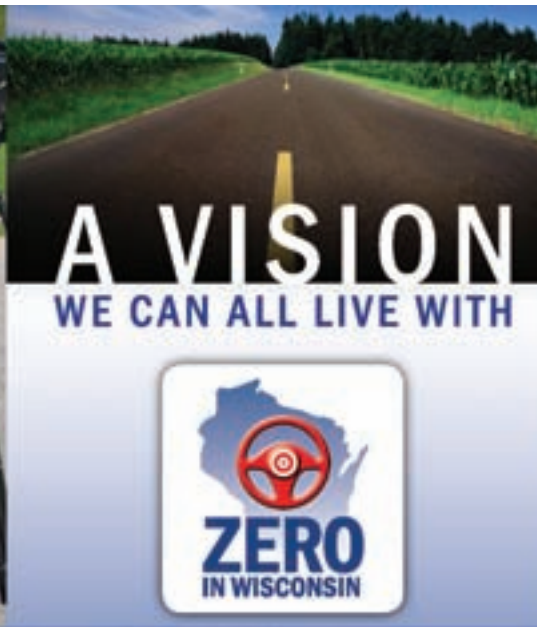


STATE OF WISCONSIN FEDERAL FISCAL YEAR 2010 HIGHWAY SAFETY PERFORMANCE PLAN



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State of Wisconsin FFY 2010 Highway Safety Plan

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State of Wisconsin Federal Fiscal Year 2010 Highway Safety Performance Plan

VISION

Zero fatalities. 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.

MISSION

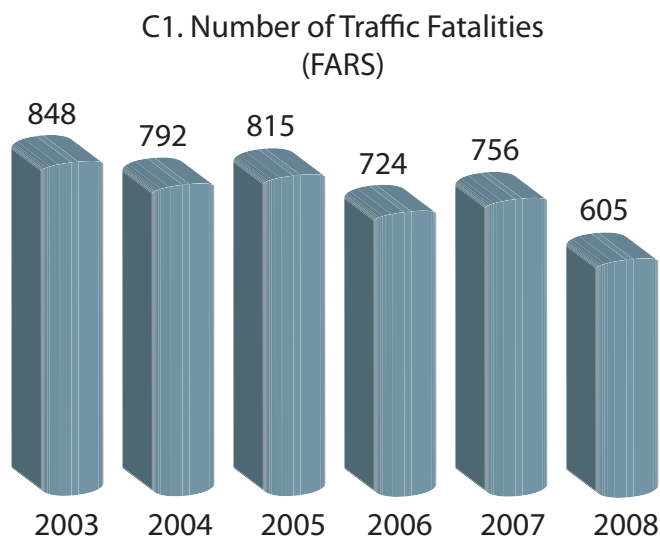
Statewide Highway Safety Coordination: The Bureau of Transportation Safety (BOTS) coordinates a statewide behavioral highway safety program, using federal funds given back to the state through the National Highway Traffic Safety Administration (NHTSA), state taxes, and other resources. Funds are primarily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

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

GOALS AND MEASURES

The Governors Highway Safety Association (GHSA) and the National Highway Transportation Safety Association (NHTSA) agreed to a minimum set of performance measures to be used in the development of Highway Safety Performance Plans (HSPP). The agreed upon performance measures rely heavily on fatal 'K' crashes. While tracking fatalities is valuable, other severity (A, B, C, etc) crashes can provide useful insight into the state's problem. We have included the recommended measures in this document in addition to measures we have been developing over the last few years, which are found in the individual program areas. Wisconsin fortunately has very timely and very detailed data available.

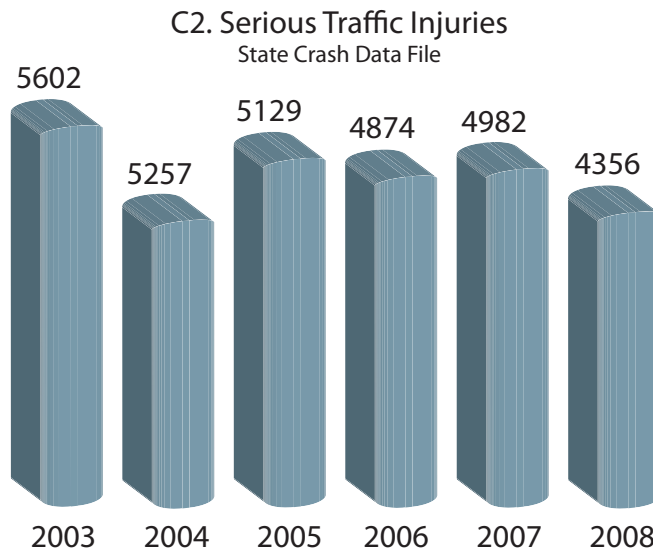
As the graph below indicates, the number of deaths trends slightly downward since 2003 in Wisconsin. 2008 was a significant improvement over the prior year and much lower than the baseline of the prior (2003-2007) 5-year moving average of 787.



Traffic Fatalities (FARS)

C1. To decrease traffic fatalities 5 percent from the 2003-2007 calendar year rolling average of 787 to 748 by December 31, 2009.

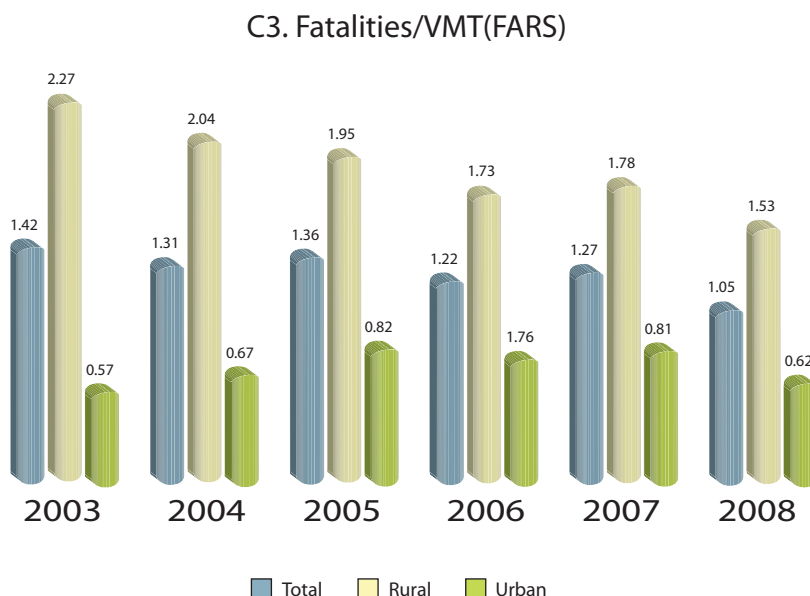
Serious injury crashes have steadily decreased since 2003 as well. Once again, as we saw with fatalities, we saw a large reduction in serious 'A' injury crashes (12.56%) from 2007 to 2008. 2008 is much lower than the prior 5-year average from 2003 to 2007.



Serious Traffic Injuries (State Crash Data Files)

C2. To decrease serious traffic injuries 5 percent from the 2003-2007 calendar year rolling average of 5,169 to 4,910 by December 31, 2009.

Note in the Fatalities/VMT graph that the rates are calculated using corresponding VMT rates – rural fatalities are over rural VMT, urban fatalities over urban VMT. Wisconsin continues to strive to reach the national goal of one fatality per 100 million Vehicle Miles Traveled (VMT). Originally, the national goal was to achieve one fatality per 100M VMT by 2008; the new target date is 2011. Wisconsin nearly met the national goal in 2008 with a rate of 1.05.



Fatalities/VMT (FARS)

C3a. To decrease total fatalities/VMT, by 5 percent from the 2003-2007 calendar year rolling average of 1.316 to 1.25 by December 31, 2009.

C3b. To decrease rural fatalities/VMT, by 5 percent from the 2003-2007 calendar year rolling average of 1.954 to 1.86 by December 31, 2009.

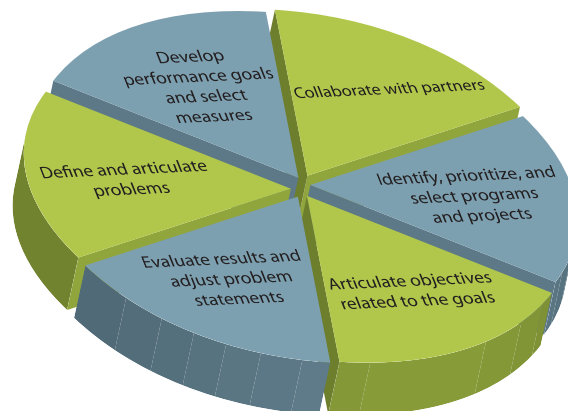
C3c. To decrease urban fatalities/VMT, by 5 percent from the 2003-2007 calendar year rolling average of 0.726 to 0.69 by December 31, 2009.

The following chart provides the remaining performance measures and goal statements developed by the GHSA and NHTSA

Measure	2003	2004	2005	2006	2007	2008	2003-2007 Avg	2009 Goal
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	355	350	358	296	298	222	331.4	314.83
C4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from the 2003-2007 calendar year rolling average of 331 to 315 by December 31, 2009.								
C5. Alcohol Impaired Driving Fatalities (FARS)	304	297	322	307	314	208	308.8	293.36
C5. To decrease alcohol impaired driving fatalities 5 percent from the 2003-2007 calendar year rolling average of 309 to 293 by December 31, 2009.								
C6. Speeding Related Fatalities (FARS)	265	295	294	283	279	198	283.2	269.04
C6. To decrease speeding-related fatalities 5 percent from the 2003-2007 calendar year rolling average of 283 to 269 by December 31, 2009.								
C7. Motorcyclist Fatalities	103	80	93	93	109	89	95.6	90.82
C7. To decrease motorcyclist fatalities 5 percent from the 2003-2007 calendar year rolling average of 96 to 91 by December 31, 2009.								
C8. Un-helmeted Motorcyclist Fatalities (FARS)	77	61	72	69	79	68	71.6	68.02
C8. To decrease un-helmeted motorcyclist fatalities 5 percent from the 2003-2007 calendar year rolling average of 72 to 68 by December 31, 2009.								
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	169	145	147	141	144	114	149.2	141.74
C9. To decrease drivers age 20 or younger involved in fatal crashes 5 percent from the 2003-2007 calendar year rolling average of 149 to 142 by December 31, 2009.								
C10. Pedestrian Fatalities (FARS)	54	54	44	55	58	53	53	50
C10. To reduce pedestrian fatalities 5 percent from the 2003-2007 calendar year rolling average of 53 to 50 by December 31, 2009.								
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	69.8%	72.4%	73.3%	75.4%	75.3%	74.2%	73.24%	76.9%

HIGHWAY SAFETY PLANNING PROCESS

Highway Safety Planning Process Flow Chart



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 flowchart above illustrates the components of the planning process.

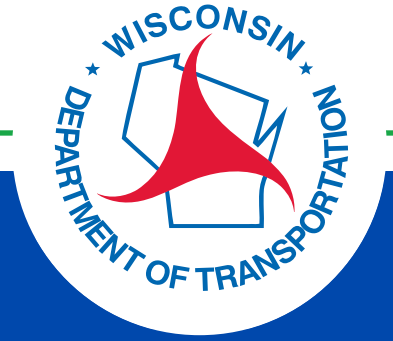
November to January	Prepare the prior year's Annual Report. This document is the companion report to the same year's Highway Safety Performance Plan. The report provides NHTSA and the public with a summary of how funds were actually spent in that fiscal year.
January and Continuing	Distribute Annual Report and obtain input for future programming. Each program expert obtains formal and informal recommendations, resources, and information from traditional and non-traditional partners and stakeholders, including public health, emergency medical services, enforcement and adjudication, not-for-profit organizations, businesses and community coalitions. This activity continues throughout the year (see Appendix 2: Partners, Committees, and Organizations). During the first quarter of each year, BOTS program analysts and managers review the prior year's data and study the effectiveness of prior year projects. They also perform literature reviews and review best practices from other states.
January to May	Preliminary crash data for the prior calendar year are available by April. In most cases, the most recent 10 years of crash data are used to determine the magnitude of the problem posed by each crash type and to develop trend lines. Goals are set using a five-year rolling average. In addition, conviction, medical, demographic, survey, program effectiveness, and other relevant data are analyzed and used as appropriate to generate rates, identify disproportionate representation of subgroups, trends, etc., for each program area.
April to August	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. 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. The group examines data indicating the magnitude and severity of the problem in each program area, identifies areas of overlapping results for proposed activities, and introduces partner organizations' priorities and opportunities for coordination. The group then determines which projects should be funded and the appropriate level of activity that will support the statewide goal and performance measures.

<p>April to August (cont.)</p>	<p>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 (see Appendix 3: Targeting used for Speed and Alcohol Enforcement Grants).</p>
<p>Continuing</p>	<p>Final crash numbers are provided to analysts in early July; however, VMT is not finalized until mid-August. Goals that had previously been set using estimated rates are adjusted/confirmed using final rates. The annual Highway Safety Performance Plan (HSPP) is coordinated with state and national strategic plans and related operational plans and guidelines, and especially with the WisDOT 2006-2008 Strategic Highway Safety Plan. The Wisconsin DOT and numerous partners are currently in the process of updating this Plan.</p> <p>The ten items of highest priority in the Department's 2006-08 Strategic Highway Safety Plan are listed in priority order below (HSPP-related goals bolded):</p> <ol style="list-style-type: none"> 1. Increase seat belt use/air bag effectiveness 2. Improve design/operation of intersections 3. Improve data/decision support systems 4. Reduce speed-related crashes 5. Reduce impaired driving 6. Minimize consequences of leaving roadway 7. Design safer work zones 8. Reduce head-on and cross-median crashes 9. Keep vehicles on the roadway 10. Increase driver awareness. <p>Feedback from NHTSA management reviews, such as the Impaired Driving Special Management Review 2007, the Occupant Protection Special Management Review 2006, and the Management Review 2005, is reviewed and incorporated into the planning process as well. Other strategic plans are incorporated such as the 2006-2009 Wisconsin Traffic Records Strategic Plan and the Wisconsin Public Health Plan for the Year 2010. 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.</p> <p>Internal approval of the plan is received and the HSPP is submitted to NHTSA.</p>

2010 Highway Safety Plan

By Program Area

Justifications, Goals and Measures, Activities, and Budgets



PLANNING AND ADMINISTRATION PROGRAM PLAN



Program Justification, Performance Goals and Measures

Justification

The success of any strategic effort requires planning, administration, and commitment from many levels. The analysis, planning, coordination, and direction of the overall behavioral change effort are performed with in-house staff of the Bureau of Transportation Safety. NHTSA rules limit the amount of 402 funds available to support the planning and administration of the program, to 10% of total 402 funds expended. States must match federal funds to support Planning and Administration Program.

Performance Goals and Measures

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

Produce timely, accurate and complete plans and reports by December 2009.

Administer planned activities by end of FFY2009.

Incorporate budget liquidation plan into HSPF planning process and spend down set-aside funds in a timely manner.

Document financial management, program management.

Program Management/Analysis

Wage and fringe for Program Supervisor, Program Assistant and student LTE support the Governor's Representative for Highway Safety and the State Highway Safety Coordinator in the planning and administration of Wisconsin's Highway Safety Program. DP costs, M&S training and travel, printing and postage.

