics continues to grow. As a result, the percent of budget allocated to these tactics will continue to grow as well. Following are the tactics that will be used for each of the campaigns:

Broadcast Television:

As illustrated in the Total Audience Report, television remains the one medium that can reach all demographic groups and all ethnicities. Males 16 and older are particular in their viewing habits but can be reached via sports programming and comedies. 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). It is now possible to run local advertising on AT&T and DirectTV homes in the Milwaukee market and will soon be available in Green Bay, which will greatly improve cable/ADS penetration in that market. Other markets are expected to follow, but until they do our ability to reach cable viewers with local commercials in these more rural markets will continue to be impaired.

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 programming.

Radio:

As shown by research, radio remains an effective way to reach both the primary and secondary targets. **The advantage of radio for WisDOT’s efforts is that it reaches drivers while they are in their cars, giving us an opportunity to influence them as they drive.** 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 22% more likely to be listening to radio 7p-12a than the general population):

	Men 18-34	Women 18-34	Adults 35-54
Listen 6a-10a	109	104	106
Listen 10a-3p	103	107	102
Listen 3p-7p	101	112	106
Listen 7p-12a	122	112	101
Listen Weekends	102	111	104

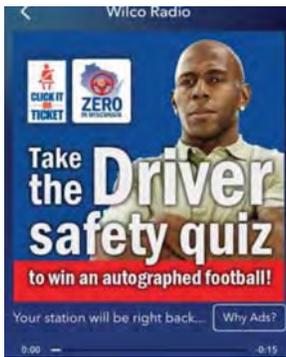
Audio Everywhere



the six major broadcast network sites combined. 78% of their viewers are 18-49, 64% are 18-49 (January 2016 data).

Hyperlocal targeting, also known as geo-fencing, will be used to deliver the ZERO IN WISCONSIN message within mobile display. This uses consumer's GPS, WiFi and cell tower triangulation to get an exact read on their location, enabling us to deliver our ad message within mobile apps.

With geo-fencing we can target an area where our audience spends their



time, in this case around bars/clubs, restaurants and sporting venues delivering messages to users who are within a given radius of these locations. The buy can be further optimized using day parting and contextual cues such as day of week and time of day. This targeting 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.

Digital tactics will be used in the CLICK IT OR TICKET and DRIVE SOBER OR GET PULLED OVER efforts. The recommended program will be delivered cross-platform, optimizing to the platform that is being used most at a given time. Video impressions will be priced on a cost per completed view basis (CPCv) to maximize

budget. CPCv requires 100% completion or the program will not be charged for that impression.

While our target audience still listens to terrestrial or local radio each week, they are just as likely to listen to streaming music on one of their connected devices: PC, mobile, tablet, home, or car. Common streaming sources include Pandora, which is the recommended streaming service in our campaigns, iHeart Radio, and Spotify.

Because consumers must register for these sites, listener/viewer demographics and geographic location are available. On Pandora's and Spotify's free sites, an audio commercial runs about four times an hour, 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. According to Scarborough, Pandora remains the streaming source of choice with higher penetration rates than either iHeart or Spotify within the



State. Most importantly, Pandora has greater geo-targeting capabilities, allowing us to target ZERO IN WISCONSIN ads based on their subscriber's location.

On streaming services, users must listen to the entire commercial in order to get to the next song. Banners accompany the commercial, which click through to the advertiser's website. AFFIRM has successfully used Pandora in the past five years as part of the CLICK IT OR TICKET campaign, utilizing :15 audio of the Donald Driver seat belt ad along with corresponding banner ads that click thru to a "Driver Safety Quiz" hosted on ZeroInWisconsin.gov. Pandora users who clicked on the banners and successfully take the quiz are entered to win an autographed Donald Driver football. This combination of targeted messaging and online engagement generated 5,100 entries and, more importantly, protracted interaction with the CLICK IT OR TICKET campaign.



Pandora's Audio and now Video Everywhere options include :30 or :15 audio that is accompanied by a 500 x 500 tile that is served every time a user interacts with the application – skipping a track, adjusting volume, thumb-up or down a selection, etc. A 300 x 250 banner displays while the next song is playing as added value.

Pandora has 302,805 unique listeners, approximately 46% of all men 18-34 in Wisconsin. A total of 2.8 million impressions will run over the two campaigns.

As in previous years, AFFIRM underscores the importance of creating synergy between our Wisconsin statewide enforcement mobilization media buys and the national program placed by NHTSA. We are requesting a copy of the national buy with specific programming and dates to ensure that we are supporting and not duplicating any NHTSA efforts.

The following campaign summaries are our initial recommendations for the 2017 enforcement mobilization media buy campaigns and are based on current programming and ratings information. These may change as we get closer to the planning period and may be replaced with programs that have similar audience deliveries. 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. More detailed buy summaries will be provided no later than two weeks prior to the start of each campaign. Note Distracted Driving parameters have been sent over earlier.



2017 DISTRACTED DRIVING CAMPAIGN STRATEGIC PLAN

Dates: - Dates: April 10 - 23, 2017

Budget: \$83,343

Market List:

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

Demographic:

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

Gross Rating Point (GRP) Goals:

- Television: Minimum of 50 TRPs
- Radio: Minimum of 125 TRPs

Media:

- :30 Television/Cable
- :60 Radio

DISTRACTED DRIVING CAMPAIGN STRATEGY AND MEDIA MIX:

Crash experience shows men, 18-24 year olds have the highest incidence of distracted driving, while distracted walking affects those of all ages. For the purposes of this plan, the primary target will be M18-34 with a secondary target of A18+.

According to NHTSA, pedestrians were one of the few road users to experience an increase in fatalities in the United States, so this campaign has been expanded to include pedestrians as well as drivers. Texting and phone calls are the two most commonly known distractions by both groups and our messaging will focus on the need for both groups to pay more attention to their surroundings and less to their phones and other distractions such as eating, drinking, and “primping.”

The included media will include television, cable, and radio.

Television:

50 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.

Late fringe programming has a strong male following. Popular shows include: *The Tonight Show starring Jimmy Fallon*, *The Late Show with Steven Colbert*, *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 during April, 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 most 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:

125 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.



**Wisconsin Department of Transportation
2017 Distracted Driving**

Flight Dates: 4/12 - 4/23/17	April					TRPs	Budget:
Media:	27	3	10	17	24		
TELEVISION (:30)							
50 TRPs M18-34 per market							
<i>EauClaire/La Crosse</i>						50	\$6,150.00
<i>Green Bay/Appleton</i>						50	\$9,350.00
<i>Madison</i>						50	\$9,350.00
<i>Milwaukee</i>						50	\$17,100.00
<i>Wausau/Stevens Point</i>						50	\$6,150.00
							\$48,100.00
RADIO (:60)							
125 TRPs M18-34 per market							
<i>Eau Claire</i>						125	\$3,625.00
<i>Green Bay/Appleton/Oshkosh</i>						125	\$7,500.00
<i>La Crosse</i>						125	\$3,750.00
<i>Madison</i>						125	\$7,750.00
<i>Milwaukee</i>						125	\$15,000.00
<i>Wausau</i>						125	\$4,375.00
							\$42,000.00
<i>Total Gross:</i>							\$90,100.00
<i>Less DOT Discount:</i>							\$6,757.50
Total Distracted Driving Campaign:							\$83,342.50



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.

