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January 28, 2025

On behalf of the Wisconsin Department of Transportation, Bureau of Transportation Safety and Technical Services (BOTS), I am pleased to present the State of Wisconsin's Annual Evaluation Report of federal fiscal year 2024 highway safety program activities. The report identifies behavioral activities undertaken with both state and federal highway safety funds and some additional activities undertaken by our valued safety partners in support of our transportation safety objectives.

Wisconsin State Patrol recognizes the value of providing collaborative supports throughout its communities pertaining to transportation safety. On the morning of December 16, 2024, State Patrol responded to a tragic active shooter event at a school, leaving three dead and several injured – some very severely. With over 25 officers on scene performing critical tasks in support of our fellow agencies, they coordinated: rescue, scene stabilization/clearance/processing, family reunification, scene security, vital LED communications support, command/control, EOD countermeasures, reconstruction support, and employee wellness.

With a strong and active commitment from our safety partners in federal fiscal year 2024, BOTS administered highway safety grants provided by the National Highway Traffic Safety Administration (NHTSA) under 23 U.S.C. Chapter 4. The Wisconsin Department of Transportation continually promotes traffic safety through the Safe System Approach. The delivery of the multiple programs described in this report collectively work to prevent fatalities and serious injuries on all Wisconsin roads.

Sincerely,

A handwritten signature in blue ink, appearing to read "D. Pabst".

David Pabst, Director  
Bureau of Transportation Safety

## Contents

FORWARD .....	3
PLANNING AND ADMINISTRATION.....	6
PUBLIC PARTICPATION and ENGAGEMENT .....	7
OCCUPANT PROTECTION PROGRAM.....	12
IMPAIRED DRIVING PROGRAM.....	19
POLICE TRAFFIC SAFETY PROGRAM .....	37
LAW ENFORCEMENT COMMUNITY COLLABORATION ACTIVITIES .....	41
TRAFFIC RECORDS IMPROVEMENT PROGRAM.....	42
EMS IMPROVEMENT PROGRAM .....	46
MOTORCYCLIST SAFETY PROGRAM PLANNING AND ADMINISTRATION .....	50
VULNERABLE/NON-MOTORIZED SAFETY PROGRAM.....	58
COMMUNITY TRAFFIC SAFETY PROGRAM.....	68
FFY 2024 PROJECT BUDGET SUMMARY.....	74

## FORWARD

The Wisconsin Highway Safety Program is administered by BOTS, within the Wisconsin State Patrol (WSP). The WSP is a division of the Wisconsin Department of Transportation (WisDOT). The Secretary of Transportation, Kristina Boardman, is the Governor's Highway Safety Representative, and David Pabst, Director of BOTS, is the State Highway Safety Coordinator.

## MISSION

The BOTS is charged with coordinating statewide behavioral highway safety programs and making effective use of all highway safety funds and other resources. It strives to provide leadership, partnership, innovation, and program support for Wisconsin's traffic safety community, and to decrease crashes, deaths, and injuries on all of Wisconsin's roadways.

Highway safety planning and administration functions are performed by state-funded and federally funded BOTS staff, with the assistance of other safety professionals within WisDOT and throughout the state. Planning and administration functions overlap with WisDOT planning. Jointly, they produce high-quality, data-driven reports, fact sheets, and other publications including the Highway Safety Plan (HSP), the Strategic Highway Safety Plan (SHSP) and this document, which reports on the fiscal performance of BOTS and its adherence to the HSP.

## FUNDS

Wisconsin programmed over \$13 million of federal highway safety formula and incentive grants, and state funds during federal fiscal year (FFY) 2024. This included funds from the Fixing America's Surface Transportation (FAST) Act and Bipartisan Infrastructure Law (BIL):

- Section 402 State and Community Highway Safety Grants
- Section 405(b) Occupant Protection Grants
- Section 405(c) State Traffic Safety Information System Grants
- Section 405(d) Impaired Driving Countermeasures Grants
- Section 405(f) Motorcyclist Safety Grants

Wisconsin administered over \$1.2 million in state funds for transportation safety program management and policy analysis which included: the Safe Ride grant program, motorcycle rider education programs, and a media campaign promoting motorist awareness of motorcyclists. Wisconsin achieves its required administrative match for all funds through straight time traffic enforcement by the WSP.

## GOAL

Goals for this FFY 2024 Annual Report were set and committed to in the 2024 HSP. The results laid out in this document use 2023 calendar year data. The Governors Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration (NHTSA) agreed to a minimum set of performance measures to be used in the development of HSPs. Wisconsin has set a goal of a 5% improvement for most of the "Core Outcome Measures" from the prior five-year rolling average, and a 2% improvement for the number of traffic fatalities and the fatality rate using state data available at the time. When goals were written in the 2024 HSP, the finalized 2023 FARS crash data were not yet available. All projects in the 2024 HSP are described in this Annual Report and were designed to contribute to meeting these targets.

The agreed-upon performance measures and results are summarized in the following matrix. The results below in **green** indicate measures where the goal was either met or exceeded, and the results in **orange** indicate measures where the goal was not met. This table was requested by NHTSA and includes notes below.

Assessment of Results in Achieving Performance Targets for FY 2024 and FY 2023									
	FY 2024					FY 2023			
Performance Measure	Target Period	Target Year(s)	Target Value FY24 HSP	Data Source/ FY24 Progress Results	On Track to Meet FY24 Target Y/N (in-progress)	Target Value FY23 HSP	Target Year(s)	Data Source/ FY23 Final Result	Met FY23 Target Y/N
C-1) Total Traffic Fatalities	5 year	2018-2022	562.1	2024 FARS	In Progress	587.2	2017-2021	2023 STATE 563	Yes
C-2) Serious Injuries in Traffic Crashes	5 year	2018-2022	2,913.6	2024 STATE	In Progress	3,044.3	2017-2021	2023 STATE 3,252	No
C-3) Fatalities/VMT	5 year	2018-2022	0.879	2024 FARS	In Progress	0.937	2017-2021	2023 STATE 0.83	Yes
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2018-2022	151	2024 FARS	In Progress	161	2017-2021	2023 STATE 139	Yes
C-5) Alcohol-Impaired Driving Fatalities	5 year	2018-2022	177	2024 FARS	In Progress	190	2017-2021	2023 STATE 159	Yes
C-6) Speeding-Related Fatalities	5 year	2018-2022	178	2024 FARS	In Progress	184	2017-2021	2023 STATE 176	Yes
C-7) Motorcyclist Fatalities (FARS)	5 year	2018-2022	91	2024 FARS	In Progress	94	2017-2021	2023 STATE 100	No
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2018-2022	63	2024 FARS	In Progress	63	2017-2021	2023 STATE 65	No
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2018-2022	68	2024 FARS	In Progress	75	2017-2021	2023 STATE 90	No
C-10) Pedestrian Fatalities	5 year	2018-2022	54	2024 FARS	In Progress	53	2017-2021	2023 STATE 61	No
C-11) Bicyclist Fatalities	5 year	2018-2022	10	2024 FARS	In Progress	9	2017-2021	2023 STATE 7	Yes

<b>B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)</b>	5 year	2018-2022	90.6%	2024 STATE 89.3%	No	91.0%	2017-2021	2023 STATE 92.0%	Yes
<b>Comment B-1</b>	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey), failed to meet the 2023 target and met the 2024 target. While the 2023 FARS data has not closed, BOTS will review this measure for future improvements. In FFY 2025, BOTS will emphasize occupant protection activities in high-risk communities from data analysis and community feedback.								
<b>B-2) Serious Injuries/VMT</b>	5 year	2018-2022	4.62	2024 STATE	In Progress	4.857	2017-2021	2023 STATE 4.785	Yes
<b>B-3) Non-Motorized Fatalities and Serious Injuries</b>	5 year	2018-2022	357.1	2024 FARS & STATE	In Progress	364.0	2017-2021	2023 STATE 414	No

## PLANNING AND ADMINISTRATION

The management and planning of BOTS activities are made possible through state and federal funds. State funds cover the salary and fringe of the director, section chief, and two full-time policy analysts. Federal funds cover salaries, benefits, out-of-state travel, and training for the following staff:

- the grants management supervisor
- the program and policy supervisor
- two full-time equivalent (FTE) operations program associates
- a 0.5 FTE office associate
- a 0.5 FTE office operations associate

Planning and Administrative staff have a positive impact on Wisconsin's traffic safety and have the following:

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

**Countermeasure Association:** Planning and Administration (PA)

**Performance Measure:** On-time submission of the HSP and the Annual Report

**Eligible Use of Funds:** Expenditures for PA are specifically allowed under 23 CFR 1300.13 (a)(1) and are effective as a countermeasure strategy.

**Funding Source:** BIL NHTSA 402 and State 562 funds

### *FFY 2024 REPORT:*

BOTS continues to experience staffing transitions. Within the Policy Analysis & Local Programs Section, a new financial specialist and impaired driving state program manager were hired in the spring. There was a vacant regional program manager position until October 2024. The new regional program manager was hired from within, creating a vacant financial specialist senior position. Once training is complete, and staff learn their roles and responsibilities, BOTS will benefit from being fully staffed for the first time in two years.

BOTS completed all major tasks and assignments on or ahead of schedule during the fiscal year. BOTS was compliant on both the Triennial Highway Safety Plan and the Annual Grant Application.