(402) 2010-10-01 \$195,000

Administer the highway safety program described in the Highway Safety Performance Plan and Strategic Highway Safety Plan, coordinate safety planning, activities and resources with partners, develop and manage budget and financial monitoring system, develop and administer policies and procedures, and produce all required documents.

Wage and Fringe for Director, Section Chief, 0.50 LTE, and for 2.0 FTE Analysts,

(State) \$530,000

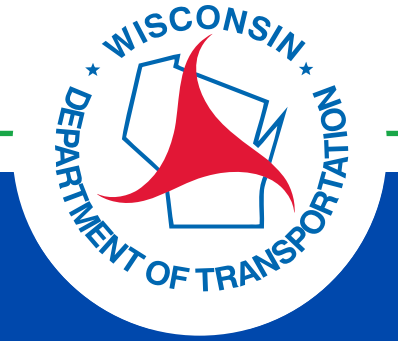
Develop or purchase NHTSA-approved automated and/or on-line activity reporting and evaluation program and project management software.

(402) 2010-10-03 \$300,000

Planning and Administration - Budget Summary

2010-10-01-PA	Planning & Administration	\$195,000	402
2010-19-01	Appropriation 562 Planning, Administration	\$530,000	402
2010-10-03-PA	Program Training and Support	\$300,000	402
Program Total		\$1,025,000	

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



OCCUPANT PROTECTION PROGRAM PLAN

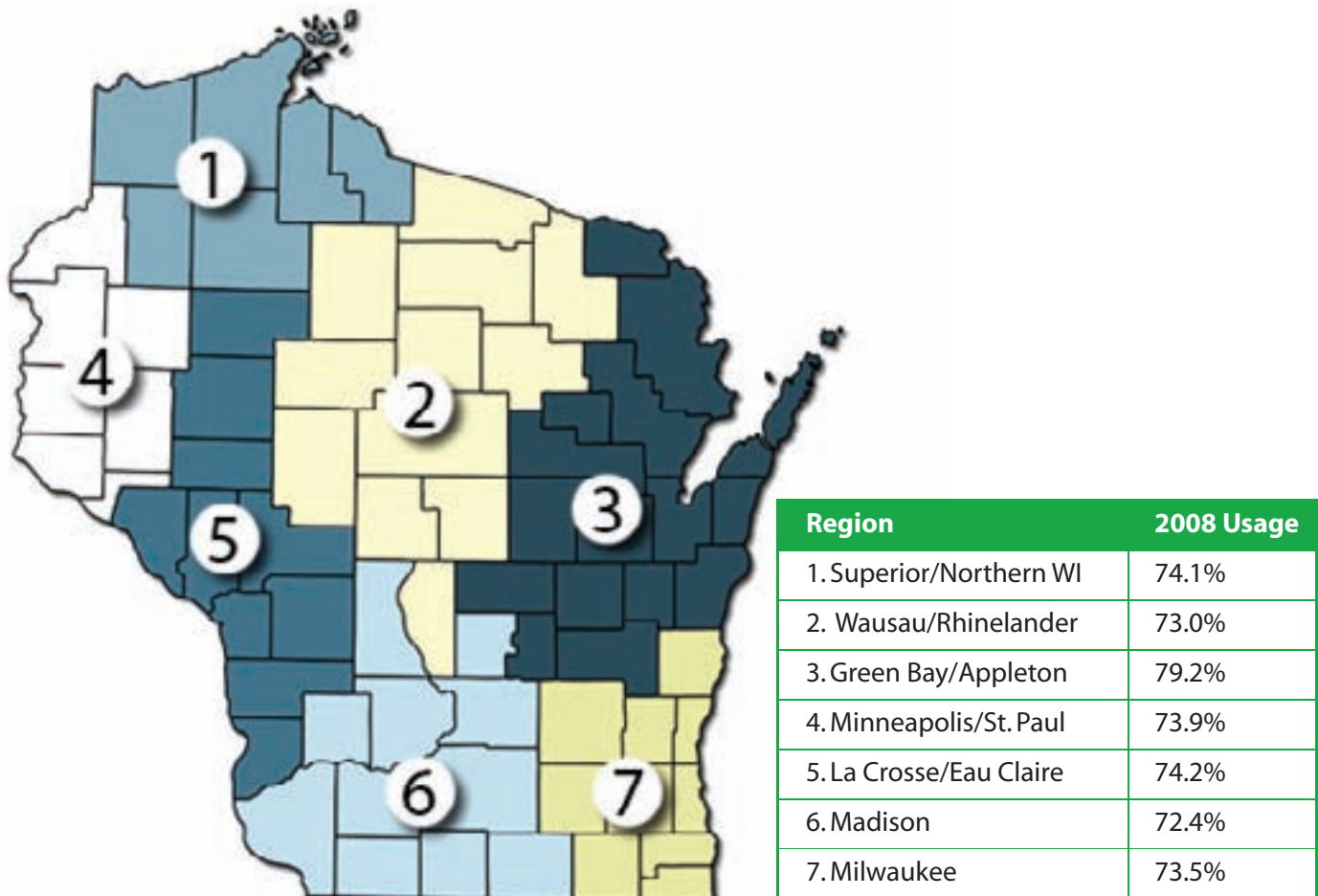


Program Justification, Performance Goals and Measures

Justification

In 2000 (base year), Wisconsin's observed average statewide safety belt use was 65.4%, 1,148 persons were ejected or partially ejected in crashes and 40.5% of crash victims who were not belted were either killed or incapacitated ('A' Injury). In 2008, observed average statewide safety belt use was 74.2%. There were 67,695 convictions for failure to fasten safety belts and 3,489 convictions for child restraint violations entered in Wisconsin driver records in 2007.

If you were in a fatal or injury crash for the period 1994-2008 and were not using safety equipment, you were 46.0 (7.43% vs. 0.16%) times more likely to be either partially or totally ejected from the vehicle. In addition, you were 12.3 (13.75% vs. 1.12%) times more likely to be killed than someone who was wearing a shoulder and lap belt at the time of the crash. A 13.75% fatality rate equates to approximately a one in seven chance of being killed, given the constraints.



The graph below illustrates not only which age groups are involved in the majority of fatal and incapacitating crashes, but also their safety belt usage (when known) in 2008. As has been true for many years, safety belt usage lags with the most inexperienced drivers. Between the ages of 15 and 34, safety belt usage in the most severe crashes hovers around 54%. The information below is from all occupants of passenger vehicles and utility trucks during 2008.

Performance Goals and Measures

Average Belt Use and Child Safety Seat Use

2000 Baseline	65.4%
2008 Current	74.2%
2010	81.8%
2012	90.2%

Unbelted Fatalities and 'A' injuries

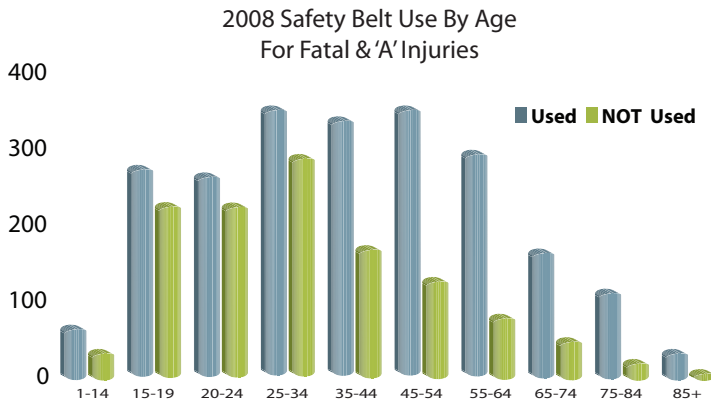
2000 Baseline	2.76/100M VMT
2008 Current	1.99/100M VMT
2010	1.80/100M VMT
2012	1.62/100M VMT

Ejection Rate/Fatal and Injury Crashes

2000 Baseline	1.83%
2008 Current	1.72%
2010	1.56%
2012	1.40%

Child Safety Seat Installation

We expect to certify 120 students in the proper installation of child safety seats and increase the number of fitting stations by three in 2010.



Belt Use by Region – Summer 2008

Belt use varies by almost 7% across the state. The Green Bay/Appleton area is highest at 79.2% and the Madison area is lowest at 72.4%. Regions are defined by Wisconsin ADI media markets.



Program Management

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

Continue to provide leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in occupant protection education and training.

Integrate occupant protection programs into community / corridor traffic safety and other injury prevention programs. Encourage communities and grantees to view occupant protection as a sustained effort rather than an occasional enforcement mobilization.

Act as a liaison between local communities, law enforcement agencies, planners, advocacy programs, and various divisions of the DOT.

Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

(402) 2010-20-01	\$80,000
(State) 2010-29-01	\$15,000

Regulation and Policy

Work with employers around the state to encourage safety belt use for their employees by making it a policy.

Encourage law enforcement agencies that receive Federal Highway Safety program funds to develop and enforce an employee safety belt use policy.

Encourage health providers to make questions about safety belt use a regular part of their health risk screening.

Program Information and Education

Review, update, and develop materials on child passenger safety, safety belt and other OP related items for the public and more targeted for diverse populations.

Create state-specific occupant protection message using CIOT and messages targeted at the teen driver.

Duplicate print and video materials for distribution to the public.

Review and update web-based information and materials for accuracy and to reduce printing and duplication costs.

Develop training materials for law enforcement on child passenger safety

(402) 2010-20-02	\$200,000
(405) 2010-25-02	\$75,000

Youth safety belt initiatives.

(405) 2010-25-02	\$250,000
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Child Passenger Safety (CPS)

Statewide Child Passenger Safety Advisory Committee.	(2011) 2010-24-03	\$5,000
Support and Administer CPS Training. Provide additional CPS training supplies	(2011) 2010-24-03	\$150,000
Grants for child safety restraints and fitting stations.	(2011) 2010-24-06	\$125,000

Outreach Program

Seatbelt and Rollover Convincer support for maintenance and upkeep, travel and 0.5 LTE.	(402) 2010-20-02	\$40,000
CPS training for law enforcement agencies, judges, and community advocates.	(405) 2010-25-03	\$50,000

Law Enforcement

Plan for statewide participation, voluntary, and overtime-funded, enforcement for both the national high-visibility "Click It or Ticket" Mobilization, and the Alcohol Crackdown, as well as expanded unfunded mobilizations, and mandatory funded nighttime enforcement.

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

	(402PM) 2010-20-07	\$750,000
Overtime Enforcement, "Click It or Ticket" CIOT.	(402) 2010-20-05	\$320,000
Enforcement and Equipment.	(405) 2010-25-05	\$550,000
Non-overtime Equipment Grants.	(405) 2010-25-06	\$200,000
Pilot test CPS law enforcement initiative.	(405) 2010-25-05	\$25,000

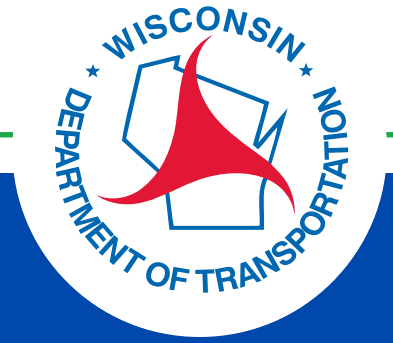
Data and Program Evaluation

Contract for CIOT Mobilization Pre/Post Observational Surveys.	(402) 2010-20-09	\$135,000
Contract for CIOT Knowledge, Attitude, and Behavior (KAB) Surveys to include telephone and DMV surveys and to evaluate the effectiveness of paid media.	(402) 2010-20-09	\$40,000

Occupant Protection - Budget Summary

2010-20-01-OP	Program Management - Federal	\$80,000	402
2010-29-01	Program Management – State	\$15,000	State 562
2010-20-02-OP	PI&E	\$240,000	402
2010-20-05-OP	Enforcement	\$320,000	402
2010-20-09-OP	Evaluation	\$175,000	402
2010-20-07-PM	Paid Media	\$750,000	402PM
2010-24-03-K3	Training and Support – Technical	\$155,000	2011
2010-24-06-K3	Equipment – CSR	\$125,000	2011
2010-25-02-K2	PI&E	\$325,000	405
2010-25-03-K2	Training & Support-Technical	\$50,000	405
2010-25-05-K2	Enforcement	\$575,000	405
2010-25-06-K2	Equipment	\$200,000	405
	Total 402	\$815,000	
	Total 402PM	\$750,000	
	Total 2011	\$280,000	
	Total 405	\$1,150,000	
	Total State	\$15,000	
	Program Total	\$3,010,000	





IMPAIRED DRIVING PROGRAM PLAN



Program Justification, Performance Goals and Measures

As in years past, impaired driving continues to be a serious problem in Wisconsin. The Wisconsin State Legislature introduced a record number of bills to try to combat the problem. Task forces and committees have formed to attempt to identify the issue and affect change. There are opponents to change, citing possible solutions as too costly.

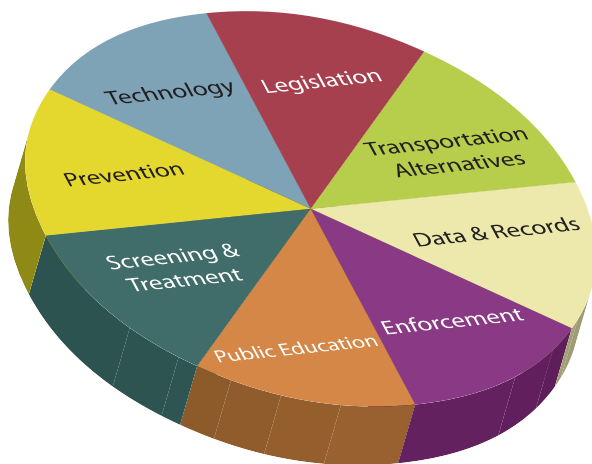
Economic loss is determined using national cost estimates obtained from the National Safety Council (NSC). Latest estimates are from 2007. If you apply our 2007 crash statistics to the most recent economic loss estimates, the cost to our state is significant.

Average Economic Cost per Death, Injury, or Crash 2007

Statewide Crashes	Number	NSC \$ Value	Total
Killed	336	\$1,130,000	\$379,680,000
A-Injured	1,101	\$61,600	\$67,821,600
B-injured	2,465	\$21,000	\$51,765,000
C-injured	1,968	\$11,900	\$23,419,200
PD events*	8,327	\$7,500	\$62,452,500

Total Economic Loss
\$585,138,300

*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



Legislation is merely one of the tools that can affect change. The pie chart below continues to represent WisDOT's belief that no one solution for this problem exists. In 2009, the effort at assessing what needs any given area has continues. The pie graph illustrates the comprehensive approach that needs to be considered in each community. The size of the pie pieces does not reflect their relative import and would vary depending on where you are in the state.

As the graph below illustrates, combined alcohol-related fatalities and incapacitating ('A') injuries have declined since 2000. Fatalities are down from 234 in 2008 vs. 301 in 2000. In 2000, the alcohol fatality rate was 0.53 per 100M VMT compared to 0.41 per 100M VMT in 2008. The significant part of this comparison is that VMT is less than 1% in 2008 different than it was 2000.