2017 CLICK IT OR TICKET (CIOT) CAMPAIGN STRATEGIC PLAN

Dates: May 10 – May 29, 2017

Budget: \$232,194

Market List:

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

Demographic:

- Primary: M18-34, General Market, African American & Hispanic
- Secondary: Influencers of the primary demographic
- Qualitative: Pick-up Truck Drivers

Gross Rating Point (GRP) Goals:

- Television: Minimum of 100
- Radio: Minimum of 175

Media:

- :30 Television/Cable
- :60 Radio
- :15 Internet Radio and Banners (Pandora)
- :30 Internet Video and Banners

CIOT STRATEGY AND MEDIA MIX

The most recent (WisDOT Field Observation Research, July 2016) data shows seat belt usage has increased to 88.4% from the 2013 level of 82.3%. Although an improvement, it still lags the national average of 90% (November 2016 US Department of Transportation Traffic Safety Facts).

There is a gender different in seat belt use as 93.1% of Women and 84.5% of Men regularly use seat belts.



Occupants of pick-up trucks are least likely to use seat belts. Only 81% of those drivers or occupants wore seat belts, therefore a secondary target of truck drivers will be included in our media evaluations.

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, mobile display, and video.

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 8th in order to take advantage these opportunities. 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 28th. 100 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, the Indy 500 Race, Major League Baseball and the NBA Playoffs will be considered.**

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 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*, *Mike & Molly*, and *Two and a Half Men* are also offered on cable networks including Adult Swim and TBS. Specific programming that attracts male audiences, such as *Mr. Robot* 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.

**Wisconsin Department of Transportation
2017 CIOT**

<i>Flight Dates: 5/10-5/29/17</i>	May		June		TRPs	Budget:
	1	8	15	22		
Media:						
TELEVISION (:30)						
100 TRPs M18-34 per market						
<i>EauClaire/La Crosse</i>					100	\$12,300.00
<i>Green Bay/Appleton</i>					100	\$18,700.00
<i>Madison</i>					100	\$18,700.00
<i>Milwaukee</i>					100	\$34,200.00
<i>Wausau/Stevens Point</i>					100	\$12,300.00
						\$96,200.00
RADIO (:60)						
175 TRPs M18-34 per market						
<i>Eau Claire</i>					175	\$5,075.00
<i>Green Bay/Appleton/Oshkosh</i>					175	\$10,500.00
<i>La Crosse</i>					175	\$5,250.00
<i>Madison</i>					175	\$10,850.00
<i>Milwaukee</i>					175	\$21,000.00
<i>Wausau</i>					175	\$6,125.00
<i>Brewer Radio (Statewide)</i>					8x	\$5,520.00
						\$64,320.00
ONLINE						
<i>Streaming Radio (:30)</i>						\$25,000.00
<i>Online Video/Display</i>						\$65,500.00
						\$90,500.00
<i>Total Gross:</i>						\$251,020.00
<i>Less DOT Discount:</i>						\$18,826.50
Total CIOT Campaign:						\$232,193.50

Radio will start the week of May 15 and run through Memorial Day. 175 M18-34 TRPs will be scheduled during this period. Station mix will remain constant focusing on those that most effectively reach our target audiences. Milwaukee Brewer's statewide radio will be included as part of this campaign.

Digital:

Digital will take on an increased importance during this period. To offset the decline in overall television viewing, this campaign will include both pre-roll video and Connected TV. Connected TV gives viewers a "lean-back" experience as they consume video content on their television. Ads play at the full resolution of the TV on the loaded media app or during content steamed through Roku or other device. CTV is bet used as an extension of the traditional TV buy to expand reach. Completion rates are similar or superior to those for programmatic online video.

To more effectively target the African American driver, who research has shown to be less compliant than the general market in the use of safety belts, we have added a separate African American target in our online buys for this campaign. While this audience is implicit in our overall targeting, calling it out as a separate line item will ensure effective reach against this specific demographic. All buys are impression based. Planning levels for these tactics:

Pandora:

- A minimum of 2.2 million audio/banner impressions geo-targeted to M18-34

Mobile Display/Pre-roll:

- A minimum of 4.8 million impressions geo-targeted to M18-34

2017 DRIVE SOBER OR GET PULLED OVER CAMPAIGN STRATEGIC PLAN:

Dates: August 14 – September 4, 2017

Budget: \$254,440

Market List:

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

Demographic:

- Primary: Males 21-40,
- General Market, African American & Hispanic
- Secondary: Influencers of the primary demographic

Gross Rating Point (GRP) Goals:

- Television: Minimum of 125
- Radio: Minimum of 175

Media:

- :30 Television/Cable



- :60 Radio
- :15 Internet Radio and Banners (Pandora or similar)
- :15 & 30 Internet Video and Banners

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.

Qualitatively, AFFIRM will also look at media tactics that successfully target the African American and Hispanic male. Hispanic cable and radio stations in Green Bay, Madison, and Milwaukee, where two-thirds of Wisconsin's Hispanic population resides, will be included as part of this campaign.

Broadcast Television & Cable:

Broadcast television will 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 (as evidenced by the number of beer commercials and signage seen during sporting events) it is a natural and effective environment for airing an impaired driver message. It's likely we will be reaching drivers at the moment they are becoming impaired at house parties and sports bars.

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

Radio:

Radio is again an important medium for this demographic 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.

The Brewer Radio Network will again be included to support this campaign.

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

Digital:

Digital efforts in this campaign will mirror those of the May CIOT campaign, as both are major enforcement periods. Targeting will be adjusted in this campaign to emphasize the Hispanic market. As indicated in the CIOT campaign, this audience is implicit in our overall targeting, calling it out as a separate line item will ensure greater reach against this specific demographic. These tactics will include:

Pandora:

- A minimum of 2.2 million impressions geo-targeted to M18-34

Geo-Fence Display/Pre-roll:

**Wisconsin Department of Transportation
2017 Drive Sober**

Flight Dates: 8/14-9/4/17	August					Sept		TRPs	Budget:
	31	7	14	21	28	4	11		
Media:									
TELEVISION (:30)									
125 TRPs M18-34 per market									
<i>EauClaire/La Crosse</i>								125	\$15,375.00
<i>Green Bay/Appleton</i>								125	\$23,375.00
<i>Madison</i>								125	\$23,375.00
<i>Milwaukee</i>								125	\$42,750.00
<i>Wausau/Stevens Point</i>								125	\$15,375.00
									\$120,250.00
RADIO (:60)									
175 TRPs M18-34 per market									
<i>Eau Claire</i>								175	\$5,075.00
<i>Green Bay/Appleton/Oshkosh</i>								175	\$10,500.00
<i>La Crosse</i>								175	\$5,250.00
<i>Madison</i>								175	\$10,850.00
<i>Milwaukee</i>								175	\$21,000.00
<i>Wausau</i>								175	\$6,125.00
<i>Brewer Radio (Statewide)</i>								8x	\$5,520.00
									\$64,320.00
ONLINE									
<i>Streaming Radio (:30)</i>									\$25,000.00
<i>Online Video/Display</i>									\$65,500.00
									\$90,500.00
<i>Total Gross:</i>									\$275,070.00
<i>Less DOT Discount:</i>									\$20,630.25
Total Drive Sober Campaign:									\$254,439.75

WISDOT 2017 ENFORCEMENT MOBILIZATIONS MEDIA BUYS RECAP:

Campaign	Gross	Adjusted Gross
Distracted Driving (April)	\$90,100	\$83,343
CIOT (May)	251,020	232,193
DRIVE SOBER (Aug/Sept)	275,070	254,440
2017 Total:	\$616,190	\$569,976

Note: Adjusted Gross numbers have been rounded

WISCONSIN DEPARTMENT OF TRANSPORTATION 2017-18 ENFORCEMENT CAMPAIGNS MEDIA CALENDAR

March 6, 2017

Media:	April					May				June				July					August				September				
	27	3	10	17	18	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	
			Distracted Driving	Distracted Driving					COT	COT											Drive Sober	Drive Sober	Drive Sober				
TV (:30)																											
<i>Eau Claire/La Crosse</i>																											
<i>Green Bay/Appleton/Oshkosh</i>																											
<i>Madison</i>																											
<i>Milwaukee</i>																											
<i>Wausau/Stevens Point</i>																											
Radio (:60)																											
<i>Eau Claire</i>																											
<i>Green Bay/Appleton/Oshkosh</i>																											
<i>La Crosse</i>																											
<i>Madison</i>																											
<i>Milwaukee</i>																											
<i>Wausau</i>																											
<i>Brewer Radio (Statewide)</i>																											
Online																											
<i>Streaming Radio (:30)</i>																											
<i>Video/Banner</i>																											

Top Network Prime Programming Sampler - M18-34

Program	Network	Rating M18-34
	<p><i>Gotham</i></p>	<p>FOX</p> <p>3.0</p>
	<p><i>Simpsons</i></p>	<p>FOX</p> <p>2.0</p>
	<p><i>Family Guy</i></p>	<p>FOX</p> <p>3.5</p>
	<p><i>Survivor</i></p>	<p>CBS</p> <p>3.0</p>
	<p><i>Chicago P.D.</i></p>	<p>NBC</p> <p>2.0</p>
	<p><i>Blue Bloods</i></p>	<p>CBS</p> <p>2.0</p>
	<p><i>Shark Tank</i></p>	<p>ABC</p> <p>2.5</p>

Source: Milwaukee Nielsen, May 2016

Cable Programming Sampler - M18-34

Network	Program	Rating M18-34
	<p><i>Tosh.0</i></p>	<p>1.0</p>
	<p><i>WWE Entertainment</i></p>	<p>3.0</p>
	<p><i>American Pickers</i></p>	<p>1.0</p>
	<p><i>Deadliest Catch</i></p>	<p>3.0</p>
	<p><i>Americans</i></p>	<p>2.0</p>
	<p><i>WWE Smackdown</i></p>	<p>.5</p>

Source: May 2016

Appleton- Oshkosh- Green Bay				
	Call Letters	Format	Signal Strength	Rating M18-34
	WNCY-FM	Country	45,000 Watts	2.3
	WIXX-FM	CHR	96,000 Watts	1.4
	WAPL-FM	Classic Rock	100,000 Watts	1.2
	WZOR-FM	Sports	21,500	1.2

Green Bay/Appleton Nielsen TSA, Spring 16/Fall 16, M-F 6a-7p

Eau Claire				
	Call Letters	Format	Signal Strength	Rating M18-34
	WECL-FM	Rock	3,300 Watts	2.7
	WAXX-FM	Country	100,000 Watts	2.5
	WBIZ-FM	CHR	100,000 Watts	2.6
	WQRB-FM	Country	25,000 Watts	2.4

Eau Claire Nielsen, MSA, Sp16/Fa16, M-F 6a-7p

La Crosse				
	Call Letters	Format	Signal Strength	Rating M18-34
	WCOW-FM	Country	100,000 Watts	1.9
	WRQT-FM	Rock	50,000 Watts	1.8
	WIZM-FM	CHR	100,000 Watts	1.8
	WQCC-FM	Country	18,000	1.3

La Crosse Nielsen, MSA Sp16/Fa16 Mon-Fri 6a-7p

Madison				Rating
Call Letters	Format	Signal Strength	M18-34	
 WJJO-FM	Active Rock	12,000 Watts	1.5	
 WIBA-FM	Classic Hits	12,000 Watts	1.1	
 WZEE-FM	CHR	50,000 Watts	1.0	
 WJQM-FM	Urban	6,000 Watts	0.8	

Madison Nielsen, MSA Fa16/Su16 Mon-Fri 6a-7p

Milwaukee				Rating
Call Letters	Format	Signal Strength	M18-34	
 WKKV- FM	Urban	50,000 Watts	1.1	
 WHQG- FM	Classic Rock	50,000 Watts	1.0	
 WLUM- FM	AAA	8,800 Watts	1.0	
 WMIL- FM	Country	12,000 Watts	0.9	
 WKLH- FM	Classic Rock	20,000 Watts	0.8	

Milwaukee PPM Nielsen Nov/Dec/Jan 2017 Mon-Fri 6a-7p

Wausau				Rating
	Call Letters	Format	Signal Strength	M18-34
	WOZZ-FM	Rock	50,000 Watts	2.2
	WIFC-FM	CHR	98,600 Watts	2.2
	WBCV-FM	Adult Hits	100,000 Watts	1.7
	WGLX-FM	Classic Rock	65,000 Watts	1.3
	WDEZ-FM	Country	98,500 Watts	0.7
	WHTQ-FM	CHR	26,500 Watts	0.6

Wausau Nielsen Sp16/Fall16 Mon-Fri 6a-7p

Hispanic Radio:

According to Wisconsin's Hispanic Population: A Demographic Summary (October 2016), the Hispanic population in the state has grown to 381,000, a 46% increase from 2000. According to this report, 60% of Hispanics live in the southeastern region of Wisconsin, another 16% live in the northeastern, 16% in the southern, and 5% in the western region of the state.

Milwaukee and Dane counties are home to the largest percentage of Hispanics, with more than 36% or 59,053 living in Milwaukee and 8.5% or 14,034 living in Dane County. Kenosha and Racine, both included in the Milwaukee radio market, follow in total numbers.

The median age of the Hispanic population was 24.3 years, more than 16 years younger than non-Hispanics. Because the younger population is bi-lingual, there is no imperative to use a Hispanic language station to reach that segment, but it is recommended to include them to reach the older segment of the audience.

Station	Format	M18-34 Total Audience	M18-34 Hispanic Audience
WXSS-FM	CHR	75,900	14,100
WNRG-FM	CHR	43,300	10,200
WRNW-FM	CHR	56,100	9,800
WMYX-FM	Hot A/C	59,100	9,400
WLUM-FM	AAA (Alternative)	59,800	6,700
WRIT-FM	Oldies	54,400	6,600
WJTI-AM	Hispanic	6,100	5,900
WKLH-FM	Classic Rock	48,800	5,200
WDDW-FM	Hispanic	5,500	4,600
WHQG-FM	Album Rock	46,400	4,000
WMIL-FM	Country	54,700	3,500
WLDB-FM	Soft AC	33,900	2,700
WJMR-FM	Urban Oldies	17,900	1,900

Nielsen Audio: Jan 17/Dec 16/Nov 16

There are two Hispanic stations in Milwaukee, WDDW-FM, and WJTI-AM. As shown in the above chart, these stations fall below six of the Milwaukee area general market stations. WJTI-AM ranks 7th while WDDW ranks 9th among Milwaukee stations in young male Hispanic listening. WJTI-AM is the only electronic media partner that is a certified MBE with the state so a schedule will be considered.