BOTS continues to update and improve the IGX grants management system to add more informational fields to align reports, contract language, and monitoring function

to enhance compliance to the NTHSA guidance and the BIL regulations under 23 CFR §200 and §1300.

BOTS staff participated in over 66 TSI training sessions, annual meetings with GHSA, Wisconsin Tribal Traffic Safety Conference, and MAASTO. Staff represented BOTS at the NHTSA Region 5 meetings, all 72 quarterly Traffic Safety Commission, all 8 of the Inter-Tribal Taskforce, MADD Impaired Driving Safety summits, GHSA Executive Seminar, and several other regional meetings.

BOTS handled 324 state and federal grants, with only 19 grants denied or forfeited in fiscal year 2024. The state programs and grants staff handled 2,278 transactions, with an average of 3.5 days for approval reviews. This exceeds BOTS and WisDOT's payment requirements. The program and policy unit responded to 309 data requests and inquiries, up from 240 in the previous year. BOTS completed a Motorcycle Safety Program Assessment and recommendations were used to support programs in the 2025 Motorcycle section of the Annual Grant Application.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-10-01-PA	\$360,000.00	\$355,412.64	\$4587.36

## PUBLIC PARTICIPATION and ENGAGEMENT

### ENGAGEMENTS WITHIN AFFECTED COMMUNITIES

- *Wisconsin Tribal Transportation Conference (WTTC) and Inter-Tribal Taskforce*
  - **Planning:**
    - **Goal:** To increase activities and partnership with the federally recognized tribal nations in Wisconsin.
  - **Incorporation:** In response to a request from the nations, BOTS has incorporated the following recommendations into the development of the Triennial Highway Safety Plan:
    - BOTS will establish in the mass media plan culturally competent and inclusive images for print, digital and social media, in the tribe's native language.
    - Annually, BOTS will continue to engage with the 11 federally recognized tribes at the Wisconsin Tribal Transportation Conference held in October. This will aid BOTS in getting feedback on planning, programming, and projects to positively impact Native American communities.

### FFY 2024 REPORT:

See below: **Ongoing engagements, *Inter-Tribal Taskforce***

- *TMJ4 Townhall on Reckless Driving at Marquette University in Milwaukee, WI*
  - **Goal:** Present local traffic safety data on current efforts, future programming, and gather feedback from the community in Milwaukee.
  - **Goal:** Increase public participation in traffic safety issues with a specific focus on bicycle and pedestrian safety.



- **Incorporation:** The community requested more education and engineering safety solutions. BOTS will use input received in planning and countermeasure selection for media and public education in the Triennial Highway Safety Plan.

#### **FFY 2024 REPORT:**

Townhall meetings conducted by TMJ4 that BOTS utilized to access underserved and overrepresented communities with the greater Milwaukee area have been concluded by the sponsor. BOTS presented data and analysis of crashes in the Sherman Park area specifically at the request of the neighborhood association, and wider analysis of city. The community desired media representation in their likeness and enforcement in the areas that were highlighted and an additional few other. The outcome of the dialogue was increased media and enforcement for reckless driving, speeding and distracted driving in Milwaukee, and the development of the Bobby Portis and Milwaukee Bucks sponsorship. BOTS is working with Vision Zero Milwaukee to establish new relationships in the community to continue work in addressing needs due to TMJ4 concluding their townhall forums on traffic safety.

#### **ONGOING ENGAGEMENTS**

The previously identified communities will be the affected communities moving forward as well. Black Girls Do Bike, Inter-Tribal Taskforce, and the Motorcycle Safety Advisory Committee will continue to be our focus communities for engagement over the next 3 years.

- *Black Girls Do Bike: Madison and Milwaukee, Wisconsin Chapters*
  - **Goal:** Reduce bicycle crashes involving minority riders in Madison and Milwaukee. Increase education opportunities.
  - **Incorporation:** The potential partnership, in conjunction with the Wisconsin Bike Federation, will assist BOTS in developing bike safety programs specifically for this minority community and their needs. BOTS will provide safety programming via statewide efforts and continue the effort to assist in addressing bike safety in the minority community.

#### **FFY 2024 REPORT:**

Black Girls Do Bike Wisconsin Chapters were contacted several times during the grant year to engage and participate as a recognized underserved community in traffic safety. However, their response was not to participate due to organizational issues in the chapter. BOTS will have to reconsider how to address this community need. To be more effective with other needs, BOTS will pause, assess the situation, and make plans to engage this safety need.

- *Inter-Tribal Taskforce*
  - **Goal:** To increase activities and partnership with the federally recognized tribal nations in Wisconsin.
  - **Incorporation:** As a result, there is improved communication, improved data, and some feedback on programming in communities, specifically, child passenger safety and pedestrian safety for the tribes that will participate. By



continuing this activity, it ensures accessibility to data, data analysis, and subject matter expertise to assist in designing projects and programs.

- **Incorporation:** The WisDOT Tribal Liaison will work with BOTS to craft specific surveys with consideration to address accessibility due to lack of internet and cellular access. This collaboration strives to develop a representative sample and develop projects for community feedback.

#### **FFY 2024 REPORT:**

The collaboration and engagement through the Inter-Tribal Taskforce have been successful. Through dialogue and feedback from tribal consultation with tribal government leaders, WisDOT and BOTS attended all 8 Inter-tribal meetings. BOTS will generate separate tribal traffic safety profiles, make it accessible on Community Maps, and report quarterly year-to-date data on trends, behavior issues, and other analysis through the Inter-Tribal Taskforce.

The WisDOT Tribal Liaison conducted an inter-tribal survey for traffic safety early in 2024. We have identified that the community wants to develop dual language media and signage for traffic safety in the Wisconsin Tribal Nations. At the request of the nations a grant has been established and currently in the contracting process for a Native American vendor to conduct further focus group work to develop this media program. Forest County Potawatomi identified a traffic safety concern with speeding and other issues associated to it in their community. As a result, BOTS, in partnership with the tribe's public safety office, coordinated a police traffic services grant for FY2025 with the county Sheriff. The decision to utilize the Sheriff is due to the lack of a tribal law enforcement entity. We expect that this success will invigorate other communities to seek innovative approaches to make effective changes in these underserved communities.

- **Motorcycle Safety Advisory Council (MOSAC)**
  - **Goal:** Present motorcycle crash data, discuss media and education programming that are currently being used and adjust programming based on MOSAC's feedback.
  - **Incorporation:** BOTS will utilize the feedback from MOSAC to adjust current programming and plan future projects based their input and give due consideration.

#### **FFY 2024 REPORT:**

BOTS continues to meet quarterly and ad hoc with MOSAC members and representatives. BOTS attended 6 council meetings and 12 other ad hoc meetings to discuss crash data, programmatic changes, and evolving needs. The results of these meetings helped guide BOTS to establish a new media campaign for rider training and rider coach recruitment. BOTS held a Safe Rider Safety event in June 2024, which will continue with the assistance of ABATE Wisconsin and BOTS. An efficiency through a software solution for rider training data, training, and reporting was identified. Lastly, through dialogue with the community representatives and riders, updated data elements

were reported to the council, and an executive summary assists with accessibility to the information for all riders in the state.

## OTHER ENGAGEMENTS

The following partnerships will assist in identifying additional affected communities of which to focus engagement.

- *Traffic Safety Commissions; All counties quarterly meetings*
  - **Goal:** Increase public participation and involvement at the county level statewide.
  - **Incorporation:** Public feedback will be utilized to aid in the development of enforcement, education, and community safety programs to affect change.

### *FFY 2024 REPORT:*

BOTS through LEL liaisons and Regional Program managers participated in all 288 meetings held in fiscal year 2024. Through a dialogue data sharing and community engagement BOTS identified agencies needs and let 5 Predictive Analysis grants and 1 was forfeited. These grants were sought out due to community feedback about speeding issues in their communities.

Based on feedback from rural communities, BOTS adjusted the data analysis process to incorporate smaller agencies in rural area that had been underserved in the past; also, BOTS created a fiscal analysis process to plan funding based on these needs to expand our reach and provide more assistance to rural community needs.

- *Milwaukee Public School and Children's Hospital; Low-income stipend for Driver's Education*
  - **Goal:** To increase access to drivers' education for underserved students in Milwaukee County Public Schools.
  - **Incorporation:** BOTS will evaluate the outcome of this grant by gathering participants feedback on how to improve the project and track driving history for a two-year period to determine effectiveness in Milwaukee County.

### *FFY 2024 REPORT:*

BOTS and Milwaukee County Public Schools concluded this engagement. The decision was drawn upon due to the Wisconsin legislature funding a statewide underserved Driver's Education program. That decision is at a higher level of funding and would provide a greater impact to the community, not only in Milwaukee, but for all low-income families to have access to drivers' education. BOTS will conduct an analysis of driver schools for accessibility to rural and underserved communities throughout the state. This will identify any gaps in rural Wisconsin or other underserved populations with little to no access to drivers' education.

## LAW ENFORCEMENT COMMUNITY COLLABORATION

Efforts of community collaboration in highway safety are another venue for an engaging dialogue on traffic safety. Wisconsin state statute [83.013 County Traffic Safety Commissions](#)



provide a quarterly public forum that reviews crashes (specifically, fatalities and serious injury), data to identify current trends, and when present, public feedback on issues and growing concerns (i.e., disparities, other safety needs, and community education).