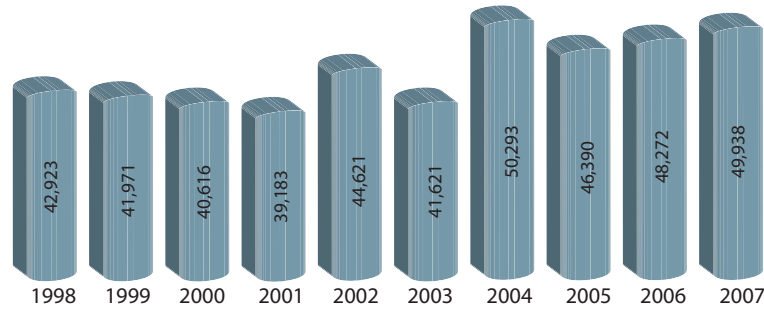
A 5-year average, as displayed in the Performance Goals and Measures table, gives an idea of just how good a year Wisconsin had in 2008. It is yet to be determined whether 2008 was an anomaly.



The graph above provides the actual number of drivers killed since 1998 in crashes with an alcohol concentration above 0.08. In 2008, 127 of the drivers killed in alcohol-related crashes and tested, exceeded 0.08 AC per se limit.

In 2007, 41.2% of all alcohol citations were for repeat offenders. In 2008, 47,187 convictions for operating a motor vehicle while intoxicated were entered into driver records, compared to 49,938 in 2007.

OWI, Drug, and Implied Consent Convictions
1998-2007



Wisconsin applied for 2009-10, Section 410 funding as a Programmatic State, with five qualifying criteria (1) high-visibility impaired driving enforcement program, (2) alcohol rehabilitation program, (3) underage drinking prevention program, (4) outreach and education, and (5) increasing fatal BAC testing.



Performance Goals and Measures

Alcohol and Drug Related Motor Vehicle Crashes

2003-07 Baseline	14.98/100M VMT
2008 Current	13.06/100M VMT
2010	12.87/100M VMT
2012	11.61/100M VMT

Resulting Deaths and Serious 'A' Injuries

2003-07 Baseline	2.60/100M VMT
2008 Current	1.92/100M VMT
2010	2.23/100M VMT
2012	2.01/100M VMT

Proportion of Alcohol and Drug Related Fatalities

2003-07 Baseline	45.68%
2008 Current	44.46%
2010	39.17%
2012	35.35%

Program Management and Strategic Planning

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

(402) 2010-30-01 \$180,000

Prevention

Promote Responsible Alcohol Service

Continue relationship building with the hospitality industry to educate others on the dangers of drinking and driving. Collaborate and share basic drinking and driving facts and how it affects their industry and other industries. Utilize technology to increase access to training opportunities.

(402) 2010-30-02 \$25,000

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

(402) 2010-30-02 \$50,000

Promote Transportation Alternatives

Provide alternative transportation programs in the communities during special events that serve alcohol, so that people may safely return home after drinking.

(410) 2010-31-04 \$40,000

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

(State 531) 2010-39-04 \$150,000

Pub Pilots - Designated driver program. Provide publicity for designated driver programs around the state. Utilize the "Zero in Wisconsin" campaign on all marketing and advertising materials.

(410) 2010-31-04 \$160,000

Community-Based Programs

Pay training costs for state and local advocates and professionals to attend impaired driving and youth high-risk driving training.

(410) 2010-31-03 \$25,000



Drugged Driving

Raise awareness on the scope and dangers of impaired driving including prescription drug and illicit drug use when driving. Partner with the medical community and others to determine how the public can be more responsible and decide to choose to drive safely while under these situations.

(410) 2010-31-02 \$25,000

Provide equipment to reduce lab time for drug testing.

(410) 2010-31-06 \$100,000

Criminal Justice System

Enforcement

Plan statewide participation, encourage voluntary participation, and provide overtime funding for the high-visibility Labor Day alcohol enforcement crackdown. Encourage law enforcement agencies to make OWI a priority by writing citations, sponsoring media events, and working overtime in geographical areas where impaired driving is highest.

Plan and provide overtime and equipment funding for sustained Alcohol Saturation Patrols consisting of at least monthly Highly Visibility Enforcement (HVE) overtime patrols, accompanied by media publicity, in targeted jurisdictions covering at least 65% of the states population using 2008 population estimates. Provide guidance to agencies on how to properly execute HVE patrols and work effectively with local media.

(402) 2010-30-05 \$730,000

(410) 2010-31-05 \$1,070,000

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

(410) 2010-31-03 \$30,000

DRE (Drug Recognition Expert) including instructor wages, printing, postage, lodging and meals for students and instructors. Provide DRE Program Oversight Committee support. Contractor position. Additional DRE class in 2010.

(410) 2010-31-03 \$75,000

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

(402) 2010-30-06 \$125,000

(410) 2010-31-06 \$100,000

Publicizing High Visibility Enforcement

Plan and contract for paid media for the High Visibility Enforcement and National Alcohol Crackdown periods.

(402PM) 2010-30-07 \$250,000

(410PM) 2010-31-07 \$250,000

Prosecution

UW Law School Resource Center on Impaired Driving. Research a court monitoring program to determine how cases are dismissed or pled down to lesser offenses, how many result in convictions, what sanctions are imposed and compare results of numerous judges and courts, BAC levels in sentencing, and other related research as required. Provide assistance for youth alcohol programs through training and outreach. Provide legal services and support to partners, judges and others in the community as it relates to legal issues. Communicate law changes and regulations with statewide partners. Provide professional expertise to other partners, stakeholders or the public on legal advice, or research.

(410) 2010-31-03 \$180,000

Traffic Safety Resource Prosecutor

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

(410) 2010-31-03 \$175,000

Adjudication

OWI/Drug Courts. Start up costs for an OWI/drug court and implementing the program. Utilize best practices and lessons learned from the LaCrosse OWI drug court.

(410) 2010-31-03 \$200,000

Communication Program

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. 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.

(410) 2010-31-02 \$100,000

(402) 2010-30-02 \$100,000

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

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

(410) 2010-31-03 \$100,000

Intensive Supervision Programs (ISP): This pretrial court intervention program is designed to monitor, supervise and connect the repeat OWI offender with an assessment and treatment as soon as possible after the arrest and before conviction. Wisconsin's unique model focuses on early intervention and monitoring before conviction or sentencing. Implement a standardized risk assessment tool at all agencies. Develop a plan to decrease the workload by using continuous monitoring such as Scram or other technology.

(State 568) 2010-39-04 \$715,600

Formation of a coalition to act as a governing board that will work to standardize ISP programs, set goals, determine fair distribution of state funding, and possible future expansion of ISP counties.

(410) 2010-31-09 \$2,000

Program Evaluation and Data

Evaluate paid media through DMV and phone surveys

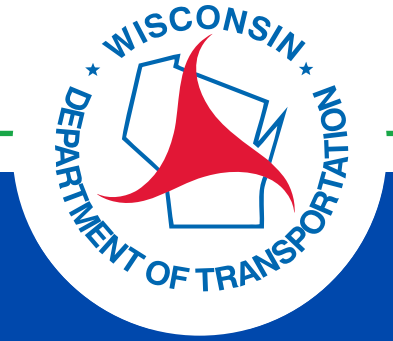
(402) 2010-30-09 \$30,000

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

(410) 2010-31-09 \$75,000

Impaired Driving - Budget Summary

2010-30-01-AL	Program Management/Delivery	\$180,000	402
2010-30-02-AL	PI&E – 402 funded	\$175,000	402
2010-30-05-AL	Enforcement	\$730,000	402
2010-30-06-AL	Equipment	\$125,000	402
2010-30-07-PM	Paid Media	\$250,000	402PM
2010-30-09-AL	Evaluate – Paid Media	\$30,000	402
2010-31-02-K8	PI&E	\$125,000	410
2010-31-03-K8	Training & Support Technical	\$785,000	410
2010-31-04-K8	Training & Support Community	\$200,000	410
2010-31-05-K8	Enforcement	\$1,070,000	410
2010-31-06-K8	Equipment	\$200,000	410
2010-31-07-PM	Paid Media	\$250,000	410PM
2010-31-09-K8	Evaluation	\$77,000	410
2010-39-04-W8	Pre-trial Intervention Community Project	\$715,600	568
2010-39-04-W1	Tavern League Safe Ride Program	\$150,000	531
	Total 402	\$1,240,000	
	402PM	\$250,000	
	Total 410	\$2,457,000	
	410PM	\$250,000	
	Total State	\$865,600	
	Program Total	\$5,062,600	



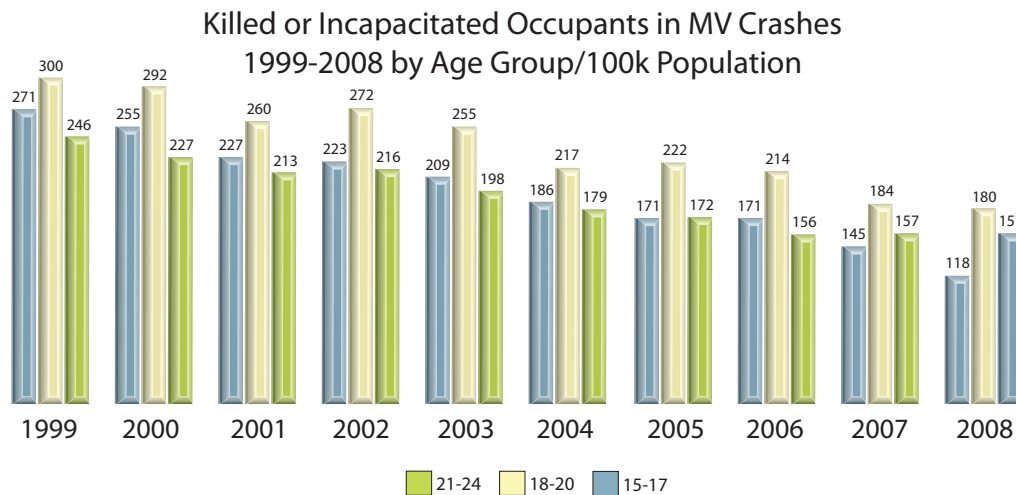
Young Drivers & Enforcing Underage Drinking Laws (EUDL) Program Plan



Program Justification, Performance Goals and Measures

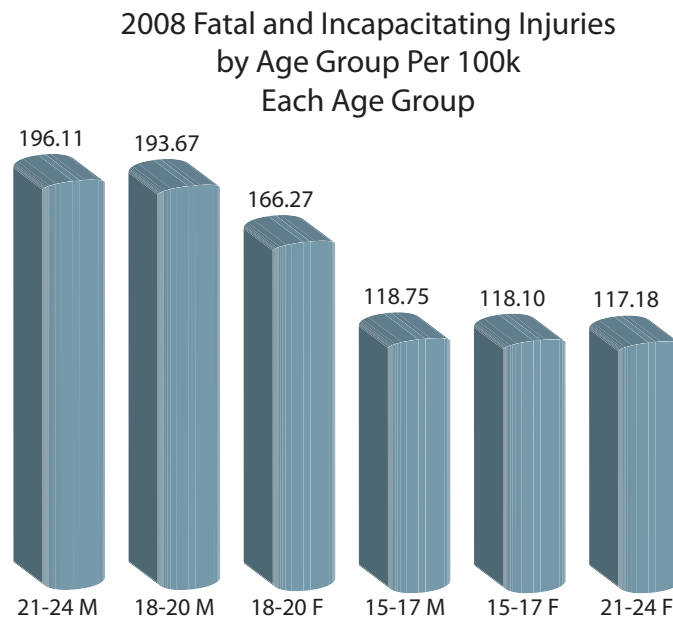
Justification

Motor vehicle crashes are the leading cause of death for young people 15 to 24 years old. Young drivers make many judgment errors, they take risks due to inexperience and peer pressure and they fail to wear safety belts on a regular basis. Young people are disproportionately killed or injured in collisions, both in proportion to their percentage of the state's population and in relation to their proportion of licensed drivers. Teen drivers, compared to drivers in other age groups, have more crashes involving high risk factors. In 2008, only 5.2% of all licensed drivers were between the ages of 16-19 years old, yet these drivers accounted for 11% of all drivers in crashes.



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

In the chart below, note how the 2008 crashes divide out by age and gender. 18-24 year old men are disproportionately represented in serious crashes.



In 2008, 21-24 year old males outnumbered females for fatal and incapacitating injuries (64%). In the next highest group, 18-20 year old males constituted 55% of those injuries. This phenomenon is even stronger when only looking at fatalities for males for the ages 15-24, where the males represent 71% of the total for the age group.

In 2008, teen drivers accounted for 9% of all drivers in crashes who were listed as had been drinking and 11% of those suspected of using other drugs.

In Wisconsin, the number of alcohol related crashes in these three age groups had remained rather constant until fiscal 2008, a decline has occurred in alcohol related crashes by age group, when weighted by the population of each age group.

Performance Goals and Measures

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

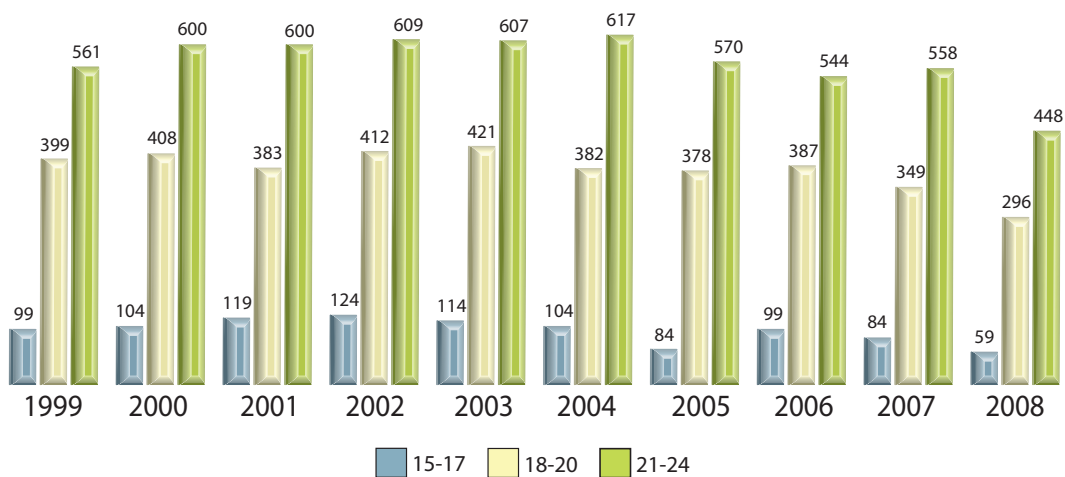
2003-07 Baseline	216.32/100K pop.
2008 Current	152.57/100K pop.
2010	137.70/100K pop.
2012	124.27/100K pop.

Crashes involving alcohol (all ages combined)

2003-07 Baseline	370.72/100K pop.
2008 Current	284.44/100K pop.
2010	256.71/100K pop.
2012	231.68/100K pop.

A total of twenty-two enforcement agencies participated in the 2008 CARD Program and 2,122 citations were issued. Goal to increase citations issued by 10% in 2010.

Alcohol Related Crashes by Age Group
Per 100k Population



Program Management

Coordinate, plan, and manage the state Youth Driver and Enforcing Underage Drinking Laws program. Wage and fringe, DP costs, M&S, training and travel, printing and postage.

Continue to provide leadership and technical assistance to agencies, local coalitions, organizations, and non-profit programs interested in youth alcohol issues.