Hispanic radio is incorporated into the DRIVE SOBER campaign. These stations include:

Hispanic Radio			
	Station	City of License	Signal Strength
	WLMV-AM	Madison	5,000 Watts
	WTTN-AM	Madison	5,000 Watts
	WDDW-FM	Kenosha/Milw	3,000 Watts
	WRRD-AM	Milwaukee	23,000 Watts
	WJTI-AM	Kenosha	250 Watts

Green Bay/Appleton: WAUN-FM (92.7)

Madison: WLMV-AM (1480) and WTTN-AM (1580)

Milwaukee: WDDW-FM (104.7) and WRRD-AM (1510)

APPENDIX 2: PREAPPROVED EQUIPMENT

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

ELIGIBLE	INELIGIBLE
<p>48" Fluorescent Enforcement Zone Signs</p> <p>Cage bars for squads</p> <p>Cones – reasonable amount</p> <p>Direction Flashlights/Light Batons</p> <p>Driver License Scanners</p> <p>“Fatal Vision” Goggles</p> <p>Laser Radar</p> <p>Lights – Emergency Vehicle Lighting, Light bars</p> <p>Mobile Digital Communicator (MDC)</p> <p>Multi-band Radios Due to high price.; approx. \$6,000, a quote is needed to determine what percentage will be used for enforcement</p> <p>On-site Pole Speed Sign</p> <p>Radar - IACP Approved Speed Enforcement RADAR/LIDAR Devices</p> <p>Preliminary Breath Testers (PBTs)</p> <p>Seatbelt Cutters</p> <p>Speed Display Board</p> <p>Standard Radios (approx. \$2,000 each) -Handheld and vehicle mounted</p> <p>TraCS Compatible Equipment:</p> <ul style="list-style-type: none"> • 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 <p>Vests</p> <p>Video – Digital Squad Video Recorders and Personal Recorders</p>	<p>Bicycles</p> <p>Digital Cameras</p> <p>Emitters</p> <p>Gloves</p> <p>Hard mounted LED Pedestrian Crossing and Stop Signs</p> <p>License Plate Readers</p> <p>Measuring Wheels</p> <p>Parkas</p> <p>Printer Paper for TraCS</p> <p>Radio “Base” Station</p> <p>Raincoats</p> <p>Rear Plastic Squad Seats</p> <p>Software – that is RMS (Record Management System: i.e. Visionare)</p> <p>Tasers</p> <p>Tire Deflation Devices (Stop Sticks or Spike Strips)</p> <p>Ultrabooks</p> <p>Uniforms</p> <p>Vehicle Window Tint Meter</p> <p>Vehicles</p> <p>Weapons & Ammo & Related Accessories</p> <p>Warranties</p>

APPENDIX 3:**SAFETY: PARTNERS, COMMITTEES, AND ORGANIZATIONS**

Not an exhaustive list.

AAA https://www.aaafoundation.org/	Office of Juvenile Justice and Delinquency Prevention http://ojjdp.ncjrs.org	Wisconsin Department of Health Services http://dhs.wisconsin.gov
AARP www.aarp.org	Operation Click http://operationclick.com/	Wisconsin Department of Children and Families http://dcf.wi.gov/
AT&T-It Can Wait Program http://www.itcanwait.com/apps-and-tools	Operation Lifesaver http://oli.org/	Wisconsin Department of Justice http://www.doj.state.wi.us/
Alcohol and Other Drug Abuse Program http://dpi.wi.gov/sspw/aodaprogram.html	Pacific Institute for Research and Evaluation www.pire.org	Wisconsin Department of Natural Resources http://dnr.wi.gov/
Children's Hospital of Wisconsin http://www.chw.org/	Rural Mutual Insurance http://www.ruralins.com/	Wisconsin Department of Tourism www.travelwisconsin.com
Federal Highway Administration www.fhwa.dot.gov	Safe Kids-Southeast Wisconsin http://www.safekidswi.org/SafeKidsWisconsin-SoutheastWisconsin.asp	WisDOT- Division of Motor Vehicles
Ford Driving Skills for Life www.drivingskillsforlife.com	Safe Routes to School http://www.dot.wisconsin.gov/localgov/aid/saferoutes.htm	WisDOT- Planning
Fox47 – MSG2TEENS http://fox47.com/sections/contests/msg2teens/	State Council on Alcohol and other Drug Abuse www.scaoda.state.wi.us	Wisconsin Interscholastic Athletic Association http://www.wiaawi.org/
Green Bay Packers http://www.packers.com/	Statewide Impaired Driving Work Group	Wisconsin Juvenile Officers Association www.wjoa.com
Governors Highway Safety Association http://www.ghsa.org/	Substance Abuse and Mental Health Services Administration www.samhsa.gov/	Wisconsin Highway Safety Coordinators Association
Governor's Bicycle Coordinating Council	Tavern League of Wisconsin www.tlw.org	Wisconsin Partnership for Activity and Nutrition (WI PAN)
Governor's Council on Highway Safety	Traffic Records Coordinating Committee	Wisconsin Safety Patrol Congress
HSP stakeholder input: May 2016	Traffic Safety Commissions (72 county organizations)	Wisconsin Safety Patrols, Inc. http://www.wisconsinsafetypatrol.com/
La Crosse OWI Treatment Court http://www.co.lacrosse.wi.us/human-services/js/owi.htm	University of Wisconsin System Administration	Wisconsin State Laboratory of Hygiene www.slh.wisc.edu
Law Enforcement Agencies	WE Bike, etc. www.webike.org	Wisconsin State Patrol Alumni Association http://wspalumni.org/
MADD www.madd.org	Wisconsin Association of Women Highway Safety Leaders	Wisconsin Technical College System http://www.wtcsystem.edu/
Marshfield Clinic – Center for Community Outreach www.marshfieldclinic.org/patients/?page=cco	Wisconsin Badgers http://www.uwbadgers.com/	Wisconsin Traffic Operations and Safety Laboratory http://www.topslab.wisc.edu/
Medical College of Wisconsin – Injury Research Center http://www.mcw.edu/Injury-Research-Center.htm	Wisconsin Bike Fed http://www.bfw.org/	Wisconsin Traffic Safety Officer's Association http://wtsoa.org/siteFiles/
National Highway Traffic Safety Administration www.nhtsa.dot.gov	Wisconsin Chiefs of Police Association (WCPA) http://www.wichiefs.org/	

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.

This methodology includes the minimum three requirements under 23 CFR 1300.11(d)(5)(ii), 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.

Continuous follow-up is provided by monthly reviews of grants by the State Program Managers, grant monitoring by the Regional Program Managers, and through attendance at the quarterly Traffic Safety Commissions in each county.

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 Bureau of Transportation Safety’s 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 2013, 2014, and 2015. 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 2013-2015 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, 2015 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. 2015 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:

$$\text{Calculated Score} * (1,000 / (2015 \text{ County Population}))$$

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 500,000 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, by the use of bold text.