***FFY 2024 REPORT:***

Information and data from the 288 traffic safety commissions were reported back to BOTS by the law enforcement liaisons and regional programmers' network. The information was utilized for planning, policy, and programming considerations through a data driven decision making process.

Out of 148 other community engagements by agencies, 54 were specifically for agency feedback. These forums were sometimes virtual via social media, TEAMS, or Zoom community calls. A great deal of them were hosted in person. Due to limitations of many smaller agencies, social media was a main forum of public communication. Several agencies partnered with other local entities to provide information and gather feedback on traffic safety efforts and community activities. These activities ranged from school forums, village and town board meetings, bicycle club events, and “Coffee with a Cop”.

## OCCUPANT PROTECTION PROGRAM

### PERFORMANCE GOALS AND MEASURES

In 2023, 47% of Wisconsin's passenger vehicle occupant fatalities were unrestrained occupants. The Occupant Protection program met its safety belt usage goal of 90.6% by reaching 92.0% average safety belt use. The program also met its goals for the ejection rate of fatal/injury crashes of passenger vehicles and utility trucks, as well as unbelted fatalities and 'A' injuries as shown in the tables below.

#### Average Safety Belt Use

2018-2022 Baseline	88.9%
2023 Goal	90.6%
2023 Actual	92.0%

#### Unbelted Fatalities and 'A' Injuries

2018-2022 Baseline	1.00/100M VMT
2023 Goal	0.98/100M VMT
2023 Actual	0.91/100M VMT

#### Ejection Rate of Fatal/Injury Crashes of Passenger Vehicles and Utility Trucks

2018-2022 Baseline	0.45%
2023 Goal	0.44%
2023 Actual	0.43%

The occupant protection safety program has four types of programming designed to reduce the number of unrestrained occupant fatalities and injuries:

1. Program Management
2. High-Visibility Enforcement
3. Child Passenger Safety
4. Data and Program Evaluation

### OCCUPANT PROTECTION (OP) MANAGEMENT

Funding will provide wage, fringe, data processing, materials and supplies, training and travel, printing, and postage support for this position. This position will work with regional program managers, law enforcement liaisons, and law enforcement agencies of all sizes to coordinate occupant protection efforts, encourage safe and effective high-visibility enforcement and participation in mobilizations.

**Countermeasure Association:** Occupant Protection

**Eligible Use of Funds:** OP Safety Belts

**Funding Source:** BIL NHTSA 402, and BIL 405b OP Mid

**Performance Target Linkage:** C-1, C-2, C-4, and B-1

**Rationale for Selecting Countermeasure/Amount:** Having an Occupant Protection Coordinator allows the state to better manage the different projects and grants that occur within the Occupant Protection range of duties.

#### FFY 2024 REPORT:

Federal funding for this program allowed for the continued administering of various occupant protection grant programs throughout the state of Wisconsin. Work continued with various law enforcement agencies, hospitals, health departments, and private entities committed to furthering occupant protection in the state.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-20-01-OP	\$90,000.00	\$81,460.61	\$8539.39

### CHILD PASSENGER SAFETY (CPS) STATIONS AND CPS TABLETS

Funding will be used to provide resources which encourage behavior changes for those who transport children and provide child safety seats, installation, and occupant protection education to low-income families. In addition, **\$1,000** grants will be used to provide tablets to agencies allowing them to digitally perform car safety checks while also tracking car seat data among those served. The result of these projects will be an increase of car seats reaching high-need families and a greater ability to perform car seat checks.

**Countermeasure Association:** CPS Equipment

**Eligible Use of Funds:** OP Safety Belts, CR Child Restraints, and M2 CPS Low Community CPS Services

**Federal Source:** BIL NHTSA 402 and BIL 405b OP Mid

**Performance Target Linkage:** C-1, C-2, C-4

**Rationale for Selecting Countermeasure/Amount:** Funding this program will allow numerous health care providers across the state to provide education to parents/care givers and car seats for the most at-risk/in-need families.

#### FFY 2024 REPORT:

The Child Passenger Safety grant program continued providing car seats to at-risk, underserved families. Educational opportunities were provided to families regarding the installation of child safety seats and overall occupant protection. In 2024, 56 Child Passenger Safety grants were administered across the state. The liquidation rate of these grants was 86.7%, a 12.3% increase from the previous year. The tablet program had 13 law enforcement agencies participate, further enhancing their ability to conduct car seat checks and education.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-20-06-OP	\$249,819.73	\$229,761.08	\$20,056.65
	2024-25-06-M2	\$95,878.18	\$70,005.52	\$25,872.66
	<b>Total</b>	\$345,695.91	\$299,766.60	\$45,929.31

### CHILD PASSENGER SAFETY (CPS) PROGRAMMING

Federal funding will provide support and administrative costs for the statewide CPS Advisory Board Committee. The BOTS partnership with Children's Wisconsin was renewed, and they continued to support and administer statewide CPST training including recruitment, training, and education while sustaining retention rates that will continue addressing the level of need in Wisconsin.

BOTS staff will work with Children's Wisconsin to provide additional CPS training materials to

community partners and local events as well as CPS training for law enforcement agencies, health departments, and other safety partners with community programs.

**Countermeasure Association:** CPS Programming and CPS Equipment

**Eligible Use of Funds:** CR Child Restraint

**Federal Source:** BIL NHTSA 402

**Performance Target Linkage:** C-1, C-2, C-4

**Rationale for Selecting Countermeasure/Amount:** This project will allow for support and administrative costs for the statewide Child Passenger Safety Advisory Committee, to enter a partnership with a contractor named through a state-sanctioned request for proposal to support and administer statewide CPS Technician (CPST) Training including recruitment, training, education, and retention rates that will address the level of need in the state of Wisconsin.

#### **FFY 2024 REPORT:**

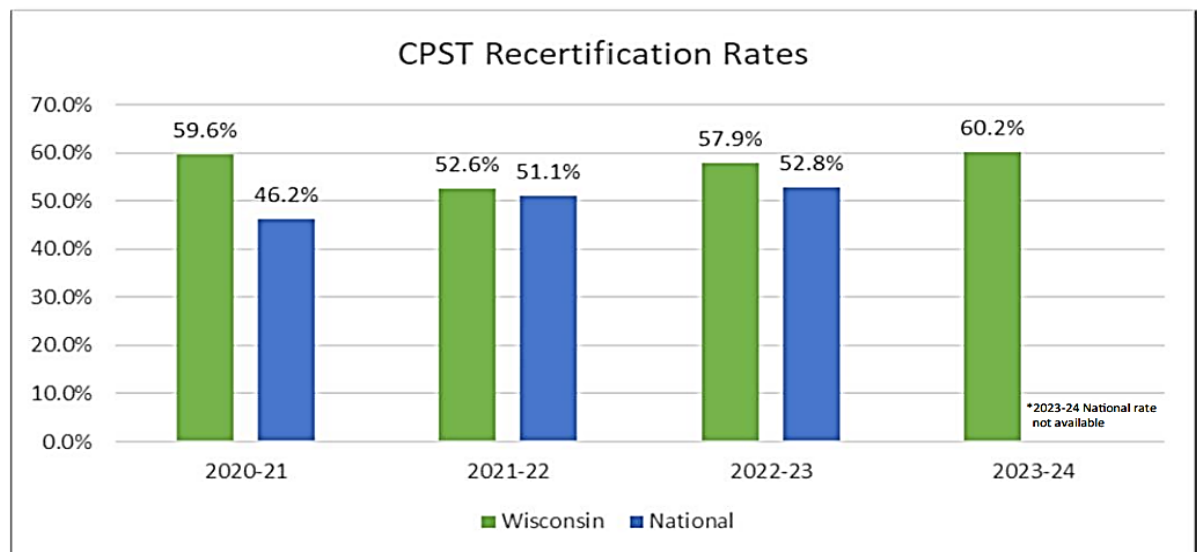
The Child Passenger Safety Programming Grant was administered by the Children's Hospital of Wisconsin. Completed all tasks and duties in accordance with the contract.

The average annual Wisconsin CPS Technician recertification rate was 60.2%, up from 57.89% in FFY 2023. The recertification rate has consistently ranked higher than the national rate for several years running.

- From October 2023 – September 2024, 168 technicians out of an eligible 279 recertified.
- At the end of FFY 2024, there were 733 Wisconsin CPS Technicians and 33 CPST Instructors, an increase of 27 certified technicians and an increase of 1 certified instructor from the start of the fiscal year.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-20-03-CR	\$300,000.00	\$268,121.35	\$31,878.65
Statewide	2024-20-04-OP	\$181,120.00	\$93,443.16	\$87,676.84
	<b>Total</b>	<b>\$481,120.00</b>	<b>\$361,564.51</b>	<b>\$119,555.49</b>

20





## FFY 2024 CPST Courses

Course Location	Course Dates	New Technicians
Menomonee Falls (Hybrid)	Oct 10 – Nov 9, 2023	13
Sparta	Oct 16-19, 2023	14
Verona	Nov 13-16, 2023	16
Manawa	Nov 28-30, 2023	13
Green Bay	Apr 16-19, 2024	14
Rib Mountain	Apr 22-25, 2024	15
Red Cliff	May 15-17, 2024	6
Black River Falls (offered by Ho Chunk Nation)	Jun 10-13, 2024	5
Oak Creek	Jun 10-13, 2024	15
Grand Chute	Aug 12-15, 2024	18
Eau Claire	Sep 16-19, 2024	20
Glendale	Sep 23-26, 2024	22
Onalaska	Sep 30 – Oct 3, 2024	12
Total Technicians Certified		181



## HIGH-VISIBILITY ENFORCEMENT (HVE), SATURATION PATROLS, AND INTEGRATED OCCUPANT PROTECTION DRIVING ENFORCEMENT

Funding will encourage law enforcement agencies to make occupant protection a priority which will be demonstrated by writing citations, sponsoring media events, and working overtime in geographical areas where low safety belt use is prevalent. The program will plan statewide participation, encourage voluntary compliance, and provide overtime funding for high-visibility and sustained enforcement task forces for occupant protection, including nighttime enforcement, accompanied by media. Task forces will consist of multiple law enforcement agencies that coordinate enforcement efforts during the same time frame. State match requirements are met with traffic enforcement conducted on straight time by the Wisconsin State Patrol. All grantees are required to participate in the National *Click It or Ticket* (CIOT) HVE mobilization.