Act as a liaison and a partner with local communities, Regional Program Managers, various divisions of the DOT including law enforcement, the Department of Health Services (DHS), Department of Children and Families (DCS), Department of Public Instruction (DPI), Regional Prevention Centers of the Alliance for Wisconsin Youth, and the Wisconsin Prevention Network.

Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

Funds included in Impaired Driving Section

Public Information and Education

Social Norms Marketing: Support effective programs/activities at the post-secondary level that are aimed at reducing impaired driving. Continue support for the University of Wisconsin System's partnerships with their two- and four-year campuses and with Wisconsin private and technical colleges to provide a network for distributing a toolbox of strategies, materials and program ideas addressing high-risk youth behaviors.

(EUDL) 2010-37-02 \$60,000

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

(EUDL) 2010-37-02 \$75,000

Develop and provide materials and supplies to the Wisconsin – "Parent's That Host Lose The Most" program. Maintain supplies of window clings, stickers, and posters for community distribution at DOT Materials Safety Distribution Center.

(EUDL) 2010-37-02 \$25,000

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

(410) 2010-31-02 \$50,000

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

(402) 2010-30-02 \$75,000

Training, Support, and Outreach

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

(EUDL) 2010-37-03 \$10,000

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

(EUDL) 2010-37-04 \$10,000

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

(EUDL) 2010-37-03 \$12,000

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

(410) 2010-31-03-K8 \$10,000

Law Enforcement

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

These programs will be active partners during the statewide participation, encourage voluntary participation for the high-visibility Labor Day alcohol enforcement crackdown and during the high-visibility sustained "Alcohol Saturation Patrols." Grantees will get the message out to their students and parents, attend press events, handout brochures, and hang posters, etc.

(EUDL) 2010-37-05 \$330,000
(410) 2010-31-05 \$110,000

Evaluation Programs

Surveys, Assessments, Research (410) 2010-31-09 \$50,000

Study Graduated Drivers License data to determine trends and resource distribution.
(402) 2010-30-09 \$50,000

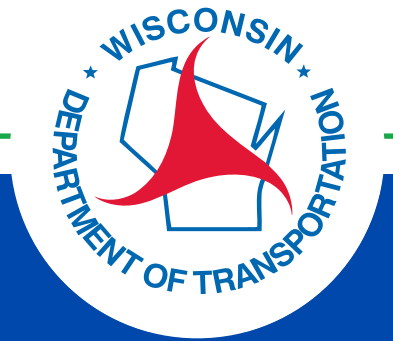
EUDL Two Year Grant

The Wisconsin Department of Transportation – Bureau of Transportation Safety applied for and was awarded FY09 Enforcing Underage Drinking Laws Block Grant money in the amount of \$360,000. The budget period is from June 1, 2009 - May 30, 2011. The goal of the grant is to support and enhance the State of Wisconsin efforts, in cooperation with local jurisdictions, to enforce laws prohibiting the sale of alcoholic beverages, or consumption of alcoholic beverages by minors. For the purpose of the program, minors are defined as individuals under 21 years of age. While there are plans for this money through the budget period, the plans are not relevant to this FFY and so are not reflected in this document.

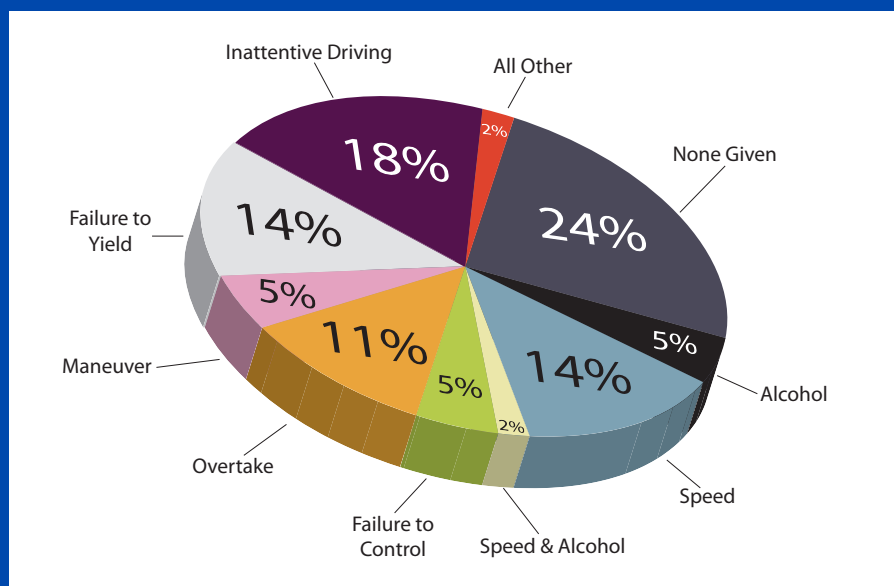
(EUDL) \$360,000

Youth Alcohol - Budget Summary

2010-30-02-AL	PI&E	\$75,000	402
2010-30-09-AL	Evaluation	\$50,000	402
2010-31-02-K8	PI&E	\$50,000	410
2010-31-03-K8	Training and Support Technical	\$10,000	410
2010-31-04-K8	Training and Support Community	\$110,000	410
2010-31-09-K8	Evaluation	\$50,000	410
2010-37-02-JX	PI&E	\$160,000	EUDL
2010-37-03-JX	Training and Support Technical	\$22,000	EUDL
2010-37-04-JX	Training and Support Community	\$10,000	EUDL
2010-37-05-JX	Enforcing Underage Drinking	\$330,000	EUDL
	402 Total	\$125,000	
	410 Total	\$220,000	
	Total USDOJ-EUDL	\$522,000	
	Program Total	\$867,000	
	Additional EUDL Award	\$360,000	



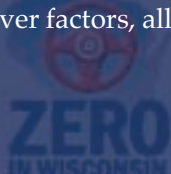
Speed-Management Program



As indicated in NHTSA's Countermeasures That Work (Fourth Edition, 2009), "The legal definition of speeding is exceeding the posted speed limit. Speeding becomes aggressive driving when a vehicle's speed is too high for conditions or substantially exceeds the prevailing travel speeds of other vehicles." Currently, the number of crashes in which speed is recorded as a Possible Contributing Circumstance (see above) is thought to be very low.

Virtually all crashes have a speed component; otherwise, drivers would simply come to a stop to avoid a crash. With additional law enforcement training on the importance of thorough traffic crash investigation, the number of reported speed-related crashes is likely to increase.

As speed-related crashes are more completely reported, speed will be understood as intrinsic to crash causation, even when combined with other driver factors, allowing enforcement and social marketing resources to be used more effectively.



Program Justification, Performance Goals and Measures

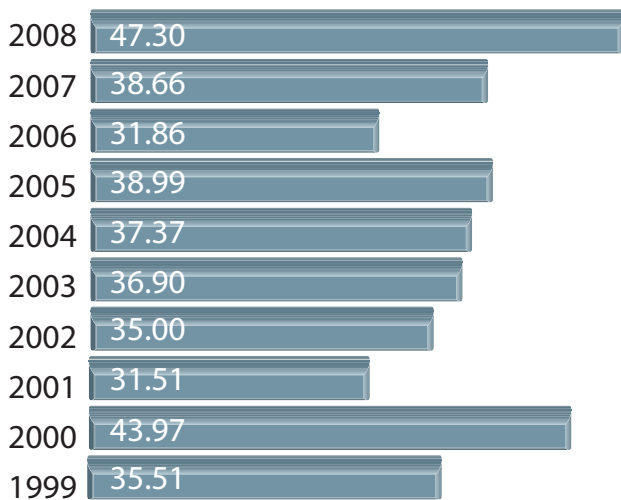
Justification

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

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

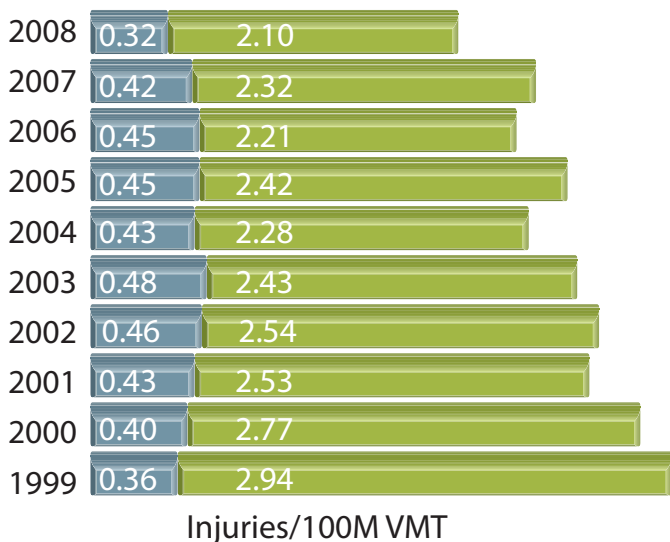
Speeding is the most commonly cited driver behavior and the most common type of driver-caused crash. Speed-related crashes resulted in 32% of all deaths and 24% of all injuries in 2008. In addition, in 2008, 187 people died and 11,213 were injured in 27,295 speed-related crashes. There were 242,944 convictions for speeding violations entered into driver records in 2007.

Speed-Related Crashes/100M VMT



As illustrated below, both speed related fatal injuries and ‘A’ injuries have been declining since 1999.

Speed-Related Fatal ‘A’ Injury/100M VMT



Performance Goals and Measures

Speed Related Crashes

2003-07 Baseline	36.76/100M VMT
2008 Current	47.30/100M VMT
2010	42.69/100M VMT
2012	38.53/100M VMT

Combined Fatalities and Serious ‘A’ injuries

2003-07 Baseline	2.78/100M VMT
2008 Current	2.42/100M VMT
2010	2.19/100M VMT
2012	1.97/100M VMT

Driver Possible Contributing Circumstances (PCC)

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

2000 Baseline	16.2% of driver PCCs
2008 Current	20.0% of driver PCCs
2010	18.1% of driver PCCs

Program Management

Coordinate, plan, and manage the state Speed Management Safety Program. Wage and fringe, DP costs, M&S, training and travel, printing and postage.

Act as a liaison between local communities, law enforcement agencies, Regional Program Managers, and various divisions of the DOT.

Work with Speed Management Working Group to develop and implement localized action plan that identifies specific speeding and speeding-related crash problems and the actions necessary to address problems and to establish the credibility of posted speed limits.

(402) 2010-40-01 \$75,000
(State) 2010-49-01 \$11,000

Public Information, Education and Outreach

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

Develop aggressive driving PI&E and/or outreach materials.

Target information to the correct audiences.

Put information on Website to reduce production costs.

Promote speed-management as a public policy priority by creating a network of partners to carry the speed management message through use of communications with the Regional Program Managers and Law Enforcement Liaisons.

(402) 2010-40-02 \$150,000

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

(402) 2010-40-02 \$175,000

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

(402) 2010-40-02 \$50,000

Training and Capacity

Develop a training and evaluation plan, and support training for advanced traffic enforcement skills development.

Provide speed-management program information and training opportunities for traffic court judges and prosecutors that outline the negative effects of speeding on the quality of life in their communities.

(402) 2010-40-03 \$50,000

Law Enforcement

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

(402) 2010-40-05 \$1,150,000

Plan to pilot a “Data Driven Approaches to Crime and Traffic Safety” (DDACTS) Program Grant in one or more urban areas.

(402) 2010-40-05 \$50,000

Plan and implement a multi-agency corridor project providing overtime funding increasing excessive speed and aggressive driving enforcement.

(402) 2010-40-05 \$650,000

Non-overtime Equipment Grants and Recognition for LE.

(402) 2010-40-06 \$150,000

Paid Media

Paid media using speed message to targeted audiences.

Following NHTSA Guidelines, plan for statewide, intense broadcast media to increase perception of stepped up enforcement and likelihood of being cited.

(402) 2010-40-07 \$250,000

Evaluation Programs

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

Identify counties that have low conviction rates for speeding tickets.

Conduct surveys to determine program effectiveness and public knowledge and attitudes about the speed management program.

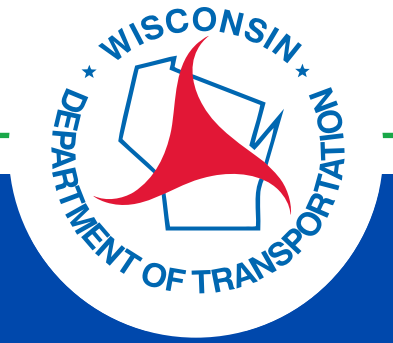
Track the use of the safety materials provided, eliminate materials that are not used.

Evaluate the effectiveness of the funding provided. Attempt to determine if speed related crashes were reduced in areas where agencies were funded.

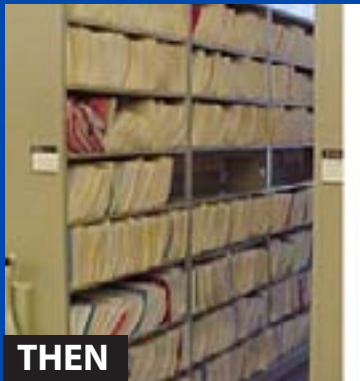
(402) 2010-40-09 \$80,000

Speed Management Program - Budget Summary

2010-40-01-PT	Program Management - Federal	\$75,000	402
2010-40-02-PT	PI&E	\$375,000	402
2010-40-03-PT	Training & Support - Technical	\$50,000	402
2010-40-05-PT	Enforcement	\$1,850,000	402
2010-40-06-PT	Equipment	\$150,000	402
2010-40-07-PM	Paid Media	\$250,000	402PM
2010-40-09-PT	Evaluation	\$80,000	402
2010-49-01	Program Management - State	\$11,000	State
	402 Total	\$2,580,000	
	Total 402PM	\$250,000	
	Total State	\$11,000	
	Program Total	\$2,841,000	



TRAFFIC RECORDS IMPROVEMENT PLAN



THEN



NOW



Program Justification, Performance Goals and Measures

Justification

Wisconsin's most recent Traffic Records Assessment (TRA) in March 2005 recommended improvements. Wisconsin will work to improve the following items: evaluation and analysis of data, work with partners to implement TraCS and citation tracking, including funding equipment and training for law enforcement agencies, support CODES data reports and analysis and work with the Wisconsin Highway Safety Coordinators efforts to improve tracking and availability of crash data.

Wisconsin received a FFY 2008 Section 408 Highway Safety Information System Improvement Grant late in the FY and implemented it simultaneously with the FFY 2009 Highway Safety Plan. The June 2009 Traffic Records Strategic Plan incorporated the recommendations of the 2005 TRA and was coordinated with many of the Data and Decision Support Systems strategies in WisDOT's 2004-2008 Strategic Highway Safety Plan. Implementation of the 2009 updates of both strategic plans will be coordinated with this Highway Safety Plan.

The Traffic Records Coordinating Committee and a TR Coordinator is administering the 408 Program. Projects underway using Section 408 grants include local TraCS (Traffic and Criminal Software Application)/Citation Tracking improvements, state agency justice system interfaces, WisTransPortal, geo-coding of past crash locations, Google map tools, Crash Outcomes Data Evaluation System (CODES) Report improvements and 2007 interstate linkage, and injury data integration. The FFY2009 TR plan continues much of this work.

Performance Goals and Measures

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

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



Program Management/Analysis

Coordinate, plan and manage the traffic records program. Administer Integrated TRSP and SHSP Data Sections. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage.