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 (2015 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 (2010-2014 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 2015 selected grouping and those that have a long-term trend, within a specific seasonal quarter, with regard to traffic crash issues for the 2010-2014 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 2018 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 will be used for the 2018 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 2018 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 2015, 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 have the largest number of 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 5A:
DETAILED BUDGET
FFY 2018 HIGHWAY SAFETY PLAN BUDGET

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
PLANNING & ADMINISTRATION (PA) 10					
2018-10-01	Planning & Administration	320,000			
402	(PA)	320,000			
2018-19-01	402 Match		530,000		
State	(562)		530,000		
TOTAL PLAN & ADMIN FUNDS		320,000	530,000	850,000	

OCCUPANT PROTECTION (OP) 20					
2018-20-01	Program Mgmt	80,000			
2018-20-05	Enforcement	630,000			630,000
2018-20-06	Equipment	470,000			470,000
2018-20-09	Evaluation	25,000			
402	(OP)	1,205,000		1,205,000	1,100,000
2018-25-02	PI&E	200,000			
2018-25-03	Training - Technical	208,000			
2018-25-05	Enforcement	355,000			
2018-25-06	Equipment	54,000			
2018-25-09	Evaluation	90,000			
405b	(M2)	907,000		907,000	
TOTAL OCC PROTECT FUNDS		2,112,000	0	2,112,000	1,100,000

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
IMPAIRED DRIVING (AL) (30)					
2018-30-06	Equipment	350,000			350,000
402	(AL)	350,000	0	350,000	350,000
2018-31-01	Program Management	70,000			
2018-31-02	PI&E	200,000			
2018-31-03	Training - Technical	560,000			
2018-31-04	Training - Community	170,000			
2018-31-05	Enforcement	1,825,000			
2018-31-09	Evaluation	85,000			
405d	(M5)	2,910,000		2,910,000	
2018-37-05	Enforcement	165,000			
405d (24/7)	405d (24/7)	165,000		165,000	
2018-37-05	Enforcement	430,000			
405d (IID)	405d (IID)	430,000		430,000	
State 531	Safe-Ride Programs		700,000		
State			700,000		
TOTAL	IMPAIRED DRIVING FUNDS	3,855,000	700,000	4,555,000	350,000

POLICE TRAFFIC SERVICES (PT) 40					
2018-40-01	Program Mgmt	67,000			
2018-40-05	Enforcement	675,000			675,000
402	(PT)	742,000	0	742,000	675,000
2018-44-05	Enforcement	500,000		500,000	
405e	405e	500,000	0	500,000	0
2018-46-03	Training - Technical	150,000			
2018-46-05	Enforcement	150,000			
405g	405g	300,000	0		0
TOTAL	Total PTS	1,542,000	0	1,542,000	675,000

HIGHWAY SAFETY INFORMATION (TR) 50					
2018-58-01	PI&E	96,000			
2018-58-03	Training - Technical	465,000			
2018-58-06	Equipment	30,000			
405c	(M3)	591,000	0	591,000	
TOTAL	RECORDS FUNDS	591,000	0	591,000	

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
INJURY CONTROL (EM) 60					
2018-60-02	PI & E	50,000			50,000
2018-60-03	Training - Technical	50,000			50,000
402	(EM)	100,000	0	100,000	100,000

MOTORCYCLIST SAFETY (MC) 70					
2018-70-04	Training - Community	220,000			
2018-70-05	Enforcement	50,000			50,000
2018-70-07	Paid Media	50,000			
402	(MC)	320,000	0	320,000	50,000
2018-72-03	Training - Technical	30,000			30,000
2018-72-06	Equipment	60,000			60,000
2018-72-09	Evaluation	20,000			
405f	(M9)	110,000	0	110,000	90,000
2018-79-07	Paid Media		100,000		
State	(535)		100,000		
2018-79-01	Program Mgmt		150,000		
2018-79-04	Training - Community		463,000		
State	(562)		613,000		
TOTAL	MOTORCYCLE FUNDS	430,000	713,000	1,143,000	140,000

PEDESTRIAN & BICYCLIST (PS) 80					
2018-80-02	PI&E	25,000			12,500
2018-80-03	Training - Technical	80,000			80,000
2018-80-04	Training - Community	23,000			23,000
2018-80-05	Enforcement	120,000			120,000
402	(PS)	248,000	0	248,000	235,500
2018-89-01	Program Management		87,000		
State	(562)		87,000		
TOTAL	PED/BIKE FUNDS	248,000	87,000	335,000	235,500

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
COMMUNITY TRAFFIC SAFETY (CP) 90					
2018-90-01	Program Mgmt	410,000			
2018-90-02	PI & E	575,000			287,500
2018-90-04	Community Programs	120,000			120,000
2018-90-06	Equipment	375,000			375,000
2018-90-07	Paid Media	500,000			250,000
402	(CP)	1,980,000	0	1,980,000	1,032,500
2018-31-07	Paid Media	250,000			
405d	(M5)	250,000	0	250,000	
Total	Community Programs	2,230,000	0	2,230,000	1,032,500

Fund Totals					
	402 total		5,265,000		3,543,000 (67.29%)
	405b total		907,000		0
	405c total		591,000		0
	405d total (incl. 24/7 and IID)		3,755,000		0
	405e total		500,000		0
	405f total		110,000		90,000
	405g total		300,000		0
	TOTAL NHTSA FUNDS		11,428,000		3,633,000

APPENDIX 5B:

MAINTENANCE OF EFFORT

State Agency	Program	Occupant Protection State Program Funds			Description of Eligible Expenditures/Activities	FFY 2016
		FFY 2010	FFY2011	FFY10 & 11 Average		
Wisconsin Division of State Patrol	Traffic Enforcement	\$38,143,675.40	\$38,534,703.64	Overall average calculated below	A percentage of salaries and fringe benefits of DSP traffic assigned to OP	\$43,506,743.37
TOTALS:		\$38,143,675.40	\$38,534,703.64	\$38,339,189.52		\$43,506,743.37

State Agency	Program	Impaired Driving State Program Funds			Description of Eligible Expenditures/Activities	FFY 2016
		FFY 2010	FFY2011	FFY10 & 11 Average		
Wisconsin Division of State Patrol	Traffic Enforcement	\$19,071,837.70	\$19,267,351.82	Overall average calculated below	A percentage of salaries and fringe benefits to DSP traffic assigned to Impaired Driving	\$21,720,757.94
SafeRide Program	Alternative Transportation	\$291,878.48	\$488,942.62	Overall average calculated below	Funding generated through the OWI surcharge. As we become more successful with this program, the less funding there be available.	\$583,212.00
Intensive Supervision Program	County programs for repeat offenders	\$670,853.92	\$611,209.85	Overall average calculated below	Program no longer managed by DOT.	\$0.00
TOTALS:		\$20,034,570.10	\$20,367,504.29	\$20,201,037.19		\$22,303,969.94

State Agency	Program	Traffic Records State Program Funds			Description of Eligible Expenditures/Activities	FFY 2016
		FFY 2010	FFY2011	FFY10 & 11 Average		
Wisconsin DMV TraCs staff	Program Administration and Program	\$585,532.57	\$499,416.70	Overall average calculated below	A percentage of salaries and fringe of Bureau Chief, Administrator, and Financial calculated below	\$597,105.00
DMV TraCs Software	Reporting software	\$35,000.00	\$35,000.00 calculated below	Overall average law enforcement in the state.	Annual license payment covers all	\$79,000.00
State Funded Safety Analyst	Data Analyst	\$68,256.07	\$69,692.45	Overall average calculated below	Salary and fringe for data analyst	\$66,399.37
MACH and TraCs Support Wisconsin DSP	Program Administration and Program Management	No Position Existed	No Position Existed	N/A	Salaries, fringe benefits, and indirect cost rates absorbed by Iowa State University to conduct an annual public awareness survey.	\$227,830.69
MACH MiFi's PC770s	Hardware for MACH	No Such Expense Existed Prior to MACH	No Such Expense Existed Prior to MACH	N/A	Mifi cost per month for 428 troopers users for MACH. @ \$39.99/month for one year	\$205,388.64
TOTALS:		\$688,788.64	\$604,109.15	\$646,448.90		\$1,175,723.70

APPENDIX 7A:

STATE CERTIFICATIONS AND ASSURANCES

APPENDIX A TO PART 1300 –CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS

(23 U.S.C. CHAPTER 4; SEC. 1906, PUB. L. 109-59, AS AMENDED BY SEC. 4011, PUB. L. 114-94)

[Each fiscal year, the Governor's Representative for Highway Safety must sign these Certifications and Assurances affirming that the State 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.]