**Countermeasure Association:** Occupant Protection Sustained, Saturation and HVE

**Eligible Use of Funds:** OP Safety Belts and M2 HVE Low

**Federal Source:** BIL NHTSA 402 and BIL 405b OP Mid

**Performance Target Linkage:** C-1, C-2, C-4, and B-1

**Rationale for Selecting Countermeasure/Amount:** Overtime enforcement grants will allow law enforcement agencies across the state to better address the problem of seatbelt usage and promote compliance in their areas of operation.



### FFY 2024 REPORT:

There were 38 Seatbelt Enforcement grants provided throughout Wisconsin in 2024. These grants allowed law enforcement agencies to spend additional work hours observing seatbelt misuse and enhanced enforcement of seatbelt laws in the state. In addition, during the 2024 CIOT national enforcement mobilization a total of 111 law enforcement agencies in Wisconsin participated. During this mobilization period there were 463 seatbelt citations issued across the state along with more than 2,000 additional stops for other various traffic infractions.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide & Local	2024-20-05-M2	\$235,630.88	\$210,554.98	\$25,075.90
Local	2024-20-05-OP	\$1,965,165.56	\$1,560,283.62	\$404,881.94
	<b>Total</b>	<b>\$2,200,796.44</b>	<b>\$1,770,838.60</b>	<b>\$429,957.84</b>

### CLICK IT OR TICKET (CIOT) MOBILIZATION POST OBSERVATIONAL SURVEYS

The contract for CIOT Mobilization Post Observational Surveys administered by UW-Whitewater- and includes the June Observational Surveys. UW-Whitewater has been a longtime partner of BOTS, and their continued work has been instrumental in promoting traffic safety. Participation in the CIOT national enforcement mobilization is a requirement for receiving federal funds, and the survey conducted from this project will look to provide more information on the effectiveness of this mobilization that will inform future mobilizations.

**Countermeasure Association:** CIOT Mobilization Post Observational Surveys: are allowable under 23 CFR 1300.21(g)(1)(vi)

**Eligible Use of Funds:** M2 OP Low OP Information System

**Federal Source:** BIL 405b OP Mid

**Performance Target Linkage:** B-1

**Rationale for Selecting Countermeasure/Amount:** Post Observational Surveys are allowable under 23 CFR 1300.21(g)(1)(vi)

### FFY 2024 REPORT:

UW-Whitewater administered the CIOT Seatbelt Survey in 2024. A community based observational study was designed and conducted as a pre-CIOT survey period with the CIOT campaign being the intervention part of the study. Further, a post-CIOT survey period will be included in the FFY 2025 grant funding. Site selections were based on criteria related data from Community Maps, including county crash hot spots, along with Public Health and Law Enforcement input.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-25-09-M2	\$123,119.00	\$95,049.93	\$27,711.07

### OCCUPANT PROTECTION MEDIA

The goal of this program is increased awareness of occupant protection efforts. The anticipated impact of this countermeasure strategy is a decrease in unbelted fatalities. Paid advertising brings with it the ability to control message content, timing, placement, and repetition. All HVE programs include communications and outreach strategies that use some combination of earned media (news stories and social media) and paid advertising. Communications and outreach will be conducted at the local, county and state level.

**Countermeasure Association:** Occupant Protection Media  
**Eligible Use of Funds:** OP Safety Belts, M2 PE Low Public Education, UNATTD  
Heatstroke/Unattended Passenger Education  
**Federal Source:** BIL NHTSA 402 and BIL 405b OP Mid

**FFY 2024 REPORT:**

Occupant Protection media campaigns and sponsorships are based on data driven decision making to effectively communicate safety concerns with Wisconsinites. Projects for occupant protection meet the expectation of impressions and market rates. BOTS will continue analysis and adjust programming needs necessary to manage the risk and communicate through this format.

**Buckle Up, Phone Down**

This campaign is a continuation in support the AASHTO driver behavioral safety message. It ran it two phases in fiscal year 2024. Markets were selected based on crash risk analysis.

- The first run was targeted to the Green Bay, Appleton, Fox Valley, Milwaukee, and Madison markets (October 20 - November 11, 2023). Utilizing online media as the format 5.6 million impressions were delivered through tagging and demographic selections based on risk group data.
- The second run was targeted statewide in conjunction with CIOT and Distracted Driver Awareness month (April 29 - June 2, 2024). Utilizing online media as the format, 5.8 million impressions were delivered through tagging and demographic selections based on risk group data.

**Click IT or Ticket**

This high visibility media campaign to support the FY 2024 Click IT or Ticket media campaign was a statewide media plan. Utilizing out of home, online, radio, and TV advertising. This campaign utilized English, Spanish, and Hmong languages. The campaign utilized 4,889 media spots to deliver 16.9 million impressions statewide. This ran concurrent with the NHTSA national media market buy from May 6 - June 9, 2024.

**Heat Stroke Prevention**

The Heat Stroke Prevention media campaign ran during the peak risk timeframe in Milwaukee and Fox Valley markets from July 29 - August 18, 2024, based on analysis. The campaign had 2,953 aired media spots and delivered 4.6 million impressions.

**Donald Driver**

Donald Driver fulfilled his contractual obligations and services as planned with continued use of his likeness, one public appearance, and autographed donated materials for the Occupant Protection Safety quiz that runs during the CIOT campaign.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-25-07-M2	\$560,000.00	\$560,000.00	\$0.0
Statewide	2024-20-07-OP	\$258,000.00	\$252,000.00	\$6,000.00
Statewide	2024-20-07-UNATTD	\$100,000.00	\$100,000.00	\$0.0
<b>Total</b>		\$918,000.00	\$912,000.00	\$6,000.00

## OBSERVED SEAT BELT COUNT

### FFY 2024 REPORT:

BOTS contracted with UW-Whitewater to conduct the 2024 seat belt observational survey. Wisconsin had 89.3% compliance with mandatory safety belt use laws. See the results on the following page.

#### 2024 Statewide Seatbelt Survey

##### Statewide Statistics:

2024: **89.3%** +0.309%

Gender	% Belted by Gender	Race	% Belted by Race	Seat Position	% Belted-Seat Pos.	Portion of Week	% Belted-Portion of Week
Female	92.6%	Non-white	84.0%	FS Driver	89.0%	Weekday (M-F)	88.3%
Male	87.0%	White	89.2%	FS Pass.	91.3%	Weekend (Sa-Su)	92.6%

Age	% Belted Driver by Age	% Belted Passenger by Age	Vehicle Type	% Belted by Vehicle Type	Road Type	% Belted- Road Type
16-24	93.2%	90.7%	Automobile	90.8%	Local Road	88.8%
25-59	88.3%	89.7%	Pickup Truck	82.1%	County Highway	88.0%
60+	90.1%	94.3%	SUV	91.7%	State Highway	89.1%
			Van	88.9%	Interstate Highway	89.5%
			Commercial	84.6%		

##### Stratum 1: (Milwaukee, Waukesha, Washington, Ozaukee)

**89.0%**

[Milwaukee County: **88.1%**]

Gender	% Belted by Gender	Race	% Belted by Race	Seat Position	% Belted-Seat Pos.	Portion of Week	% Belted-Portion of Week
Female	92.6%	Non-white	81.8%	FS Driver	88.8%	Weekday (M-F)	89.3%
Male	86.2%	White	89.4%	FS Pass.	90.4%	Weekend (Sa-Su)	81.5%

Age	% Belted by Age	Vehicle Type	% Belted by Vehicle Type	Road Type	% Belted- Road Type
16-24	88.5%	Automobile	91.2%	Local Road	87.7%
25-59	88.6%	Pickup Truck	82.9%	County Highway	88.7%
60+	90.9%	SUV	89.7%	State Highway	89.5%
		Van	85.8%	Interstate Highway	88.0%
		Commercial	77.3%		

##### Stratum 2: (Dane, Brown, Winnebago, Rock, Racine, Outagamie)

**90.5%**

Gender	% Belted by Gender	Race	% Belted by Race	Seat Position	% Belted-Seat Pos.	Portion of Week	% Belted-Portion of Week
Female	93.5%	Non-white	84.1%	FS Driver	90.2%	Weekday (M-F)	89.8%
Male	88.4%	White	90.4%	FS Pass.	92.8%	Weekend (Sa-Su)	93.9%