	(402) 2010-50-01	\$5,000
TRCC Meetings and Strategic Plan Development	(402) 2010-50-01	\$20,000
Program Evaluation Analyst 1.0 FTE	(402) 2010-50-01	\$92,000

Automation/ BadgerTraCS (Traffic and Criminal Software) Implementation

Administer BadgerTraCS program; coordinate with federal, state and local partners to implement TraCS and Citation Tracking, including training, and communicate progress to all partners and stakeholders. Program changes to WisDOT files and to TraCS to include Motor Carrier Safety Assistance Program and Model Minimum Uniform Crash Criteria (MMUCC) reporting standards.

	(402) 2010-50-03	\$150,000
Grants to local and state agencies for Roll-out of Badger TraCS Suite and acquisition and installation of equipment.	(402) 2010-50-06	\$200,000
	(408) 2010-58-06	\$200,000
	(1906) 2010-56-06	\$200,000

Support TraCS users statewide on the continuation and improvement of eCitation Services, supporting the secure online routing of electronic citations and crashes to appropriate justice information systems.

(408) 2010-58-03 \$140,000

Injury Surveillance Data Linking

Support the EMS and Trauma Registry data systems to increase their standard use throughout the state. Integrate the EMS Licensing system, Ambulance Run data system and the Trauma Registry, integrate these systems into one software package or build bridges that will allow data to be entered once and used in the other two systems.

(408) 2010-58-03 \$125,000

CODES Data Linkage

Support DHS linkage of 2008 data.

(402) 2010-50-03 \$25,000
(408) 2010-58-03 \$10,000

Support 2008 CODES analyses, reports, and updates to Internet site.

(402) 2010-50-03 \$25,000

Improve CODES query reports, data distribution, and interstate coordination.

(408) 2010-58-03 \$93,000

Incident Location Tool Development

Evaluate existing and proposed changes to state roadway base maps and, working with TraCS Project, the Division of Transportation Investment Management and Geographic Information Officer (GIO), recommend alternative strategies for a state-sanctioned map tool that will interface with the TraCS software and can be used for on-site geo-coding of incident location.

(408) 2010-58-03 \$30,000

(402) 2010-50-03 \$24,000

Safety Data Information System

UW TOPS Lab - Improve access to Wisconsin safety data through the development/improvement of secure web-based tools for online analysis and data retrieval. Enhance the use of Wisconsin safety data through: improved mechanisms to search for and summarize safety data, integration with other data sets and GIS / mapping tools, and support for standard data sharing formats.

(408) 2010-58-03 \$150,000

Highway Safety Coordinators Crash Data

Support the Wisconsin Highway Safety Coordinators statewide effort to improve the tracking and availability of motor vehicle crash data, starting with fatal crashes and adding incapacitating and all crashes in the future.

(402) 2010-50-03 \$50,000

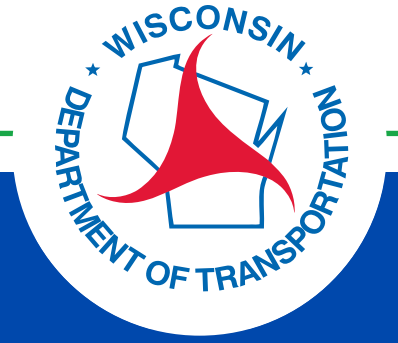
Surveys, Analyses, Publications

Review and respond to survey data collected from law enforcement agencies in the state regarding collection of racial profiling information on traffic stops. The Wisconsin State Patrol specifically collects racial profiling data on consent searches and has the ability to analyze nearly every stop made through electronic connections with the Wisconsin Department of Justice. Begin formal process of the collection and analysis, on a statewide basis, of racial profiling information through TraCS for all law enforcement agencies. Work with law enforcement agencies to roll-out Badger TraCS Suite and acquisition and installation of equipment.

(1906) 2010-56-03 \$600,000

Traffic Records Improvement - Budget Summary

2010-50-01-TR	Program and Planning	\$117,000	402
2010-50-03-TR	TraCS/Data Implementation – Training, Support	\$274,000	402
2010-50-06-TR	TraCS Hardware-Equipment	\$200,000	402
2010-58-03-K9	TraCS Training, Support, and Development	\$548,000	408
2010-58-06-K9	TraCS Hardware-Equipment	\$200,000	408
2010-56-03-K10	Racial Profiling – Assurance State	\$600,000	1906
2010-56-06-K10	TraCS Hardware-Equipment	\$200,000	1906
	402 Total	\$591,000	
	408 Total	\$748,000	
	1906 Total	\$800,000	
	Program Total	\$2,139,000	



EMS IMPROVEMENT PLAN



Program Justification, Performance Goals and Measures

Justification

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

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



Performance Goals and Measures

Injury to Death Ratios

2005-07 Statewide 3 year average Baseline	68.6 to 1
2008 Current	79.4 to 1
2010	87.6 to 1

Response Times for rural EMS to arrive at the scene of a motor vehicle crash will improve by 10% by 2010 from a 2007 baseline to be established using the new WARDS data.

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

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

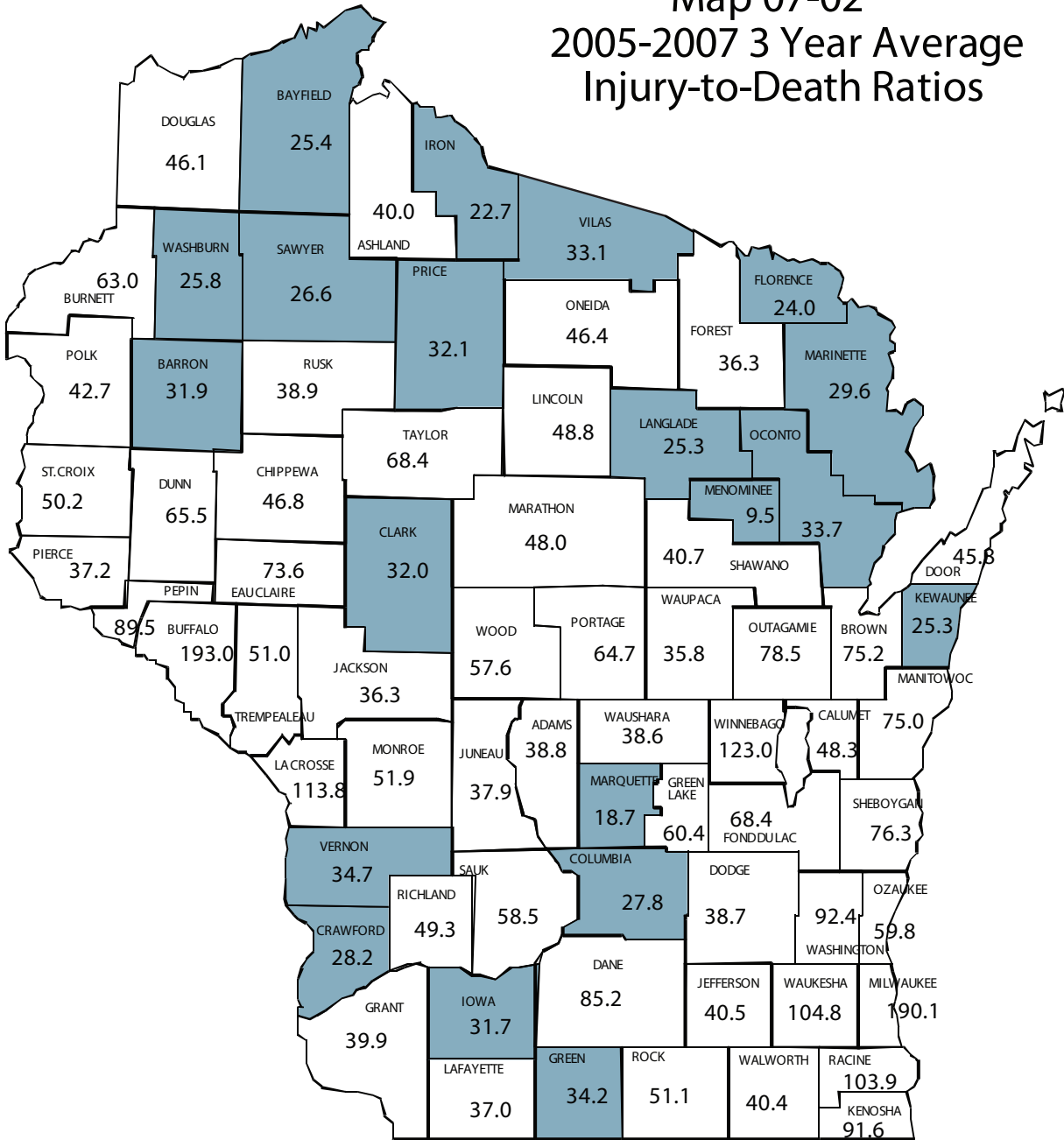
2000 Statewide Baseline	65.4%
2008 Statewide Usage	74.2%
2010	81.8%

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

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



Map 07-02 2005-2007 3 Year Average Injury-to-Death Ratios



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

State Average Injury to Death Ratio
2008 = 79.4
2005-2007 = 68.6

Source: WisDOT Crash Database

Publicity and Outreach (Emergency Response)

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

(402) 2010-60-02 \$65,000

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

(402) 2010-60-04 \$65,000

Rural Emergency Response Programs, Equipment & Training

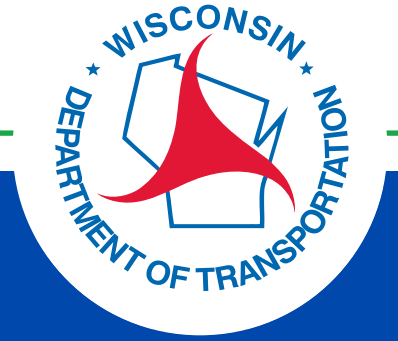
Fund initial equipment and training for rural first responder groups in targeted high-risk areas.

(402) 2010-60-03 \$40,000

Emergency Medical Response - Budget Summary

2010-60-02-EM	PI&E	\$65,000	402
2010-60-03-EM	Training and Support - Technical	\$40,000	402
2010-60-04-EM	Training and Support – Community	\$65,000	402
	Program Total	\$170,000	





MOTORCYCLE SAFETY PROGRAM PLAN



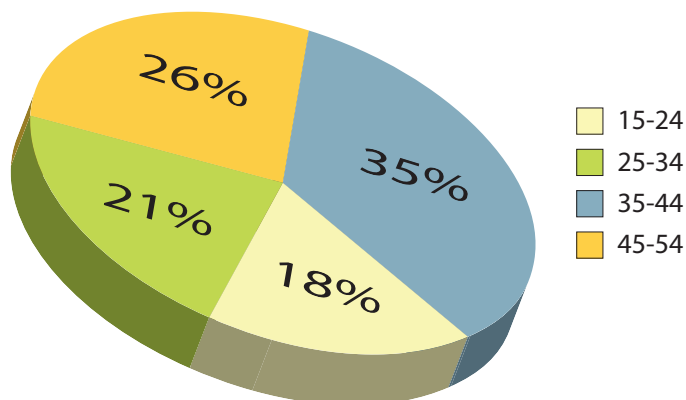
Program Justification, Performance Goals and Measures

Program Justification

Fatalities involving motorcycles continue to rise year after year, as the popularity of motorcycles increases. Motorcycle registrations have increased significantly and demand for Wisconsin's state-funded Motorcycle Rider Education Program (MREP) training increased by 21% over FY04 and FY05, and increased another 18% in FY06.

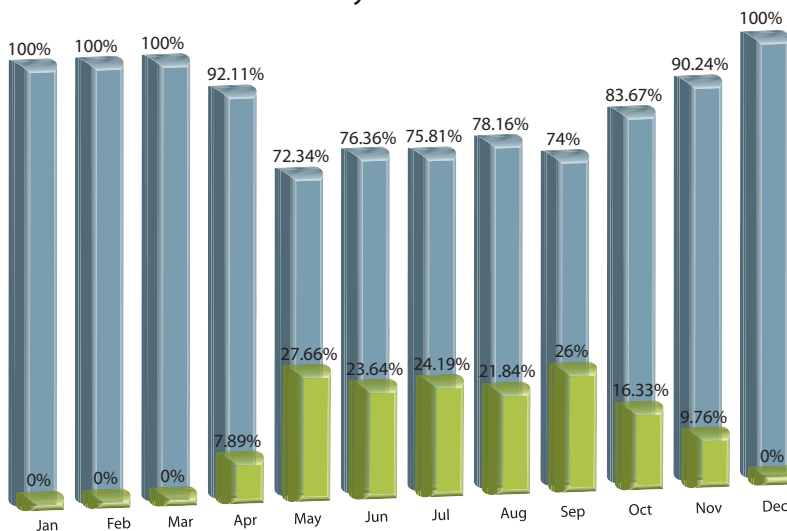
Using a five-year rolling average, 95 people die and 721 people are seriously injured in motorcycle crashes in Wisconsin. In 2008, 725 persons were seriously injured and 88 were killed in 2,788 reported motorcycle crashes. Motorcycles offer little protection in a crash. NHTSA estimates that 80% of motorcycle crashes injure or kill a motorcyclist, while only 20% of passenger car crashes injure or kill an occupant (NHTSA, 2003, p.3). If you were in a motorcycle crash in Wisconsin in 2008, you were most likely injured – only 425 cycle crashes did not result in injury. The chart below shows that 61% of the motorcycle fatalities and incapacitating injuries occur to individuals between the ages of 35 and 54 years old.

2008 'K' & 'A' Injuries By Age Group



Motorcycling for the vast majority of riders is a seasonal endeavor. Very rarely does Wisconsin have a warm enough winter for even the most avid rider to continue around-the-year use. Motorcycle fatalities none-the-less accounted for 15% of total fatalities on Wisconsin roads in 2008. The graph following illustrates when those fatalities occurred and what a large share of the total fatalities, motorcyclists were during those months.

2008 Percentage of Motorcycle Fatalities Compared to Other Fatalities By Month



As discussed in the Impaired Driving section, alcohol is also a significant concern in the motorcycle community. Of the 87 motorcyclists killed in 2008, 37(43%) had a positive Blood Alcohol Content (BAC). The chart following includes crashes in which the motorcycle operator was coded “had been drinking.”

Performance Goals and Measures

Motorcycle Crashes

2003-07 Baseline	2,569
2008 Current	2,829
2010	2,553
2012	2,304

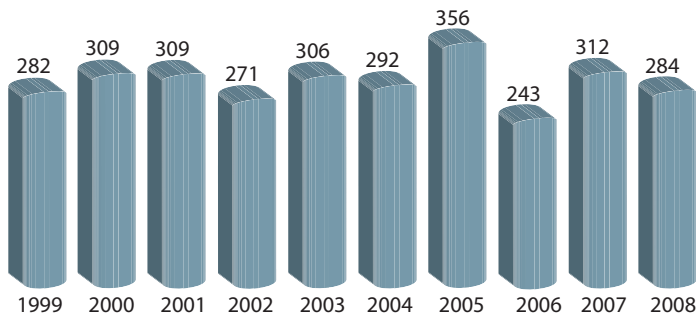
Combined Fatalities and Serious ‘A’ Injuries

2003-07 Baseline	816
2008 Current	813
2010	734
2012	662

Motorcycle Injuries

2003-07 Baseline	2,572
2008 Current	2,725
2010	2,459
2012	2,220

Motorcycle Crashes Coded
“Had Been Drinking”
1999-2008



As indicated below, the percent of improperly licensed motorcyclists in fatal crashes has increased. Improperly licensed riders often have not received formal training and are lacking in experience.