State: Wisconsin, Fiscal Year: 2018

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

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
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL 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 (“Federal Nondiscrimination Authorities”). These include but are not limited to:

- Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d et seq., 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- Federal-Aid Highway Act of 1973, (23 U.S.C. 324 et seq.), and Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- Section 504 of the Rehabilitation Act of 1973, (29 U.S.C. 794 et seq.), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- The Age Discrimination Act of 1975, as amended, (42 U.S.C. 6101 et seq.), (prohibits discrimination on the basis of age);
- The Civil Rights Restoration Act of 1987, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, sub-recipients and contractors, whether such programs or activities are Federally-funded or not);
- Titles II and III of the Americans with Disabilities Act (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities, public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;
- Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR at 74087 to 74100).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted.
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require any of its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Insert in all contracts and funding agreements with other State or private entities the following clause:
“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—
 - a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;
 - b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in Appendix B of 49 CFR part 21 and herein;
 - c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
 - d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
 - e. To insert this clause, including paragraphs a through e, in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.”

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. 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;
- b. Establishing a drug-free awareness program to inform employees about:
 - The dangers of drug abuse in the workplace.
 - The grantee's policy of maintaining a drug-free workplace.
 - Any available drug counseling, rehabilitation, and employee assistance programs.
 - The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - 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).

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

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 (States)

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
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 or may pursue suspension or debarment.
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*, *debarment*, *suspension*, *ineligible*, *lower tier*, *participant*, *person*, *primary tier*, *principal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 2 CFR Part 180. 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 NHTSA.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "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 and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.
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 certi-

fication 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, the department or agency may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

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 and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
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*, *debarment*, *suspension*, *ineligible*, *lower tier*, *participant*, *person*, *primary tier*, *principal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 2 CFR Part 180. 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 NHTSA.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "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 and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.
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, the department or agency with which this transaction originated may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

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.

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase only steel, iron and manufactured products produced in the United States with Federal funds, unless the Secretary of Transportation determines that such domestically produced items 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. In order to use Federal funds to purchase foreign produced items, the State must submit a waiver request that provides an adequate basis and justification to and approved by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE

(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

POLICY ON SEAT BELT USE

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.

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably 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))
3. 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))
4. At least 40 percent 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 political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. 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))
6. 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))

7. 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 as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - o Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - o Increase use of seatbelts by occupants of motor vehicles;
- Submission of information regarding mobilization participation in accordance with 23 CFR part 1300.11(d)(6)(ii);
- 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, except for the Secretary of Interior on behalf of Indian tribes;
- 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))

8. 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))

9. 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))

The State: *CHECK ONLY ONE*

Certifies that automated traffic enforcement systems are not used on any public road in the State;

OR

Is unable to certify that automated traffic enforcement systems are not used on any public road in the State, and therefore will conduct a survey meeting the requirements of 23 CFR 1300.13(d)(3) AND will submit the survey results to the NHTSA Regional office no later than March 1 of the fiscal year of the grant.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.

Signature Governor's Representative for Highway Safety

Date

Dave Ross

Printed name of Governor's Representative for Highway Safety

APPENDIX 7B: APPLICATION REQUIREMENTS

APPENDIX B TO PART 1300 –APPLICATION REQUIREMENTS FOR SECTION 405 AND SECTION 1906 GRANTS

[Each fiscal Year, to apply for a grant under 23 U.S.C. 405 or Section 1906, Pub. L. 109-59, as amended by Section 4011 Pub. L. 114-94, the State must complete and submit all required information in this appendix, and the Governor's Representative for Highway Safety must sign the Certifications and Assurances.]

State: Wisconsin, Fiscal Year: 2018

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

- I have reviewed the above information in support of the State's application for 23 U.S.C. 405 and Section 1906 grants, and based on my review the information is accurate and complete to the best of my personal knowledge.
- As condition of each grant awarded, the State will use these grant funds in accordance with the specific statutory and regulatory requirements of that grant, and will comply with all applicable laws, regulations, and financial and programmatic requirements for Federal grants.
- I understand and accept that incorrect, incomplete, or untimely information submitted in support of the State's application may result in the denial of a grant award.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.



Signature Governor's Representative for Highway Safety



Date

Dave Ross

Printed name of Governor's Representative for Highway Safety

APPENDIX 8A: OCCUPANT PROTECTION



FY18 405(b) State: Wisconsin

PART 1: OCCUPANT PROTECTION GRANT (23 CFR § 1300.21)

X Check the box only if applying for an Occupant Protection grant

All States: [Fill in all blanks below.]

The lead State agency responsible for occupant protection programs will maintain its aggregate expenditures for occupant protection programs at or above the average level of such expenditures in fiscal years 2014 and 2015. (23 U.S.C. 405(a)(9))

The State occupant protection program area plan for the upcoming fiscal year is provided on HSP page #: 13-17

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 on HSP page #: 15

A table that documents the State's active network of child restraint inspection stations is provided on HSP page #: Supplemental Appendix OP-1

Such table includes (1) the total number of inspection stations/events in the State; and (2) the total number of inspection stations and/or inspection events that service rural and urban areas and at-risk populations (e.g., low income, minority). Each inspection station/event is staffed with at least one current nationally Certified Child Passenger Safety Technician.

A table that identifies the number of classes to be held, location of classes, and estimated number of students needed to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians is provided on HSP page #: Supplemental Appendix OP-2

Lower Seat Belt Use States Only:

[Check at least 3 boxes below and fill in all blanks related to those checked boxes]

Primary Enforcement Seat Belt Use Statute X

The State primary seat belt use law, requiring all occupants riding in a passenger motor vehicle to be restrained in a seat belt or a child restraint is in effect, and will be enforced during the fiscal year of the grant.

Date of enactment: 6/30/2009

Last amended on: 12/21/2001

Insert legal citation(s): 347.48 (2) and (4), Stats.; ss. 2991, 2992, 9450 of 2009 WI Act 28

Occupant Protection Statute

The State 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, is in effect, and will be enforced during the fiscal year of the grant.