Age	% Belted by Age	Vehicle Type	% Belted by Vehicle Type	Road Type	% Belted- Road Type
16-24	92.9%	Automobile	92.2%	Local Road	92.4%
25-59	89.6%	Pickup Truck	84.5%	County Highway	88.4%
60+	91.9%	SUV	92.9%	State Highway	89.3%
		Van	89.1%	Interstate Highway	92.6%
		Commercial	84.9%		

##### Stratum 3: (Marathon, Kenosha, Walworth, Fond du Lac, Eau Claire, Jefferson, Columbia, Chippewa, La Crosse, Dodge, Sheboygan, Sauk)

**87.7%**

Gender	% Belted by Gender	Race	% Belted by Race	Seat Position	% Belted-Seat Pos.	Portion of Week	% Belted-Portion of Week
Female	91.0%	Non-white	89.2%	FS Driver	86.9%	Weekday (M-F)	83.9%
Male	84.6%	White	86.9%	FS Pass.	92.3%	Weekend (Sa-Su)	97.3%

Age	% Belted by Age	Vehicle Type	% Belted by Vehicle Type	Road Type	% Belted- Road Type
16-24	93.8%	Automobile	88.8%	Local Road	89.1%
25-59	85.2%	Pickup Truck	76.1%	County Highway	88.0%
60+	88.5%	SUV	92.1%	State Highway	84.2%
		Van	88.0%	Interstate Highway	92.8%
		Commercial	82.2%		

##### Stratum 4: (Portage, Monroe, Dunn, Manitowoc, Juneau, Barron, Jackson, Marinette, Clark, Wood, Shawano, Oconto, Waupaca, Trempealeau, Lincoln, Calumet, Pierce, Green, Waushara, Vernon, Taylor, Marquette, Adams, Crawford, Richland)

**89.7%**

Gender	% Belted by Gender	Race	% Belted by Race	Seat Position	% Belted-Seat Pos.	Portion of Week	% Belted-Portion of Week
Female	92.8%	Non-white	88.3%	FS Driver	89.7%	Weekday (M-F)	88.5%
Male	88.5%	White	89.8%	FS Pass.	90.2%	Weekend (Sa-Su)	93.1%

Age	% Belted by Age	Vehicle Type	% Belted by Vehicle Type	Road Type	% Belted- Road Type
16-24	95.4%	Automobile	89.8%	Local Road	78.9%
25-59	89.0%	Pickup Truck	84.0%	County Highway	86.7%
60+	88.5%	SUV	92.1%	State Highway	92.9%
		Van	93.7%	Interstate Highway	84.8%
		Commercial	94.5%		

# IMPAIRED DRIVING PROGRAM

## PROGRAM MANAGEMENT AND STRATEGIC PLANNING

**Countermeasure Association:** Impaired Driving Program Management

**Eligible Use of Funds:** M5 IDC Mid Impaired Driving Coordinator

**Federal Source:** BIL 405d Impaired Driving Low

**Performance Target Linkage:** C-1, C-2, and C-5

**Rationale for Selecting Countermeasure/Amount:** Hiring a full-time impaired driving coordinator is specifically allowed under 23 CFR §1300.23(j)(1)(ii).

Funding provides support for wage, fringe, data processing, materials and supplies, training and travel, printing, and postage for the work of this position. The position will work with regional program managers, law enforcement liaisons, and law enforcement agencies of all sizes to coordinate impaired driving efforts, encourage safe and effective sustained enforcement and participation in mobilizations. It will also work directly with the drug recognition expert (DRE) program coordinator to support of the Wisconsin Drug Evaluation and Classification program.

### **FFY 2024 REPORT:**

This activity funds wage, fringe, data processing, materials and supplies, training and travel, printing, and postage for the work of this position. This position was vacated by an existing staff member and not filled until the spring 2024. The position works with regional program managers, law enforcement liaisons, enforcement agencies of all sizes to coordinate impaired driving efforts, encourage safe and effective sustained enforcement and participation in mobilizations.

This position works directly with the drug recognition expert (DRE), provides support for the Wisconsin Drug Evaluation and Classification program (DEC), coordinates, and monitors the DRE State Coordinator contract position, and monitors the state-funded Safe Ride program. This position will continue in FFY 2025 and will be funded with 402 funds.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-31-01-M5	\$92,000.00	\$64,059.00	\$27,941.00

### Alcohol and Drug Related Motor Vehicle Crashes

2018-2022 Baseline	11.14/100M VMT
2023 Goal	10.92/100M VMT
2023 Actual	9.86/100M VMT

### Resulting Deaths and Suspected Serious (A) Injuries in Alcohol or Drug Related Crashes

2018-2022 Baseline	1.60/100M VMT
2023 Goal	1.56/100M VMT
2023 Actual	1.52/100M VMT

### Proportion of Alcohol and Drug Related Fatalities

2018-2022 Baseline	32.54%
2023 Goal	31.89%
2023 Actual	35.35%

### Proportion of Alcohol and Drug Related Fatalities and 'A' Injuries

2018-2022 Baseline	26.77%
2023 Goal	26.23%
2023 Actual	27.05%

### Crashes involving alcohol (15-24 years old)

2018-2022 Baseline	172.56/100K pop.
2023 Goal	169.11/100K pop.
2023 Actual	172.81/100K pop.

Wisconsin met two of the five goals listed above, with proportion of alcohol and drug related fatalities, proportion of alcohol and drug related fatalities and A-Injuries, and crashes involving alcohol (15-24 years old) being the goals it failed to achieve. Wisconsin continued to institute new predictive analytics pilot programs around the state that will involve a safe systems approach to changing driver behavior going forward into FFY 2025 and beyond.

The impaired driving safety program was comprised of five types of programming, all of which were designed to reduce impaired driving fatalities and serious injuries. They are as follows:

1. Program Management and Strategic Planning
2. Prevention through the Promotion of Transportation Alternatives
3. Evidence-Based Enforcement
4. Drug Evaluation and Classification Program
5. Criminal Justice System



## PREVENTION THROUGH THE PROMOTION OF TRANSPORTATION ALTERNATIVES

### TAVERN LEAGUE OF WISCONSIN SAFE RIDE PROGRAM

Promote transportation alternatives for intoxicated persons departing from establishments licensed to sell alcohol beverages to their home will result in a decrease in alcohol-related crashes. This program collaborates with the Tavern League of Wisconsin in administering WisDOT's Safe Ride grant program throughout the state. State funding also allows for the advertising of the SafeRide program. All advertising is reviewed and approved prior to placement.

**Countermeasure Association:** Promotion of Transportation Alternatives

**Eligible Use of Funds:** State Funded Appropriation 53100

**Funding Source:** State Funds

**Performance Target Linkage:** C-5

**Rationale for Selecting Countermeasure/Amount:** WisDOT administers this state funded SafeRide grant program and supports other federally funded transportation alternative programs to bolster efforts to reduce the incidence of operating a motor vehicle while intoxicated in local communities.

#### *FFY 2024 REPORT:*

Collaboration will continue with the Tavern League of Wisconsin in administering the Safe Ride grant program throughout the state. The state funding also allows for the advertising of the Safe Ride program. All advertising is reviewed and approved prior to placement. The Tavern League increased their media exposure with additional online resources in multiple areas of the state.

Grants follow the federal fiscal year, while funding follows the state fiscal year. Rides are getting back to the levels provided prior to COVID. The program provided an average of 3,000 safe rides per month statewide. This program will expand to include a SafeRide program during the NFL Draft in Green Bay in April 2025.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-39-04-WI	\$1,300,000.00	\$1,104,020.21	\$195,979.79

### BAR BUDDIES SAFE RIDE PROGRAM

**Countermeasure Association:** Promotion of Transportation Alternatives

**Eligible Use of Funds:** AL Impaired Driving

**Federal Source:** BIL NHTSA 402

Promoting transportation alternatives for intoxicated persons departing from establishments licensed to sell alcohol beverages to their home will result in a decrease in alcohol-related crashes. By expanding this program outside of the current recipients, funding is offered for the *Bar Buddies Safe Ride* program to support communities statewide with limited public transportation. This helps reduce impaired driving in their community and surrounding area.

#### *FFY 2024 REPORT:*

*See combined report below.*

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-30-04-AL	\$32,300.00	\$24,992.06	\$7,307.94

### SAFE RIDE EVENT GRANTS

Promote transportation alternatives for intoxicated persons by providing short-term alternative transportation (vans, buses, or vehicles) to transport community members from local events to their home. Grants are local in nature events such as a beer tent or annual fundraiser where alcohol is legally served. Grants also cover limited marketing and advertising costs as it relates to responsible drinking. There must be sufficient evidence that a safe ride program has the potential of reducing risk due to drinking and driving. Funds are targeted to communities with demonstrated needs based on impaired driving crashes and known risks around events in their communities.

#### FFY 2024 REPORT:

Funds provided for the expansion of this program outside of current recipients to communities statewide and year-round, with the need for short-term alternative transportation during events to help reduce impaired driving in their community and surrounding area.

*See combined report below.*

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-30-04-01 AL	\$55,259.50	\$53,199.50	\$2,040.00

### HOLIDAY SAFE RIDE EVENT

The Holiday Safe Ride program will support transportation alternatives for intoxicated persons by promoting the use of Uber or Lyft. Working with those companies in Wisconsin will provide free rides home during major holidays and events known to include drinking. The program will work to provide vouchers with Uber and Lyft regionally to provide rides to transport community members from local events to their home.