Percentage of Improperly Licensed Riders in Fatal Crashes 2000-2008

2000	2001	2002	2003	2004	2005	2006	2007	2008
16%	20%	21%	27%	26%	25%	28%	46%	44%

Wisconsin’s Motorcycle Rider Education Program has been a successful program for over 28 years. Four RiderCoach Trainers, 42 Lead RiderCoaches, and over 200 RiderCoaches must be routinely updated and kept current on Motorcycle Safety Foundation (MSF) and Wisconsin Motorcycle Safety Program curriculum and policy and procedure changes as well as quality improvement initiatives. Funding needed by local training sites is expected to increase, creating an additional workload for the Motorcycle Safety Program. The success of the program is reflected in the results of recent surveys, which indicate that 49% of respondents are familiar with our brochures and posters, bumper and helmet stickers, and 23% said the item(s) did make a difference in their attitude.

Percentage of Riders in Fatal Crashes Not Wearing a Helmet 2000-2008

2000	2001	2002	2003	2004	2005	2006	2007	2008
78%	79%	80%	75%	75%	77%	75%	77%	77%

Program Management

Coordinate, plan, manage, and expand the state Motorcycle Rider Safety Program. Assist the WI Rider Education Program and (WMSP) Wisconsin Motorcycle Safety Program through continued administrative and clerical support to training sites. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage.

Collect and analyze data on motorcycle crashes, injuries, and fatalities.

Identify and prioritize the State's motorcycle safety problem areas as well as routinely assess and make improvements to motorcycle safety programs and services.

Evaluate rider education program guidelines, policies & procedures, and curriculum needs.

Collaborate with and act as a liaison between local communities, law enforcement agencies, rider education venues, and various divisions of the DOT.

(402) 2010-70-01-MC \$65,000
(State 562) 2010-79-01 \$110,000

Personal Protective Equipment, Conspicuity, and Motorist Awareness

Encourage and educate motorcycle operators and passengers in the use of appropriate protective riding gear through an aggressive communication campaign. Proper gear includes: helmets that meet federal certification standards; appropriate clothing, including gloves, boots, long pants, a durable long-sleeved jacket; and face and eye protection.

(State 562) 2010-79-02 \$15,000

Expand "May is Motorcyclist Safety & Awareness" Month media campaign to encompass the most active segment of the riding season promoting motorists' awareness of motorcycles as well as motorcyclist conspicuity.

(402) 2010-70-02 \$50,000

Motorcycle Rider Education and Training

Professional Development of RiderCoaches, Lead RiderCoaches, and RiderCoach Trainers through a statewide conference and /or regional Professional Development Workshops. Conduct Lead RiderCoach workshops and Motorcycle Safety Foundation workshops to update RiderCoaches, Lead RiderCoaches, and RiderCoach Trainers in new rider education curriculums. Address current curriculum issues, program quality issues, and establish continuity among the rider training providers as prescribed in the 2007 WI Motorcycle Safety Program Technical Assessment, the MSF, NHTSA, and Trans 129, in FFY 10-11.

(402) 2010-70-03 \$60,000

Provide Scholarships for RiderCoach Trainers and selected Lead RiderCoaches to attend (SMSA) State Motorcycle Safety Administrators conference and/or MSF annual national conferences and workshops or NHTSA conferences during FFY 10-11.

(402) 2010-70-03 \$6,000

WI Motorcycle Rider Education Program: Administer classroom and hands-on rider training programs conducted through the WI Technical College System/funded, Private/Non-Funded, and Rider's Edge training sites, that meets MSF and WMSP requirements for basic motorcycle/scooter, experienced, seasoned, and advanced riders.

(State 562) 2010-79-04 \$404,000

Section 2010 Training and Outreach Incentive Grants are to be used for purchase of training motorcycles, scooters, state-of-the-art EF-Bike Motorcycle Simulator, as well as other training and support equipment and materials.

(2010) 2010-72-06 \$265,000

Motorcycle Operation Under the Influence of Alcohol or Other Drugs

Produce a motorcycle version of the ZERO In Wisconsin DVD to replace aging alcohol and drug related training-aid/ audio-visual materials and dovetail with the ZERO In Wisconsin initiative. Revise, update, duplicate, and distribute alcohol and drug related informational and educational materials.

(402) 2010-70-02 \$90,000

Expand the 5=ZERO initiative and impaired motorcycle campaign that dovetails with Wisconsin's ZERO In Wisconsin initiative. The 5=ZERO program addresses five specific motorcycle related tasks that need to be accomplished by a rider to minimize the risk of a motorcycle related crash.

(402) 2010-70-02 \$135,000

Produce a motorcycle specific social marketing campaign, such as the Green-Yellow-Red Project that is designed to reduce impaired motorcycle riding and the resulting crashes that perpetuate injuries and fatalities.

(410) 2010-31-02 \$250,000

Law Enforcement

Communicate the role played by law enforcement personnel in motorcycle safety by acting as a source of information to communities and L.E. agencies. Develop their knowledge of motorcycle crash situations, investigating crashes, and maintaining a reporting system that documents crash activity and supports problem identification.

(402) 2010-70-03 \$20,000

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

Local, county, and state L.E. participates in statewide motorcycle events promoting the ZERO In Wisconsin and 5=ZERO Initiatives.

(402) 2010-70-05 \$70,000

Communication

Establish a Mobile Classroom and Training Vehicle to promote all aspects of motorcycle safety, awareness, and training. Integrate motorist awareness and motorcycle safety messages in all forms of Wisconsin Department of Transportation and DMV traffic safety campaigns. Promote proper Class M Endorsement for owners of all on-road motorcycles.

(402) 2010-70-04-MC \$175,000



Program Evaluation and Data

Evaluate Wisconsin's MREP by analyzing the reportable crash experience of Rider Education graduates and non-Rider Educated riders to determine which group is involved in more crashes. Analyze other factors such as driver records for citations and by model of motorcycle.

Conduct periodic audits of training centers issuing the MV3575 Motorcycle Skills Test Waiver Authorization to ensure the security of the distribution process and accurate record keeping.

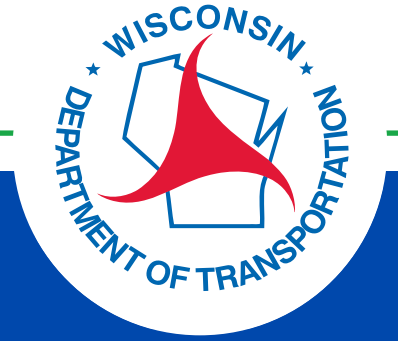
Track the use of the safety materials provided, eliminate materials that are not being used.

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

(402) 2010-70-09-MC \$10,000

Motorcycle Safety - Budget Summary

2010-70-01-MC	Program Management - Federal	\$65,000	402
2010-70-02-MC	PI&E Alcohol and Awareness	\$275,000	402
2010-70-03-MC	Training and Support – Technical - Federal	\$86,000	402
2010-70-04-MC	Training and Support – Community – Federal	\$175,000	402
2010-70-05-MC	Enforcement	\$70,000	402
2010-70-09-MC	Evaluation	\$10,000	402
2010-79-01	Program Management - State	\$110,000	State 562
2010-79-02	Protective Gear Promotion PI&E	\$15,000	State 562
2010-79-04	Training and Support - Community	\$404,000	State 562
2010-31-02-K8	Training and Support – Technical - Federal	\$250,000	410
2010-72-06-K6	Equipment	\$265,000	2010
	Total 402	\$681,000	
	Total 410	\$250,000	
	Total 2010	\$265,000	
	Total State	\$529,000	
	Total	\$1,725,000	



PEDESTRIAN & BICYCLE SAFETY



Program Justification, Performance Goals and Measures: Pedestrian Crashes

Justification

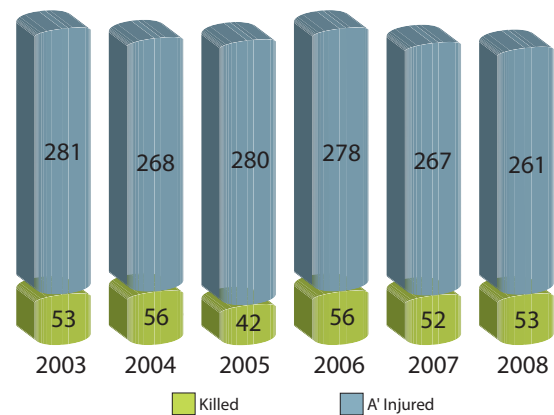
To date, there is no reliable measure for pedestrian activity in Wisconsin. It is important to consider this when comparing data from one year to the next. For example, increased activity in 2008 might explain an increase in fatalities. In setting goals and measures, a rate per 100,000 people was used.

In 2008, 53 pedestrians died in pedestrian-motor vehicle crashes. This is an 8.1% decrease from the most recent 5-year average. Fatalities increased by 1% over 2007. As illustrated in the graph to the right, pedestrians killed or incapacitated in 2008 totaled 314 people. This represents a 6.4% decrease from the most recent 5-year average. It should be noted that while the majority of 'A' injuries and deaths occur in urban areas – presumably where the majority of the activity is – a person in a rural area is two times more likely to die in a serious accident than a person in an urban area. Likely, the combination of higher speeds and a delay in transport to a trauma center explains this difference.

There were 1,314 total pedestrian injuries reported in 2008, which is a 10.3% reduction from the most recent 5-year average of 1,465 injuries.

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

Pedestrians Killed or Incapacitated in Collisions with MVs



Performance Goals and Measures

Pedestrian-Motor Vehicle Crashes

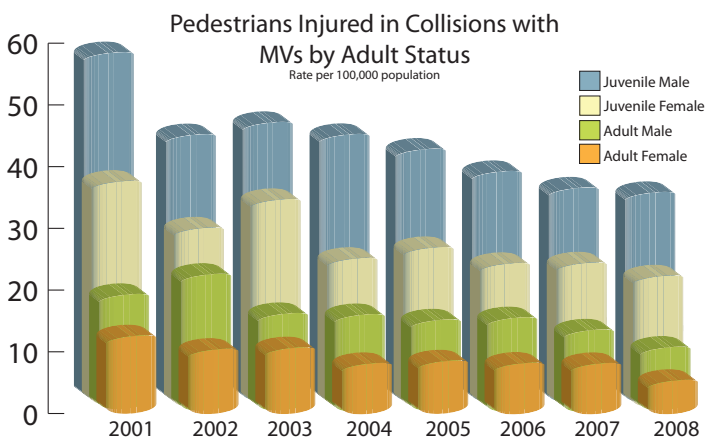
2003-07 Baseline	25.27/100K pop.
2008 Current	22.82/100K pop.
2010	20.59/100K pop.
2012	18.59/100K pop.

Combined Fatalities and Serious 'A' Injuries

2003-07 Baseline	6.02/100K pop.
2008 Current	5.33/100K pop.
2010	4.99/100K pop.
2012	4.51/100K pop.

Pedestrian Injuries

2003-07 Baseline	26.29/100K pop.
2008 Current	23.15/100K pop.
2010	20.90/100K pop.
2012	18.86/100K pop.



Program Justification, Performance Goals and Measures : Bicycle Crashes

Justification

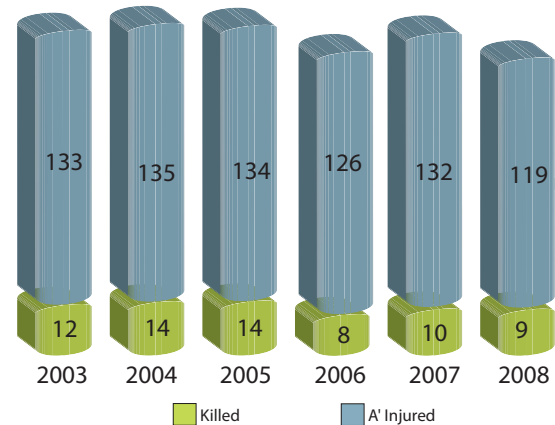
In 2009, Wisconsin was rated as one of the top states when it comes to "Bicycle friendliness" and Wisconsin received the Silver Award from the League of American Bicyclists as one of the top two bicycle friendly states. Complete Streets language was also included in the state budget, which states the DOT shall ensure that bikeways and pedestrian ways are established in all new construction and reconstruction projects funded in whole or in part by state and federal funds. There are a few exceptions to the language where this law would not apply.

In 2008, nine bicyclists died in bicycle-motor vehicle crashes. This is a 25% decrease from the most recent 5-year average. Fatalities decreased 10% from 2007. As illustrated in the graph to the right, bicyclists killed or incapacitated in 2008 totaled 128 people. This represents an 11.4% decrease from the most recent 5-year average.

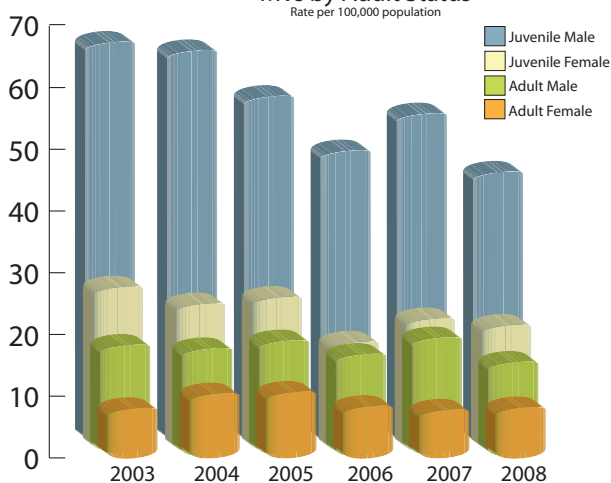
There were 1,031 total bicyclist injuries reported in 2008, which is over an 8% reduction from the most recent 5-year average of 1,130 injuries.

Adult and juvenile males make up the largest number of bicyclists injured in collisions, but as a rate per 100,000 for each group, male juveniles are clearly overrepresented in injuries as indicated in the chart to the left.

Bicyclists Killed or Incapacitated in Collisions with MVs



Bicyclists Injured in Collisions with MVs by Adult Status



Performance Goals and Measures

Bicycle-Motor Vehicle Crashes

2003-07 Baseline	20.55/100K pop.
2008 Current	18.61/100K pop.
2010	16.79/100K pop.
2012	15.16/100K pop.

Combined Fatalities and Serious 'A' Injuries

2003-07 Baseline	2.59/100K pop.
2008 Current	2.26/100K pop.
2010	2.04/100K pop.
2012	1.84/100K pop.

Bicycle Injuries

2003-07 Baseline	20.27/100K pop.
2008 Current	18.17/100K pop.
2010	16.40/100K pop.
2012	14.80/100K pop.

Program Management

Coordinate, plan, and manage the state Pedestrian & Bicycle Safety Programs. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage.

Continue to provide leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in pedestrian and bicycle education and training.

Work closely with all programs involved in the pedestrian/bicycle grant programs including SRTS participants.

Act as a liaison between local communities, law enforcement agencies, engineers, planners, bike and pedestrian advocacy programs, and various divisions of the DOT. Collaborate with these groups to promote safe environments for pedestrians and bicyclists.

Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

(402) 2010-80-01 \$5,000
(State) 2010-89-01 \$75,000

Public Information and Education

Work with partners to keep information up-to-date. Create Spanish versions of training information and add brochures/information to website.