Date of enactment:

Last amended on:

Insert legal citation(s):

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:

Seat Belt Enforcement X

The State seat belt enforcement plan is provided on HSP page #: 14

High Risk Population Countermeasure Programs X

The State's data-driven programs to improve seat belt and child restraint use for at least 2 of the following at-risk populations (drivers on rural roadways, unrestrained nighttime drivers, teenage drivers, or other at-risk populations as identified in the occupant protection program area) is provided on HSP page #: 14

Comprehensive Occupant Protection Program

Date of NHTSA-facilitated program assessment conducted within 5 years prior to the application date:

Multi-year strategic plan is provided on HSP page or attachment #:

Name and title of State designated occupant protection coordinator:

List that contains the names, titles and organizations of the statewide occupant protection task force membership is provided on HSP page #:

Occupant Protection Program Assessment

The State's NHTSA-facilitated occupant protection program assessment of all elements of its occupant protection program was conducted within 3 years prior to the application date (enter date):

APPENDIX 8B:**INFORMATION SYSTEM IMPROVEMENTS****FY18 405(c) State: Wisconsin****PART 2: STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANT
(23 CFR § 1300.22)**

X Check the box only if applying for a State Traffic Safety System Improvement grant

All States: [Fill in all blanks below]

The lead State agency responsible for traffic safety information system improvements programs will maintain its aggregate expenditures for traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015. (23 U.S.C. 405(a)(9))

Enter the TRCC meeting dates (at least 3) during the 12 months preceding the application due date: 12/07/2016, 03/2/2017, 04/05/2017

If applicable, additional TRCC meeting dates can be found on HSP page #:

The name and title of the State Traffic Records Coordinator is: Larry Corsi, Grants Supervisor, and Evan Moorman, Program Evaluation Analyst, co-chairs

A list of the TRCC members by name, title, home organization and the core safety database represented is provided on HSP page #: Supplemental Appendix TR-1

The State Traffic Records Strategic Plan is provided as follows:

Description of specific, quantifiable and measurable improvements is provided on HSP page or attachment #: Supplemental Appendix TR-2

List of all recommendations from most recent assessment is provided on HSP page or attachment #: Supplemental Appendix TR-2

Recommendations to be addressed, including projects and performance measures is provided on HSP page or attachment #: Supplemental Appendix TR-2

Recommendations not to be addressed, including reasons for not implementing is provided on HSP page or attachment #: Supplemental Appendix TR-2

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 is provided on HSP page or attachment #: Supplemental Appendix TR-3

The State's most recent assessment of its highway safety data and traffic records system was completed on: 06/08/2015

APPENDIX 8C: IMPAIRED DRIVING COUNTERMEASURES



FY18 405(d) Impaired Driving Countermeasures

State: Wisconsin

PART 3: IMPAIRED DRIVING COUNTERMEASURES GRANT (23 CFR § 1300.23)

X Check this box only if applying for an Impaired Driving Countermeasures grant

All States: [Check both boxes below]

X The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

X The State shall use the funds awarded under 23 U.S.C. 405(d) only for the implementation and enforcement of programs authorized as provided in 23 U.S.C. § 1300.23 (j)

Mid-Range States Only:

[Check one box below and fill in all blanks related to that checked box.]

X The State submits its new or revised statewide impaired driving plan approved by a statewide impaired driving task force on: 05/23/2016

Specifically:

The HSP page or attachment # that describes the authority and basis for operation of the Statewide impaired driving task force: Supplemental Appendix AL-1

The HSP page or attachment # that contains the list of names, titles and organizations of all task force members: Supplemental Appendix AL-2

The HSP page or attachment # that contains the strategic plan based on Highway Safety Guideline No. 8 – Impaired Driving: Supplemental Appendix AL-1

The State has previously submitted a statewide impaired driving plan approved by a statewide impaired driving task force and continues to use this plan:

Date of previously submitted plan:

High-Range States Only: [Check one box below and fill in all blanks related to that checked box.]

New Statewide Impaired Driving Plan:

- The State submits its statewide impaired driving plan approved by a statewide impaired driving task force on:
- The statewide impaired driving plan includes a review of a NHTSA-facilitated assessment of the State’s impaired driving program conducted on:
- Specifically -
 - The HSP page or attachment # that describes the authority and basis for operation of the Statewide impaired driving task force:
 - The HSP page or attachment # that contains the list of names, titles and organizations of all task force members:
 - The HSP page or attachment # that contains the strategic plan based on Highway Safety Guideline No. 8 – Impaired Driving:
 - The HSP page or attachment # that addresses any related recommendations from the assessment of the State’s impaired driving program:
 - The HSP page or attachment # that contains the detailed project list for spending grant funds:
 - The HSP page or attachment # that describes how the spending supports the State’s impaired driving program and achievement of its performance targets:

Updated Statewide Impaired Driving Plan:

- The State submits an updated statewide impaired driving plan approved by a statewide impaired driving task force on:
- The State updates its assessment review and spending plan provided as HSP page or attachment #:

**APPENDIX 8D:
ALCOHOL-IGNITION INTERLOCK**



FY18 405(d)

State Wisconsin

PART 4: ALCOHOL-IGNITION INTERLOCK LAW GRANT (23 CFR § 1300.23(G))

X Check the box only if applying for an Ignition Interlock grant

[Fill in all blanks.]

The State provides citations to a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to drive only motor vehicles with alcohol-ignition interlocks for a period of 6 months is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s): [N/A]; see s. 343.301 (1g) (a) 2., Wis. Stats.

Date enacted:

Date last amended:

APPENDIX 8E: SOBRIETY PROGRAM



FY18 405(d) 24-7

State: Wisconsin

PART 5: 24-7 SOBRIETY PROGRAM GRANT (23 CFR § 1300.23(H))

X Check the box only if applying for a 24-7 Sobriety Program grant

[Fill in all blanks.]

The State provides citations to a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to receive a restriction on driving privileges is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s): s. 343.30 (1q) (b), Wis. Stats.

Date enacted:

Date last amended:

[Check at least one of the two boxes below and fill in all blanks under that checked box.]

Law citation: X

The State provides citations to a law that authorizes a statewide 24-7 sobriety program that was is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s): [N/A] s. 343.301 (1g) (am) 2., Wis. Stats.

Date enacted: 10/02/2016

Date last amended:

Program Information:

The State provides program information that authorizes a statewide 24-7 sobriety program. The program information is provided as HSP page or attachment #:

Date enacted:

Date last amended:

APPENDIX 8F: DISTRACTED DRIVING



FY18 405(e)

State: Wisconsin

PART 6: DISTRACTED DRIVING GRANT (23 CFR § 1300.24)

X Check this box only if applying for a Distracted Driving grant.

[Fill in all blanks related to the checked box.]

Comprehensive Distracted Driving Grant: X

The State provides sample distracted driving questions from the State's driver's license examination on HSP page #: Supplemental Appendix DD-1

Prohibition on Texting While Driving

The State's texting ban statute, prohibiting texting while driving, with a minimum fine at least \$25 is in effect, and will be enforced during the fiscal year of the grant.

Date enacted:

Date last amended:

Legal citation(s):

Prohibition on texting while driving: N/A; see. 346.89 (3) (a), Wis. Stats.

Definition of covered wireless communication devices: s. 346.89 (3) (a), Wis. Stats.

Minimum fine of at least \$25 for an offense: N/A; see s. 346.95 (2), Wis. Stats.

Exemptions from texting ban: ss. 343.305 (1) (b) and 346.89 (3) (b), Wis. Stats.

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, with a minimum fine of at least \$25, is in effect, and will be enforced during the fiscal year of the grant.

Date enacted:

Date last amended:

Legal citation(s):

Prohibition on youth cell phone use while driving: s. 346.89 (4) (a), Wis. Stats.

Definition of covered wireless communication devices: s. 346.89 (4) (a), Wis. Stats.

Minimum fine of at least \$25 for an offense: N/A; see s. 346.95 (2), Wis. Stats.