**Countermeasure Association:** Promotion of Transportation Alternatives

**Eligible Use of Funds:** AL Impaired Driving

**Federal Source:** BIL NHTSA 402

**Performance Target Linkage:** C-5

**Rationale for Selecting Countermeasure/Amount:** Countermeasures That Work, 10 Ed; pages 1-63.

#### FFY 2024 REPORT:

BOTS hoped to partner with Lyft and Uber to help the communities and more of the state during high periods of social drinking at festivals and holidays; however, staff shortages and the Impaired Driving Program Manager vacant position resulted in the activity being moved to FFY 2025.

The number of Bar Buddies and festival grant requests did not change, though a couple of the festival grant communities provided rides at multiple events.

- Participating Bar Buddies programs included: Baraboo, Lodi, Reedsburg, Sauk Prairie, and Spring Green.
- Participating SafeRide Festival Grant Communities included: Watertown, Crawford County, Darlington, and Barron County.



Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-30-04-AL	\$100,000.00	\$0	\$0

### HVE, SATURATION PATROLS, AND INTEGRATED IMPAIRED DRIVING ENFORCEMENT

This program encourages law enforcement agencies to make OWI enforcement a priority by writing citations, sponsoring media events, and working overtime in geographical areas where impaired driving is highest. Plan statewide participation, encourages voluntary participation, and provides overtime funding for enforcement and task forces for impaired driving, including nighttime enforcement. These task forces often consist of multiple law enforcement agencies that coordinate their enforcement efforts during the same time frame.

Enforcement provides a deterrent effect on a person's decision to operate a motor vehicle while intoxicated. Impaired drivers are detected and arrested through regular traffic enforcement and crash investigations as well as through special impaired driving checkpoints and saturation patrols. Special enforcement directed primarily at other offenses, such as speeding or seat belt nonuse, offer an additional opportunity to detect impaired drivers, especially at night, as impaired drivers often speed or fail to wear seat belts. The goal is to decrease the incidence of OWI.

Targeting methodology can be found in the Appendices. A law enforcement agency that wants to gauge the size of the drugged driving population can include roadside collection in their impaired driving enforcement. The new, expanded method of targeting enforcement grants, agencies that may not have qualified in the past may now qualify for impaired driving enforcement funding. The current list of subrecipients is based on 2023 grantees. Subrecipients and funding amounts will change due to targeting, number of task force members, and rising costs for the agencies.

**Countermeasure Association:** High-Visibility, Saturation Patrols, and Integrated Enforcement

**Eligible Use of Funds:** M5 HVE Mid High-Visibility Enforcement

**Federal Source:** BIL 405d Impaired Driving Mid, Impaired Driving Low

#### FFY 2024 REPORT:

Grants were initiated by county level task forces that made the targeting list; all counties were considered if justification of need was provided. Participating agencies deployed providing sustained enforcement year-round and HVE deployments during the National Mobilizations. Due to continuing staff shortages, several task forces did not use all their available funds and were not able to participate at normal levels.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide, etc.	2024-31-05-M5	\$2,469,375.96	\$1960,712.64	\$508,663.32

### DRUG EVALUATION AND CLASSIFICATION PROGRAM

**Countermeasure Association:** Drug Evaluation and Classification Program

**Eligible Use of Funds:** M5 PEM Mid Media/Impaired Driving Training/Enforcement

**Federal Source:** BIL 405d Impaired Driving Mid

**Performance Target Linkage:** C-1

**Rationale for Selecting Countermeasure/Amount:** This countermeasure strategy aligns the state with national priorities, is allowable under 23 CFR §1300.23(j)(1)(vi) and will eventually lead to reduced incidence of DUID. Countermeasures that Work, 10th Ed.;7.1, page 1-80.

The education of law enforcement and education professionals will lead to the increased ability to identify Driving Under the Influence of Drugs (DUID). This strategy will help decrease the incidence of DUID.

- BOTS will support a contracted **DRE State Coordinator** position to provide the professional and technical services of a DRE coordinator. The coordinator will manage the efforts of the statewide Drug Evaluation and Classification (DEC) program and provide oversight and coordination of the DEC program following current International Association of Chiefs of Police program standards. This position will also oversee the continuous training and re-certification for new and existing DREs.
- Under the DRE Program, BOTS will support expenses and **instructor costs** related to programs, including Advanced Roadside Impaired Driving Enforcement (ARIDE), Drugs That Impair Driving (eight-hour block), Drug Impairment Training for Educational Professionals (DITEP), and Standard Field Sobriety Testing (SFST). Expenses will include continuous training and re-certification for existing DREs. DRE expenses, including instructor wages, travel to conferences, supplies, printing, postage, lodging, and meals for students and instructors are covered. BOTS will also support DRE callouts to assist other agencies where a DRE evaluation is needed. When synthetic cannabinoids are suspected, BOTS will pay for the cost of the test. BOTS will provide a grant to agencies sending participants to ARIDE training or a DRE School. Funds cover participants' time, travel costs, and contractual costs during training, to lessen the burden on the agency.
- BOTS will support program expenses to train new DREs during **DRE school**. Expenses covered include instructor wages, travel cost (such as lodging for instructors and students), supplies (including DRE kits and classroom supplies) and printing. BOTS is planning to hold three DRE Schools per year with a minimum of 12 students per class. As a result, Wisconsin has been able to continue to increase the number of DREs, avoiding decreasing numbers due to retirements and/or attrition. All expenses and supplies will be purchased according to state contract requirements and follow state purchasing guidelines for allowable costs.

*See combined report below.*

#### **FFY 2024 REPORT:**

DRE related programs were covered by BOTS funding including the State DRE Coordinator contracted positions. DRE instructors held classes that included Advanced Roadside Impaired Driving Enforcement (ARIDE), Drug Impairment Training for Educational Professionals (DITEP), and Standardized Field Sobriety Testing (SFST).

The numbers below are based off the fiscal year, varying slightly from the Annual IACP report that is January through December. Wisconsin's DEC Program continues to grow despite normal attrition from 382 to 389 DREs in 2024 and remain in the top 5 nationally.

DREs were used to present on the topic of drugged driving at the Municipal Judge's Conference, Juvenile Officer's Association Conference, Wisconsin Traffic Safety Officer's Association Conference, and various other community groups. The DRE Coordinator collaborated with the State Toxicologist to conduct the first phlebotomy training for law enforcement officers in Wisconsin.

Due to staff shortages statewide, the DRE schools were not at full capacity levels. We continue to weigh applications based on qualifications and give priority to areas of the state that do not currently have DREs or a small number of them. Between the two classes, 37 new DREs were trained.

BOTS also provided reimbursement to agencies that sent an officer through training but were unable to support the cost of training an officer. With this addition to the DRE program, the state has 16 new DREs that would not have been able to attend without the support.

#### **Current DREs on September 30, 2024**

Number of certified DREs: **389**  
Number of certified DRE instructors: **46**  
Number of State Police/HP DREs: **22**  
Number of City Police Departments that have DREs: **97**  
Number of City Police Department DREs: **238**  
Number of Sheriff's Offices that have DREs: **42**  
Number of Sheriff's Office DREs: **117**  
Number of other agencies that have DREs: **4**  
Number of Other Agency DREs: **12**  
Number of LE agencies with certified DREs: **145**

#### **DRE Evaluations October 1, 2023, through September 30, 2024**

Number of enforcement evaluations: **688**  
Number of training evaluations: **357**  
Other evaluations: **3**  
Total number of evaluations conducted: **1,048**  
DRE called out but could not conduct evaluations: **48**

#### **Drug Category (DRE's Opinion)**

Alcohol: **88**  
Depressants: **154**  
Stimulants: **207**  
Hallucinogens: **6**  
Dissociative Anesthetics: **6**  
Narcotic Analgesics: **141**  
Inhalants: **8**  
Cannabis: **306**

#### **Poly Drug Use**

Total number of cases: **192**

#### **Other**

Alcohol Rule Outs: **8**  
Medical Impairment: **11**  
Opinion of No Impairment: **26**  
Toxicology Results - Pending: **Data Not Available**  
Toxicology Results - No Drugs Detected: **23**  
Toxicology – Refused/None Collected: **9**

#### **DRE Training October 1, 2023, through September 30, 2024**

Number of DRE Schools: **2**  
Number trained: **37**  
Number of DRE Instructor courses: **0**  
Number trained: **0**  
Number of DRE Instructors certified: **0**  
Number of DRE Recertification courses: **6**  
Number of DREs trained: **326**

#### **ARIDE Training**

Number of ARIDE classes: **46**  
Number trained: **584**

#### DITEP Training

Number of DITEP classes: **15**

Total number trained: **275**

- Number of DITEP Instructor classes: **1**

- Total number trained: **2**

#### Phlebotomy Training

- Number of classes: **1**

- Number trained: **6**

#### SFST Training

- Number of SFST courses: **47**

- Number trained: **846**

- Number of SFST Instructor courses: **8**

- Number trained: **51**

- Number of SFST Master Instructor courses: **1**

- Number trained: **1**

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-31-05-M5	\$478,000.00	\$267,886.66	210,113.34
Statewide	2024-31-05-M5	\$425,000.00	\$347,681.58	\$77,318.42
<b>Total</b>		\$931,100.00	\$615,568.24	\$287,431.76

## COMPARING DRE OPTIONS TO TOXICOLOGY RESULTS

This project aims to couple detailed toxicology results, including consideration of several biological matrices, with DRE evaluations. Impairment observations will be recorded from law enforcement officers undergoing DRE certification. Part of the DRE curriculum includes drug recognition field certification with persons under the influence of drugs.