(State) 2010-89-02 \$10,000

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

(State) 2010-89-02 \$1,000

Continue to work with DMV, AAA, AARP, law enforcement, and other programs that educate veteran motorists on pedestrian and bicycle laws, including Ped/bike updates in the Wisconsin Motorist Handbook.

(402) 2010-80-02 \$80,000
(State) 2010-89-02 \$20,000

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

(State) 2010-89-02 \$10,000

Update and target school bus safety information.

(State) 2010-89-02 \$3,500



Training and Outreach Program

Work with Safe Routes To School (SRTS) to train middle school teachers to include Bicycle and Pedestrian safety training program sessions in their classes.

(402) 2010-80-03 \$10,000

Create a brochure to help market Wisconsin Pedestrian & Bicycle Law Enforcement Training Course and print manuals and other information needed for training.

(402) 2010-80-03 \$10,000

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

(402) 2010-80-04 \$15,000

Assist local communities in the organization and implementation of Walking Workshops. Train community members to organize and run walking workshops in their communities.

(402) 2010-80-03 \$10,000

Provide two pedestrian safety training workshops, working with engineers, law enforcement, health, planners, and advocacy programs defining and improving pedestrian safety issues.

(402) 2010-80-03 \$15,000

Work with local communities and organizations to hold bicycle training courses and rodeos. Try to target new trails being opened in the state that cross roadways.

(402) 2010-80-04 \$10,000

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

(402) 2010-80-04 \$15,000

Wisconsin Council for the Blind – training their instructors on how to educate the blind on roundabouts and other road systems they may be unfamiliar with navigating.

(402) 2010-80-03 \$10,000

Law Enforcement

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

(402) 2010-80-05 \$70,000

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

(402) 2010-80-03 \$10,000

Evaluation Programs

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

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

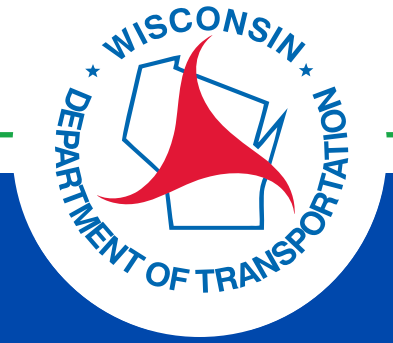
Evaluate the effectiveness of the funding provided.

(402) 2010-80-09 \$5,000

Pedestrian & Bicycle Safety - Budget Summary

2010-80-01-PS	Program Management - Federal	\$5,000	402
2010-80-02-PS	PI&E - Federal	\$80,000	402
2010-80-03-PS	Training and Support - Technical	\$65,000	402
2010-80-04-PS	Training and Support - Community	\$40,000	402
2010-80-05-PS	Enforcement	\$70,000	402
2010-80-09-PS	Evaluation	\$5,000	402
2010-89-01	Program Management - State	\$75,000	562
2010-89-02	PI&E - State	\$44,000	562
	402 Total	\$265,000	
	State	\$119,500	
	Program Total	\$384,500	





COMMUNITY TRAFFIC SAFETY PROGRAM PLAN



Program Justification, Performance Goals and Measures

Justification

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

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

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

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

Performance Goals and Measures

Attendance at County/City Traffic Safety Commission Meetings

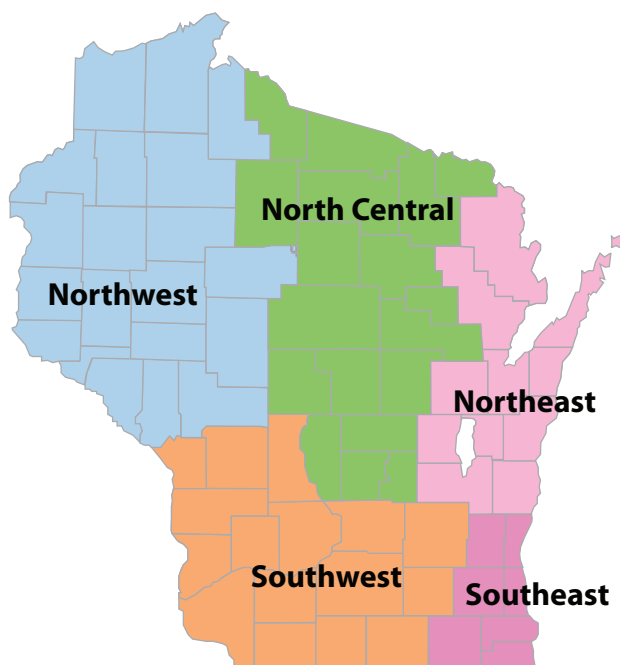
90% of meetings scheduled in 72 Counties and City of Milwaukee

Grant Monitoring by BOTS staff

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

Overall Goal

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



Program Management

BOTS Field Program Outreach (4.0 FTE): coordinate, plan, and manage the state Community Traffic Safety Program. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage.

Continue to provide leadership, training, information, and technical assistance to agencies, organizations, and non-profit programs involved in community traffic safety.

Work closely with all law enforcement agencies involved in the community safety grant program.

Act as a liaison between local communities, law enforcement agencies, engineers, planners, and various divisions of the DOT. Collaborate with these groups, sharing information on various grant opportunities.

Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

(402) 2010-90-01 \$340,000

Outreach Program

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

(402) 2010-90-04 \$300,000

Public Information and Education

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

(402) 2010-90-02 \$160,000

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

(402) 2010-90-02 \$110,000

Conferences and Meetings

Governor's Conference on Highway Safety.

(402) 2010-90-04 \$52,000

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

(402) 2010-90-04 \$17,000

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

(402) 2010-90-04 \$6,000

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

(402) 2010-90-04 \$105,000

Community Traffic Safety Programs - Budget Summary

2010-90-01-CP	Program Management - Community Outreach/Monitoring	\$340,000	402
2010-90-02-CP	PI&E	\$270,000	402
2010-90-04-CP	Training and Support - Community	\$480,000	402
	Program Total	\$1,090,000	

Wisconsin Bureau of Transportation Safety

Paid Media Plan

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

BOTS will follow the NHTSA schedule of May 24- June 10, 2010 for paid media for the May Mobilization and August 16- September 6, 2010 for the Alcohol Crackdown. BOTS will contract with an agency to purchase the media time for these two events. BOTS will provide the agency with information and demographics on the target audience, based on NHTSA guidelines, for each period. This will coincide with the major enforcement efforts that are planned. Radio, TV, Cinema, and website messages will be utilized during this time. Urban and Spanish messaging will be included in the markets that fit these populations. BOTS will also explore methods to reach the 16-34 year old age group as they tend to use electronic devices for information and messages. BOTS will also consider using paid media with other selected highly visible enforcement efforts scheduled at other times throughout the year.

The contractor will work with BOTS and The Tombras Group or other designated NHTSA media contractor to ensure that each media buy meets NHTSA's requirements for demographic audience, reach and frequency of messages. BOTS will submit the paid media plans to the NHTSA Regional office for review and comment prior to the purchase of broadcast time.

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



Partners, Committees, and Organizations (not an exhaustive list)

AAA www.autoclub.com

AARP www.aarp.org

Alcohol and Other
Drug Abuse Program
<http://dpi.wi.gov/sspw/aodaprogram.html>

Bicycle Federation of Wisconsin
www.bfw.org/

The Century Council
www.centurycouncil.org

DOT- Division of Motor Vehicles

DOT-Planning

Driving Skills for Life –
The Ford Motor Company
www.drivingskillsforlife.com

Federal Highway Administration
www.fhwa.dot.gov

Office of Juvenile Justice and
Delinquency Prevention
<http://ojjdp.ncjrs.org>

Law Enforcement Agencies

Governor's Bicycle
Coordinating Council

Governor's Council
Subcommittee

HSP stakeholder input:
April and May, 2008

ISP granting agencies

La Crosse OWI Treatment Court
<http://www.co.la-crosse.wi.us/humanservices/js/owi.htm>

MADD www.madd.org

Marshfield Clinic – Center for
Community Outreach
www.marshfieldclinic.org/patients/?page=cco

Medical College of Wisconsin
Injury Research Center

National Highway Traffic
Safety Administration
www.nhtsa.dot.gov

OWI Town Hall Meetings
with MADD and UWRC

Pacific Institute for Research
and Evaluation
www.pire.org

Safe Routes to School
<http://www.dot.wisconsin.gov/localgov/aid/saferoutes.htm>

State Council On Alcohol
and other Drug Abuse
www.scaoda.state.wi.us

Substance Abuse and Mental
Health Services Administration
www.samhsa.gov/index.aspx

Tavern League of Wisconsin
www.tlw.org

Traffic Records
Coordinating Committee

UW Milwaukee

UW Resource Center on
Impaired Driving
www.law.wisc.edu/rcid

University of Wisconsin
System Administration

WE Bike www.bfw.org

Wisconsin Department
of Children and Families
<http://dcf.wi.gov/>

Wisconsin Clearinghouse
for Prevention Resources
<http://wch.uhs.wisc.edu/>

Wisconsin Department
of Health Services
<http://dhs.wisconsin.gov>

Wisconsin Juvenile
Officers Association
www.wjoa.com

Wisconsin Department
of Justice
<http://www.doj.state.wi.us/>

Wisconsin Office of
Justice Assistance
<http://oja.state.wi.us>

Wisconsin Department
of Natural Resources
www.dnr.state.wi.us

WI-PAN (Wisconsin Partnership
for Activity and Nutrition)

Wisconsin Safety
Patrol Congress

Wisconsin Safety Patrols, Inc.

Wisconsin State Lab of Hygiene
www.slh.wisc.edu

Wisconsin Technical
College System

Wisconsin Department
of Tourism
www.agency.travel.wisconsin.com

Wisconsin Walks
www.wisconsinwalks.org

INTEROFFICE MEMORANDUM

TO: DENNIS HUGHES
FROM: NEIL MAY
SUBJECT: TARGETING WISCONSIN LOCATIONS TO RECEIVE FFY09-10 SPEED FUNDS
DATE: 8/26/09
CC: DAN LONSDORF, DON HAGEN, TOM KNOOP

Accompanying this cover letter please find a list of Wisconsin municipalities, grouped by population and displayed by descending degree of apparent speed crash problem within those groups. Before using the list, please take a moment to review the following, which summarizes the larger steps taken in generating that list.

The Division of Motor Vehicles' Traffic Accident files were queried for instances of speed-related crashes, as noted on the MV4000 crash report form, in Wisconsin cities, villages and townships during calendar years 2006, 2007, and 2008. Three years of data were collected to disguise some of the natural fluctuations from year to year. Not all locations in Wisconsin have recorded speed-related crashes during the past three years; those locations were immediately excluded from further investigation. Also excluded were property damage-only speed-related crashes involving deer.

Reported crashes on public roads were matched with the people involved in the crashes, after assigning numeric weights to reported 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 were summed by crash and by city, village or township. That value was named *Calculated Score for Injuries*. A *Normalized Score* for injuries was calculated by matching the *Calculated Score for Injuries* with final January 1, 2008 population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center. Population estimates are based on the 2000 census and an analysis of more current data such as housing units and automobile registrations. 2008 population data was used because it is the most recent available.

Cities, villages, and townships were assembled into three peer groups. Those with populations under 5,000 are in the *small* group, places with populations equal to or greater than 25,000 are in the *large* group, all others are in the *medium* group.

The *Normalized Score* determines the display rank of each location within its population group. The average *Normalized Score* for each of the three population groups is printed just below the lowest-ranking location in each population group. Locations with normalized scores that fall outside one standard deviation from the population group's average are displayed against a lightly shaded background. Locations with normalized scores that fall outside two standard deviations from the population group's average are displayed against a more darkly shaded background.

Please note that 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 "2008MuniInMultiCounties", in the MS Excel file named "10 spdtrgt.xls".

Let me know if further clarification is needed about the structure of the report. Also, I am available to supply more detail about the procedures used to acquire and process the data.

INTEROFFICE MEMORANDUM

TO: DENNIS HUGHES
FROM: NEIL MAY
SUBJECT: TARGETING WISCONSIN LOCATIONS TO RECEIVE FFY08-09 ALCOHOL FUNDS
DATE: MAY 14, 2009
CC: DAN LONSDORF, DON HAGEN, TOM KNOOP, BLINDA BEASON, JANET NODORFT

Accompanying this cover letter please find a list of Wisconsin municipalities, grouped by population and displayed by descending degree of apparent alcohol crash problem within those groups. Before using the list, please take a moment to review the following, which summarizes the larger steps taken in generating that list.

The Division of Motor Vehicles' Traffic Accident files were queried for instances of alcohol-related crashes, as noted on the MV4000 crash report form, in Wisconsin cities, villages and townships during calendar years 2006, 2007, and 2008. Three years of data were collected to disguise some of the natural fluctuations from year to year. Not all locations in Wisconsin have recorded alcohol-related crashes during the past three years; those locations were immediately excluded from further investigation. Also excluded were property damage-only alcohol-related crashes involving deer.

Reported crashes on public roads were matched with the people involved in the crashes, after assigning numeric weights to reported 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 were summed by crash and by city, village or township. That value was named *Calculated Score for Injuries*. A *Normalized Score* for injuries was calculated by matching the *Calculated Score for Injuries* with final January 1, 2008 population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center. Population estimates are based on the 2000 census and an analysis of more current data such as housing units and automobile registrations. 2008 population data was used because it is the most recent available.

Cities, villages, and townships were assembled into three peer groups Those with populations under 5,000 are in the *small* group, places with populations equal to or greater than 25,000 are in the *large* group, all others are in the *medium* group.

The *Normalized Score* determines the display rank of each location within its population group. The average *Normalized Score* for each of the three population groups is printed just above the highest-ranking location in each population group. Locations with normalized scores that fall outside one standard deviation from the population group’s average are displayed against a lightly shaded background. Locations with normalized scores that fall outside two standard deviations from the population group’s average are displayed against a more darkly shaded background.

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 "2008MuniInMultiCounties", in the MS Excel file named "10 alctrgt.xls".

The procedures used to produce this analysis exactly replicate those used last year with one exception: Those individuals who were involved in alcohol related crashes, but whose alcohol flag in the SAS Occupant extract was 'N' were not included as part of the weighting score last year, but have been added in this year. This increased normalized scores upward across the board, but did not significantly alter the ranking of municipalities, within each of the respective groups, nor the number of municipalities greater than one standard deviation from the mean, except for the "GROUP=SMALL AREAS (THOSE WITH POPULATIONS LESS THAN 5,000)" grouping, whose normalized score may be more effected by the injury of non-drinking persons, involved in alcohol related crashes, because of any one individual crash. This effect has been "smoothed out" in municipalities with larger populations and more overall alcohol related crashes. The degree of the increased normalized score upon the "SMALL AREAS" group is unknown, given the high standard deviation (64.4), relative to the mean (63.0), which implies high volatility of data values. This created the effect that no municipalities could be one or more negative standard deviation from the mean because they would have a normalized score of less than zero, which is not possible, thus the loss of those municipalities who are doing the best (lowest normalized scores) in the "SMALL AREAS" group concerning alcohol related crashes and outcomes are not as easily identifiable as they were on last year’s alcohol targeting list.

Please note that the Town of Richfield ceased to exist as of 2/13/2008, thus is not included in the "10 alctrgt.xls".