Exemptions from youth cell phone use ban: s. 343.305 (1) (b), Wis. Stats.

Note: The FAST Act allows a State to use up to 75 percent of Section 405(e) funds for any eligible project or activity under Section 402 if the State has conformed its distracted driving data to the most recent Model Minimum Uniform Crash Criteria (MMUCC) and will provide supporting data (i.e., NHTSA-developed MMUCC Mapping spreadsheet) within 30 days after notification of award.

Special Distracted Driving Grant for Fiscal Year 2018 X

The State's basic text messaging statute applying to drivers of all ages is in effect, and will be enforced during the fiscal year of the grant.

Date enacted:

Date last amended:

Legal citation(s): N/A; see 346.89 (3) (a), Wis. Stats.

Basic text messaging statute:

Primary enforcement: s. 346.89 (3), Wis. Stats. [no exception that requires secondary enforcement in par. b]

Fine for a violation of the basic text messaging statute: s. 346.95 (2), Wis. Stats.

The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving, is in effect, and will be enforced during the fiscal year of the grant.

Date enacted: 11/1/2012

Date last amended: 7/1/2016

Legal citation(s):

Prohibition on youth cell phone use while driving: s. 346.89 (4) (a), Wis. Stats.

Definition of covered wireless communication devices: s. 346.89 (4) (a), Wis. Stats.

The State is NOT eligible for Special Distracted Driving Grant if the State qualifies for a Comprehensive Distracted Driving Grant.

APPENDIX 8G: MOTORCYCLIST SAFETY



FY18 405(f)

State: Wisconsin

PART 7: MOTORCYCLIST SAFETY GRANT (23 CFR § 1300.25)

X Check this box only if applying for a Motorcyclist Safety grant

[Check at least 2 boxes below and fill in all blanks related to those checked boxes]

Motorcycle Riding Training Course X

The name and organization of the head of the designated State authority over motorcyclist safety issues is: David Pabst, Bureau of Transportation Safety

The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted one of the following introductory rider curricula (select one):

X Motorcycle Safety Foundation Basic Rider Course

TEAM OREGON Basic Rider Training

Idaho STAR Basic I

California Motorcyclist Safety Program Motorcyclist Training Course

Other curriculum that meets NHTSA's Model National Standards for Entry-Level Motorcycle Rider Training and that has been approved by NHTSA

A list of counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant AND number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records is provided on HSP page #: Supplemental Appendix MC-1

Motorcyclist Awareness Program

The name and organization of the head of the designated State authority over motorcyclist safety issues is: David Pabst, Bureau of Transportation Safety

The State's motorcyclist awareness program was developed by or in coordination with the designated State authority having jurisdiction over motorcyclist safety issues.

The performance measures and corresponding performance targets developed for motorcycle awareness that identifies, using State crash data, the counties or political subdivisions within the State with the highest number of motorcycle crashes involving a motorcycle and another motor vehicle is provided on HSP page #: HSP pages 45-48 and Supplemental Appendix MC-2

The countermeasure strategies and projects demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions corresponding with the majority of crashes involving at least one motorcycle and at least one motor vehicle causing a serious or fatal injury to at least one motorcyclist or motor vehicle occupant is provided on HSP page #: HSP pages 44-46

Reduction of Fatalities and Crashes Involving Motorcycles

Data required showing the total number of motor vehicle crashes involving motorcycles is provided on HSP page #:

Description of the State's methods for collecting and analyzing data is provided on HSP page #:

Impaired Driving Program

Performance measures and corresponding performance targets developed to reduce impaired motorcycle operation is provide on HSP page #:

Countermeasure strategies and projects demonstrating that the State will implement data-driven programs designed to reach motorcyclists and motorists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest (i.e., the majority of counties or political subdivisions in the State with the highest numbers of motorcycle crashes involving an impaired operator) based upon State data is provided on HSP page #:

Reduction of Fatalities and Accidents Involving Impaired Motorcycles

Data required showing the total number of reported crashes involving alcohol-impaired and drug-impaired motorcycle operators is provided on HSP page #:

Description of the State's methods for collecting and analyzing data is provided on HSP page #:

Use of Fees Collected from Motorcyclists for Motorcycle Programs

[Select one circle only below and fill in all blanks related to that selection only.]

Applying as a Law State:

Choice 1

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

Legal citation(s):

AND

The State's law appropriating funds for FY (enter FY below) 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.

FY

Legal citation(s):

Applying as a Data State:

Choice 2

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, in fact, used for motorcycle training and safety programs is provided on HSP page #:

APPENDIX 8H: GRADUATED DRIVER LICENSING



FY18 405(g)

State: Wisconsin

PART 8: STATE GRADUATED DRIVER LICENSING INCENTIVE GRANT (23 CFR § 1300.26)

X Check the box only if applying for a Graduated Driver Licensing Incentive grant

[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 will be enforced during the fiscal year of the grant

Date last amended: 04/05/2006

Learner's Permit Stage (Enter Legal Citations):

Applies prior to receipt of any other permit, license, or endorsement if applicant is younger than 18 years of age: s. 343.085 (1) (b), Wis. Stats.

Applicant must pass vision test and knowledge assessments: s. 343.16 (2) (b), Wis. Stats.

In effect for at least 6 months: s. 343.085 (1) (b), Wis. Stats.

In effect until driver is at least 16 years of age: s. 343.07 (1g) and s. 343.085 (1) (b), Wis. Stats.

Must be accompanied and supervised at all times: N/A, see s. 343.07 (1g) (a) 2., Wis. Stats.

Requires completion of State-certified driver education course or at least 50 hours of behind-the-wheel training with at least 10 of those hours at night: s. 343.06 (1) (c), Wis. Stats.

Prohibition on use of personal wireless communications device: s. 346.89 (4) (a), Wis. Stats.

Extension of learner's permit stage if convicted: s. 343.085 (2m) (b) and s. 343.14 (5), Wis. Stats.

Exemptions from graduated driver licensing law: s. 343.08, Wis. Stats.

Intermediate Permit Stage (Enter Legal Citations):

Commences after applicant younger than 18 years of age successfully completes the learner's permit stage, but prior to receipt of any other permit, license, or endorsement: s. 343.085 (1), Wis. Stats.

Applicant must pass behind-the-wheel driving skills assessment: s. 343.16 (1) (a), Wis. Stats.

In effect for at least 6 months: s. 343.085 (1) (a) and s. 343.20 (1) (a), Wis. Stats.; and s. Trans 102.16 (4), Wis. Adm. Code

In effect until driver is at least 17 years of age: N/A; see s. 343.085 (1) (b) and (2m) (a), Wis. Stats.

Must be accompanied and supervised between hours of 10:00 p.m. and 5:00 a.m. during first 6 months of stage, except when operating a motor vehicle for the purposes of work, school, religious activities, or emergencies: N/A; see s. 343.085 (2m) (a) 2., Wis. Stats.

No more than 1 nonfamilial passenger younger than 21 allowed: N/A; see s. 343.085 (1) (b) and (2m) (a), Wis. Stats.

Prohibition on use of personal wireless communications device: s. 346.89 (4) (a), Wis. Stats.

Extension of intermediate stage if convicted: s. 343.085 (2m) (b) and s. 343.14 (5), Wis. Stats.

Exemptions from graduated driver licensing law: s. 343.08, Wis. Stats.

STATE OF WISCONSIN
FFY 2018

Highway Safety Plan