V	Richfield	Washington	Created from the entire Town of Richfield per Incorporation Referendum	67166	2/13/2008
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Let me know if further clarification is needed about the structure of the report. Also, I am available to supply more detail about the procedures used to acquire and process the data.

Highway Safety Program Cost Summary

"217PLAN"
 HS217
 (Rev. 7/93)

State: WISCONSIN
 FFY: 2010

Highway Safety Program Cost Summary
 PLAN Estimate
 Date: August, 2009

Number: 9302000
 Highway Safety Plan

Program Area	Apprvd Program Costs	Basis for % Change	State/Local Funds		Federally Funded Programs			Federal Share to Local
			Previous Bal	Incr/(Decre)	% Chng	Current Bal		
PA	674,000.00	495,000.00	179,000.00	0.00	495,000.00	0%	495,000.00	83,750.00
OP	1,402,000.00	815,000.00	587,000.00	0.00	815,000.00	0%	815,000.00	726,250.00
PM	1,550,000.00	1,250,000.00	300,000.00	0.00	1,250,000.00	0%	1,250,000.00	625,000.00
AL	1,862,500.00	1,365,000.00	497,500.00	0.00	1,365,000.00	0%	1,365,000.00	765,000.00
PT	3,203,000.00	2,580,000.00	623,000.00	0.00	2,580,000.00	0%	2,580,000.00	1,112,500.00
TR	737,000.00	591,000.00	146,000.00	0.00	591,000.00	0%	591,000.00	527,500.00
EM	189,000.00	170,000.00	19,000.00	0.00	170,000.00	0%	170,000.00	125,000.00
MC	794,000.00	681,000.00	113,000.00	0.00	681,000.00	0%	681,000.00	288,750.00
PS	522,000.00	265,000.00	257,000.00	0.00	265,000.00	0%	265,000.00	200,000.00
CP	1,480,000.00	1,090,000.00	390,000.00	0.00	1,090,000.00	0%	1,090,000.00	620,000.00
Total 402	12,413,500.00	9,302,000.00	3,111,500.00	0.00	9,302,000.00	0.00	9,302,000.00	5,073,750.00
405-K2	1,233,000.00	1,150,000.00	83,000.00	0.00	1,150,000.00	0%	1,000,000.00	640,000.00
408-K9	1,093,000.00	748,000.00	345,000.00	0.00	748,000.00	0%	510,667.00	383,000.00
1906	1,180,000.00	800,000.00	380,000.00	0.00	800,000.00	0%	454,170.00	113,543.00
2011-K3	354,000.00	280,000.00	74,000.00	0.00	280,000.00	0%	400,000.00	250,000.00
2010-K6	285,000.00	265,000.00	20,000.00	0.00	265,000.00	0%	265,000.00	27,500.00
410-K8	3,859,000.00	3,177,000.00	682,000.00	0.00	3,177,000.00	0%	2,708,000.00	1,797,850.00
ALL FUNDS	20,417,500.00	15,722,000.00	4,695,500.00	0.00	15,722,000.00	0.00	14,639,837.00	8,285,643.00

State Officials Authorized Signature: _____ Federal Official(s) Authorized Signature: _____

NAME _____ NHTSA - NAME _____ FHWA - NAME _____
 TITLE _____ TITLE _____ TITLE _____
 DATE _____ DATE _____ DATE _____
 Effective Date _____

FFY 2010 HIGHWAY SAFETY PERFORMANCE PLAN BUDGET

FFY 2010 HIGHWAY SAFETY PERFORMANCE PLAN BUDGET						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
PLANNING & ADMINISTRATION 10						
10-10-01	Planning & Administrat	195,000	2,000	2,000	199,000	48,750
10-10-03	Training - Technical	300,000	50,000	125,000	475,000	150,000
402	(PA)	495,000	52,000	127,000	674,000	198,750
State 562	402 Match	0	530,000	0	530,000	0
State	(562)	0	530,000	0	530,000	0
TOTAL PLAN & ADMIN FUNDS		495,000	582,000	127,000	1,204,000	198,750
OCCUPANT PROTECTION 20						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
10-20-01	Program Mgmt	80,000	15,000	2,000	97,000	20,000
10-20-02	PI&E	240,000	40,000	120,000	400,000	120,000
10-20-05	Enforcement	320,000	5,000	100,000	425,000	320,000
10-20-09	Evaluation	175,000	5,000	300,000	480,000	43,750
402	(OP)	815,000	65,000	522,000	1,402,000	503,750
10-20-07 PM	Paid Media (402PM)	750,000	10,000	200,000	960,000	375,000
10-24-03	Training - Technical	155,000	2,000	50,000	207,000	77,500
10-24-06	CPS Equipment	125,000	2,000	20,000	147,000	125,000
2011	(2011 - K3)	280,000	4,000	70,000	354,000	202,500
10-25-02	PI&E	325,000	8,000	10,000	343,000	162,500
10-25-03	Training - Technical	50,000	5,000	30,000	85,000	25,000
10-25-05	Enforcement	575,000	5,000	10,000	590,000	575,000
10-25-06	Equipment	200,000	5,000	10,000	215,000	200,000
405 Incentive	(405-K2)	1,150,000	23,000	60,000	1,233,000	962,500
TOTAL OCC PROTECT FUNDS		2,995,000	102,000	852,000	3,949,000	2,043,750
IMPAIRED DRIVING - ALCOHOL and OTHER DRUGS (30)						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
10-30-01	Program Mgmt	180,000	30,000	10,000	220,000	45,000
10-30-02	PI&E	250,000	5,000	150,000	405,000	125,000
10-30-05	Enforcement	730,000	12,500	75,000	817,500	730,000
10-30-06	Equipment	125,000	5,000	100,000	230,000	125,000
10-30-09	Evaluation	80,000	10,000	100,000	190,000	20,000
402	(AL)	1,365,000	62,500	435,000	1,862,500	1,045,000
10-30-07 PM	Paid Media (402PM)	250,000	5,000	40,000	295,000	125,000
10-31-02	PI&E	125,000	2,000	2,000	129,000	31,250
10-31-03	Training- Technical	785,000	5,000	3,000	793,000	392,500
10-31-04	Training - Community	200,000	2,000	10,000	212,000	200,000
10-31-05	Enforcement	1,070,000	5,000	20,000	1,095,000	1,070,000
10-31-06	Equipment	200,000	8,000	5,000	213,000	200,000
10-31-09	Evaluation	77,000	10,000	200,000	287,000	19,250
410	(K8)	2,457,000	32,000	240,000	2,729,000	1,913,000
10-31-07 PM	Paid Media - (410-K8PM)	250,000	5,000	40,000	295,000	125,000
State 568	Pre-trial Intervention	0	715,600	12,470	728,070	715,600
State 531	Safe Ride Programs	0	150,000	10,000	160,000	150,000
State	(562, 531 and 568)	0	865,600	22,470	888,070	865,600
TOTAL IMPAIRED DRIVING FUNDS		4,322,000	970,100	777,470	6,069,570	4,073,600
YOUTHFUL DRIVERS - IMPAIRED DRIVING (31)						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
10-31-02	Youth PI&E	250,000	15,000	20,000	285,000	125,000
10-31-03	Training- Technical	10,000	1,000	150,000	161,000	5,000
10-31-04	Training - Community	110,000	10,000	118,000	238,000	110,000
10-31-09	Evaluation	50,000	3,000	35,000	88,000	12,500
410	(K8)	420,000	29,000	323,000	772,000	252,500
10-37-02	PI & E	160,000	5,000	50,000	215,000	80,000
10-37-03	Training - Technical	22,000	1,000	150,000	173,000	11,000
10-37-04	Training - Community	10,000	1,000	25,000	36,000	10,000
10-37-05	Enforcement	330,000	5,000	25,000	360,000	330,000
USDOJ	(DOJ - JX)	522,000	12,000	250,000	784,000	431,000
TOTAL YOUTH FUNDS		942,000	41,000	573,000	1,556,000	683,500
AGGRESSION, SPEED & TRAFFIC ENFORCEMENT (PTS) 40						
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
10-40-01	Program Mgmt	75,000	11,000	2,000	88,000	18,750
10-40-02	PI & E	375,000	20,000	25,000	420,000	187,500
10-40-03	Training - Technical	50,000	5,000	5,000	60,000	25,000
10-40-05	Enforcement	1,850,000	60,000	50,000	1,960,000	1,850,000
10-40-06	Equipment	150,000	5,000	400,000	555,000	150,000
10-40-09	Evaluation	80,000	5,000	35,000	120,000	20,000
402-PT	402-PT	2,580,000	106,000	517,000	3,203,000	2,231,250
109-40-07 PM	Aggression Pd Media	250,000	5,000	40,000	295,000	125,000
TOTAL	SPEED/ AGGRESSION	2,830,000	111,000	557,000	3,498,000	2,356,250

APPENDIX 5: DETAILED BUDGET

STATE of WISCONSIN HIGHWAY SAFETY PLAN 2010

FFY 2010 HIGHWAY SAFETY PERFORMANCE PLAN BUDGET

FFY 2010 HIGHWAY SAFETY PERFORMANCE PLAN BUDGET							
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit	
HIGHWAY SAFETY INFORMATION (Traffic Records) 50							
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit	
10-50-01	Program Mgmt	117,000	5,000	5,000	127,000	29,250	
10-50-03	Training - Technical	274,000	75,000	1,000	350,000	137,000	
10-50-06	Equipment	200,000	10,000	50,000	260,000	200,000	
402	(TR)	591,000	90,000	56,000	737,000	366,250	
10-58-03	Training - Technical	548,000	85,000	200,000		274,000	
10-58-06	Equipment	200,000	10,000	50,000		200,000	
408	(K9)	748,000	95,000	250,000	1,093,000	561,000	
State 562	Policy Analysis	0	100,000	0	100,000	25,000	
State	(562)	0	100,000	0	100,000	25,000	
Racial Profiling							
10-056-03	Training - Technical	600,000	100,000	225,000		300,000	
10-56-06	Equipment	200,000	5,000	50,000		200,000	
1906	(K10)	800,000	105,000	275,000	0	500,000	
TOTAL	RECORDS FUNDS	1,339,000	390,000	581,000	1,930,000	1,452,250	
INJURY CONTROL - EMERGENCY RESPONSE 60							
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit	
10-60-02	PI & E	65,000	3,000	2,000	70,000	32,500	
10-60-03	Training - Technical	40,000	2,000	5,000	47,000	20,000	
10-60-04	Training - Community	65,000	2,000	5,000	72,000	65,000	
402	(EM)	170,000	7,000	12,000	189,000	117,500	
MOTORCYCLE SAFETY 70							
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit	
10-70-01	Prog Mgmt	65,000	10,000	20,000	95,000	16,250	
10-70-02	PI&E	275,000	5,000	3,000	283,000	137,500	
10-70-03	Training - Technical	86,000	5,000	15,000	106,000	43,000	
10-70-04	Training - Community	175,000	5,000	15,000	195,000	175,000	
10-70-05	Enforcement	70,000	8,000	10,000	88,000	70,000	
10-70-09	Evaluation	10,000	2,000	15,000	27,000	2,500	
402	(MC)	681,000	35,000	78,000	794,000	444,250	
10-31-02	PI&E	50,000	3,000	10,000	63,000	25,000	
410	(AL)	50,000	3,000	10,000	63,000	25,000	
10-72-06	Equipment	265,000	10,000	10,000	285,000	265,000	
2010	(K6)	265,000	10,000	10,000	285,000	265,000	
State 562	MC Rider Education	0	419,000	200,000	619,000	419,000	
	MREP Admin	0	110,000	27,500	137,500	27,500	
State	(562)	0	529,000	200,000	619,000	446,500	
TOTAL	MOTORCYCLE FUNDS	996,000	574,000	288,000	1,698,000	1,155,750	
PEDESTRIAN, BICYCLE & SCHOOL BUS SAFETY 80							
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit	
10-80-01	Program Management	5,000	2,000	10,000	17,000	1,250	
10-80-02	PI&E	80,000	4,000	50,000	134,000	40,000	
10-80-03	Training - Technical	65,000	4,000	14,000	83,000	32,500	
10-80-04	Training - Community	40,000	2,000	70,000	112,000	40,000	
10-80-05	Enforcement	70,000	10,000	60,000	140,000	70,000	
10-80-09	Evaluation	5,000	1,000	30,000	36,000	1,250	
402	(PS)	265,000	23,000	234,000	522,000	185,000	
State 562	Program Management	0	60,000	0	60,000	15,000	
State 562	PI&E & Bike Laws	0	42,500	0	42,500	21,250	
State	(562)	0	102,500	0	102,500	36,250	
TOTAL	PED/BIKE FUNDS	265,000	125,500	234,000	624,500	221,250	
COMMUNITY TRAFFIC SAFETY 90 Community Activity							
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit	
10-90-01	Program Mgmt	340,000	75,000	25,000	440,000	170,000	
10-90-02	PI & E	270,000	10,000	75,000	355,000	135,000	
10-90-04	Community Programs	480,000	5,000	200,000	685,000	360,000	
402	(CP)	1,090,000	90,000	300,000	1,480,000	665,000	
LARGE TRUCK SAFETY 12							
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit	
MCSAP	MCSAP Plan	4,763,671	0	0	4,763,671	0	
TOTAL	LARGE TRUCKS	4,763,671	0	0	4,763,671	0	
Fund Totals	402 TOTAL	9,302,000	1,085,500	2,601,000	13,238,500	6,381,750	
	410 TOTAL	3,177,000	66,000	603,000	3,796,000	2,118,000	
	2011 Total	280,000					
	405 Total	1,150,000					
	1906 Total	800,000					
	408 Total	748,000					
	2010 Total	265,000					
	EU DL	522,000					
TOTAL		16,244,000					

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR §18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- ○ 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- ○ 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- ○ 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- ○ 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- ○ NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- ○ Highway Safety Grant Funding Policy for Field-Administered Grants

Certifications and Assurances

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

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 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

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:

- ○ **National law enforcement mobilizations,**
- **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

The State shall 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. This 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 USC 402(b) (1) (D));

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

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);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps (and 49

CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):

The State will provide a drug-free workplace by:

- k. 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;
- l. Establishing a drug-free awareness program to inform employees about:
 1. 1. The dangers of drug abuse in the workplace.
 2. The grantee's policy of maintaining a drug-free workplace.
 3. Any available drug counseling, rehabilitation, and employee assistance programs.
 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- m. 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).
- n. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
 1. 1. Abide by the terms of the statement.
 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- o. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- p. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -

1. 1. Taking appropriate personnel action against such an employee, up to and including termination.
 2. 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.
- o q. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

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

POLITICAL ACTIVITY (HATCH ACT).

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

- o 18. 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.
- o 19. (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.

- o 20. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

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

RESTRICTION ON STATE LOBBYING

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

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

- o 21. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
- o 22. 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.
- o 23. 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.

- 24. 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.
- 25. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
- 26. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
- 27. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
- 28. 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.
- 29. 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.
- 30. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

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

Instructions for Lower Tier Certification

- o 31. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
- o 32. 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.
- o 33. 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.
- o 34. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR

Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

- 35. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
- 36. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
- 37. 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.
- 38. 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.
- 39. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

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

- 40. 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.

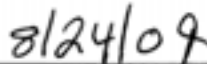
- o 41. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2010 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).



Governor's Representative for Highway Safety



Date