This project will engage participants from the DRE field certification cohort, seeking volunteers willing to provide biological specimens and complete additional tasks related to impairment detection. Biological specimens considered will include blood, oral fluid, and urine. Blood specimens will be divided into two aliquots and plasma will be isolated from one, allowing for whole blood and plasma analysis. Biological specimens will be analyzed at the Wisconsin State Laboratory of Hygiene using routine forensic toxicology workflow (screening and quantification). Tasks related to impairment detection will include a device that monitors eye movements.

### **FFY 2024 REPORT:**

Due to supply chain issues, gray top tubes were not procured in time for the spring 2024 DRE class. However, the tubes arrived for the October 2024 DRE class, and the project commenced during the class's certification phase in Milwaukee. Samples were collected, which included urine, blood, oral fluid, and dried blood spots. The blood, urine, and oral fluid samples will be analyzed by the Wisconsin State Laboratory of Hygiene (WSLH), and the dried blood spots will be analyzed by OpAns, a contract research organization. The delay was also affected by the approval of the UW for the human subject's protocol. Collaboration was made with the UW Institutional Review Board (IRB) to gain approval for the project, which will continue into 2025.

In 2025, another collection will occur during the spring DRE certifications. The project's goal is to collect a minimum of 100 individual samples.

## TOXICOLOGY STATE COORDINATOR

A contracted Toxicology State Coordinator position will be created to provide professional and technical services, oversight, and coordination for toxicologists statewide. This position will provide the DRE program with technical support and education of best practices and standards. This position will develop and establish best practices and workflows for the Law Enforcement Phlebotomy program. It will also oversee the continuous training of toxicologists on the most current industry standards. Per state purchasing guidelines, the contracted Toxicology State Coordinator will be required to complete the bid process. Until the process is over, a specific coordinator cannot be named.

### *FFY 2024 REPORT:*

Part of the role of the state toxicologist is to set up a roadside oral fluid testing device program. In working with the Chemical Test Section Chief, several meetings have been conducted, and presentations to highway safety partners have been given. The current Preliminary Breath Testing statute ([WI 343.303](#)) has been updated in draft form to include roadside oral fluid device testing. The BOTS Legislative Liaison has helped submit a legislative proposal to change the statute. The Wisconsin State Council on Highway Safety was resurrected, and the proposed statute change will be presented to this group in 2025.

Several law enforcement agencies have supported roadside oral fluid, including the Immediate Past President, Sheriff Dale Schmidt, of the Wisconsin Sheriffs and Deputy Sheriffs Association. Once the statute change is complete, the Chemical Test Section will implement and oversee the program.

The state toxicologist advances data harmonization efforts with the assistance of the UW TOPS program, attending several TRCC meetings and joining the Association of Transportation Safety Information Professionals (ATSIP) for a national perspective and aligns traffic safety data. Locally, a TRCC funding request aims to provide funding to the Wisconsin State Laboratory of Hygiene's (WSLH) Office of Information Systems (OIS) to automate toxicology data transfers into Badger Tracs and, subsequently, the crash form. In addition to the TRCC work, the state toxicologist is working with OIS to create a recurring data query for BOTS and other highway safety partners to gain easier access to toxicology data in impaired drivers.

The state toxicologist interfaces regularly with NHTSA to understand national needs for toxicology and impaired driving, works with laboratories statewide to ensure needs are met (including training, education, funding, and collaboration). This role also works closely with the state Judicial Outreach Liaison, Traffic Safety Resource Procurators, and Law Enforcement Liaisons to include training and education across all disciplines.

## WISCONSIN DUID PHLEBOTOMY PROGRAM

The pilot project will begin with 10 selected law enforcement officers from agencies within the same county. The pilot will use a technical college's approved phlebotomy training program and adhere to all admission and successful completion criteria. Tuition for the 10 law enforcement officers, training, and supplies will be purchased with the funding from this grant. Any supplies purchased will be disseminated to the agencies with trained phlebotomists from the pilot. After the completion of the pilot, any costs associated with the program will be covered by the agency. BOTS may offset some of the costs to the agency once the pilot is complete.



The program will be conducted through Madison College (MATC) using the approved phlebotomy program and the college's established admission criteria. Candidates will be selected later based off the criteria set forth by MATC.

#### **FFY 2024 REPORT:**

During 2024, several meetings with Madison College culminated in the first Wisconsin Law Enforcement Phlebotomy (LEP) cohort. The LEP Program Coordinator created a Best Practices Manual, rolling log, and other documents for the LEP program and manages the program. The first course was held in Madison at the Madison College Truax Campus. Upon course completion, the students received a digital badge credential from Madison College in phlebotomy. Six law enforcement officers from Crandon PD, Forest Co SO, Dodge Co SO, Germantown PD, and Mt. Pleasant PD were the first graduates.

Since completing the course, the LEPs have accomplished over 20 successful legal blood draws for impaired driving investigations. Two more cohorts have been scheduled for 2025. Information and feedback from the first class have been considered, and modifications to the curriculum will occur for the upcoming cohorts. The in-person class time will be reduced to one week, with online preparatory work before the class begins. The class size will be capped at 12 to keep the student-to-instructor ratio low and provide more one-on-one instruction. Feedback from the judicial community has been positive; however, no cases have gone to trial as of this summary.

## **TOXICOLOGY TESTING RESULTS**

This project will test 1,000 samples each year that would have normally been canceled due to a high enough BAC. This project will help increase data collection for the type and level of drug impairment of individuals who have also been drinking.

**Countermeasure Association:** Drug Evaluation and Classification Program

**Eligible Use of Funds:** M5 BAC Mid BAC Testing/Reporting

**Federal Source:** BIL 405d Impaired Driving Mid

#### **FFY 2024 REPORT:**

Law enforcement agencies statewide submit blood specimens to WSLH for toxicology testing related to operating while intoxicated (OWI) arrests. The WSLH selected 1000 cases that had requested alcohol and full drug testing, were tested for ethanol, but then due to high blood alcohol concentration (BAC) the subsequent drug testing was cancelled per laboratory policy or agency request.

The goal of the project was to perform a drug screen on these 1000 specimens and determine how many and what drugs were also present in the samples. All samples were de-identified for this project to prevent any traceability between the ethanol results and drug results to any one individual.

The Results:

- 1000 blood specimens with cancelled drug testing due to BAC were screened for drugs
- 67 (93%) counties represented
- 73% of subjects screened for drugs were male

- 568 (57%) subjects screened positive for at least 1 drug in addition to alcohol above 0.080 g/100mL
- 337 (55%) subjects that screened positive for drugs were between the ages of 20-39
- THC was the most frequently screened positive drug (68% of drug positive cases)
- 94 arrests were between 10AM and 6PM (9%); 63% screened positive for drugs (46% RCS only)
- 37 (41%) subjects screened positive for Cocaine were also positive for THC
- 9 (42%) subjects screened positive for Benzodiazepines were positive for THC

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-31-09-M5	\$254,000.00	\$190,669.05	\$63,330.95

## TRAFFIC SAFETY RESOURCE PROSECUTORS AND STATE JUDICIAL OUTREACH LIAISON/CRIMINAL JUSTICE SYSTEM

Funds provide training, education, and technical support to those prosecuting offenders of the state's OWI laws will ensure that appropriate sanctions are delivered to offenders, which will reduce repeated incidence of impaired driving.

Wisconsin's Traffic Safety Resource Prosecutor (TSRP) grant covered two state experts who specialize in the legal issues of OWI. The TSRPs provided training and technical assistance to prosecutors, judges, and law enforcement officers. They will also conduct outreach at county traffic safety commissions. These positions also provide technical assistance to a wide variety of professionals such as law enforcement officers, DREs, blood and alcohol testing staff, and policy development staff.

**Countermeasure Association:** Prosecution and Adjudication

**Eligible Use of Funds:** TC Judicial and Court Services

**Federal Source:** BIL NHTSA 402

**Performance Target Linkage:** C-5

**Rationale for Selecting Countermeasure/Amount:** Prosecutors around the state can learn from their strategies in complex or nuanced cases, and these cases help set solid precedent. This program is under Countermeasures That Work, 10th edition.

### FFY 2024 REPORT:

The TSRP's present a legal overview/update at the DRE schools as well as the multiple recertification training sessions held throughout the year. The session includes a refresher on the OWI/refusal laws and an overview of the recent case law related to OWI, vehicle stops, and arrests.

Two prosecutors report their activity quarterly and complete their reimbursement requests. Both prosecutors jointly lead the Impaired Driving Work Group where they report out any case updates and participate with the group. They also present at the DRE Schools, many different conferences statewide, and are available to program questions. The TSRP's are called to assist and train prosecutors across the state in matters of traffic safety related cases. In the last quarter alone, they assisted Price County, Dodge County, Washington County, Clark County, Rusk County, and Winnebago County with various cases.



Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-30-03-TC	\$419,390.00	\$390,049.94	\$29,340.94

### OWI COURTS AND ADJUDICATION

This planned activity will provide funding for travel costs for agencies to participate in training offered by National Center for DWI Courts (NCDC). These training sessions are partnerships between NCDC, NHTSA and the state highway safety offices. BOTS will be the subrecipient of this grant and will use the funding to reimburse travel costs of agencies requesting help covering the costs to travel to the NCDC training.

**Countermeasure Association:** Prosecution and Adjudication

**Eligible Use of Funds:** M5 CS Mid Court Support

**Federal Source:** BIL 405d Impaired Driving Mid

**Performance Target Linkage:** C-5

**Rationale for Selecting Countermeasure/Amount:**

OWI Courts is a proven countermeasure. This countermeasure strategy is allowable under 23 CFR §1300.23(j)(1)(iii) and will allow specialists in Wisconsin to learn best practices from specialists in other jurisdictions. Countermeasures that Work 10th Ed; 3.1; page 1-37.

#### FFY 2024 REPORT:

The Dane County OWI Court members traveled to Montana to attend the NCDC Training, BOTS provided travel reimbursement costs for them to attend. Dane County also requested reimbursement to attend the travel support to attend the Wisconsin Association of Treatment Court Professionals held in Wisconsin Dells. New members of the Dane County Court team attended these trainings, it has been more than 5 years since Dane County has had a fully staffed court team.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-31-03-M5	\$28,100.00	\$1,465.26	\$26,634.74

### JUDICIAL OUTREACH LIAISON PROGRAM

BOTS applied to the American Bar Association (ABA) through the NHTSA cooperative agreement to help establish a State Judicial Outreach Liaison (SJOL) program. This project was created to assist in establishing the SJOL for Wisconsin with the potential for the state to take over fiscal responsibility. This planned activity includes salary and fringe for one SJOL acting as a resource on legal issues surrounding OWI. The position will provide specialized training to judges, law enforcement, and others in the state. They will also conduct outreach at county traffic safety commissions. This position provides technical assistance to a wide variety of professionals such as law enforcement officers, DREs, blood and alcohol testing staff, and policy development staff.

**Countermeasure Association:** Prosecution and Adjudication

**Eligible Use of Funds:** ABA Other Funding – American Bar Association

**Federal Source:** American Bar Association funding provided by NHTSA Headquarters

#### FFY 2024 REPORT:

No expenditures were made as the State Judicial Outreach Liaison (SJOL) position was filled through alternate program funds through collaboration with the American Bar Association.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-31-03-ABA	\$120,000.00	n/a	n/a

### IMPAIRED DRIVING TRAFFIC PROFESSIONAL TRAINING

This program will provide training and education of traffic safety professionals involved with the Impaired Driving Program to ensure they are provided with up-to-date standards and practices within their program area. BOTS will establish a grant for the purpose of training and education for BOTS staff, Chemical Testing Section staff, and State Lab of Hygiene staff to attend trainings related to Impaired Driving. Other WisDOT staff or other state agency staff may be added later.

**Countermeasure Association:** Impaired Driving Issue Area Training and Education

**Eligible Use of Funds:** M5 OT Mid Other Based on Problem ID

**Federal Source:** BIL 405d Impaired Driving Mid

#### FFY 2024 REPORT:

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-31-03-M5	\$50,000.00	n/a	n/a

No expenditures were made for this project, no one requested help that was not already covered by current funding. BOTS will continue to offer this assistance to agencies in the future.

### MEDICATION EDUCATION

Funds from this program will support the development of informational displays and printable materials which will be provided to pharmacies and communities. The materials will discuss the potential risk of operating a vehicle while under the influence of certain prescription medications.

**Countermeasure Association:** Public Information and Education

**Eligible Use of Funds:** M5 PEM Mid Media/Impaired Driving Training/Enforcement

**Federal Source:** BIL 405d Impaired Driving Mid

#### FFY 2024 REPORT:

BOTS hoped to develop an informational piece to provide to pharmacies and communities; however, due to staff shortage and the vacant Impaired Driving Program Manager position, the activity will be moved to FFY 2025.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-31-07-M5	\$25,000.00	n/a	n/a

## SECTION SOBER/SOBER GREEN BAY

Sober Green Bay (SGB) will cultivate sober friendly spaces within the communities in Brown County. The goal is to reduce the use of harmful substances and welcome all who support a healthy lifestyle. Section Sober has selected to address this issue with a public awareness campaign adjacent to, or in sporting venues in Brown County, and eventually across Wisconsin.

**Countermeasure Association:** Public Information and Education

**Eligible Use of Funds:** M5 PEM Mid Media/Impaired Driving Training/Enforcement

**Federal Source:** BIL 405d Impaired Driving Mid

### *FFY 2024 REPORT:*

#### **Green Bay Blizzard:**

March - June Designated Driver sponsorship 2024 Season

- Dasher Board (FULL SEASON)
- ALL HOME GAMES – Section Yellow on the Concourse with a table and water / wristband system for designated drivers. Green Bay Blizzard will work with the Resch Center on water.
- (2) PA Announcements at each home game information fans where the table is located and encouraging designated drivers to head to the table and get more info and a water.
- DIGITAL  
Section Yellow logo with click-through to your web or social on [www.greenbayblizzard.com](http://www.greenbayblizzard.com)

#### **Green Bay Rockers:**

- May - August Designated Driver sponsorship 2024 Season  
34 home games, seating capacity of 1700 per game  
Promote the following in Brown County: responsible alcohol consumption, sober support for those in recovery, substance use prevention, treatment, and continuing care services available in the county, culture change away from the national reputation of Brown County/Green Bay area as one of the drunkest cities in America.
- Slide into Sobriety Night 7/9/2024  
“The Slide Into Sobriety” night concept was developed to invite sober fans and sober allies to “fill the stands. The intent is to demonstrate that members of the Brown County community are invested in participating in sober themed events. The goal will be to have up to 500 attendees. To promote the following in Brown County: responsible alcohol consumption, sober support for those in recovery, substance use prevention, treatment, and continuing care services available in the county, culture change away from the national reputation of Brown County/Green Bay area as one of the drunkest cities in America.

#### **Green Bay Packers:**

- September - December Section Yellow/Section Sober Billboards  
Sober awareness/support located at Lambeau field during all home games. Promotion of having a designated driver at Lambeau field. Information about sober support and sober allyship via Section Sober website. Sober support during the holiday season - Promotion of Sober awareness/support during 2025 NFL draft. Section Sober contracted with Jones Sign Outdoor advertising to place digital billboards on main thoroughfares in Green Bay, WI. The advertisements were placed on 5 different billboards over the course of the campaign.

Two images that will be rotated electronically on each sign. Images were on display for 8 seconds each in a 4 four-minute rotation with other ads. The digital format enabled Section Sober to upload 4 distinct images during the campaign, which increase the advertisements sent without adding cost, as compared with static billboards.

Approximately 281,000 views by individuals traveling in vehicles in the Green Bay metro area to promote the following in Brown County: responsible alcohol consumption, sober support for those in recovery, substance use prevention, treatment, and continuing care services available in the county, culture change away from the national reputation of Brown County/Green Bay area as one of the drunkest cities in America.

- September - December Section Yellow/Section Sober Radio advertisements Campaign with Sports Radio 107.5 & 1400 WDUZ “The FAN” during the 2024 Green Bay Packer football season. There will be a total of 6 unique advertisement “spots” produced for the ad campaign.  
Themes of the advertisements include:
  - A. Introduction of Section Sober organization and Section Yellow sober support table at Lambeau field
  - B. Promotion of Section yellow sober support table at preseason games.
  - C. Promotion of the designated driver program at home Packer games
  - D. Promotion of Sectionsober.com as a resource for those in sobriety and/or allies of people who choose not to use alcohol/drugs.
  - E. Promotion of sober supports available during the holiday season.
  - F. Promotion of sober support during upcoming 2025 NFL draft. Section Yellow has been allowed to have a support table at the entire draft schedule in Green Bay in April 2025.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Brown County	2024-90-07-RS	\$52,000.00	\$51,449.36	\$550.64

### MADD WISCONSIN PREVENTION SPECIALIST

Through creating community partnerships and presenting our 'Power of' suite, Mothers Against Drunk Driving (MADD) Wisconsin will help decrease the number of Wisconsin adolescents using alcohol and cannabis. Through education, MADD Wisconsin will also decrease the number of adolescents driving drunk and/or impaired. MADD will collaborate with local community and state coalitions, community-based youth service departments, schools and parent support groups, PTA and sports groups, guidance departments and school resource officers, driver education schools, and law enforcement officials and agencies to present “Power of Parents” and “Power of You” presentations and workshops. MADD will also coordinate community-based material distribution events (both in person and virtually) during orientations, community and school event forums, community sponsored events and conferences, and trainings throughout Wisconsin.

**Countermeasure Association:** Public Information and Education

**Eligible Use of Funds:** M5 PEM Mid Media/Impaired Driving Training/Enforcement

**Federal Source:** BIL 405d Impaired Driving Mid

### **FFY 2024 REPORT:**

MADD coordinated community-based material distribution events (both in person and virtually) during orientations, community and school event forums, community sponsored events and conferences, and trainings throughout Wisconsin.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-31-04-M5	\$65,000.00	\$57,223.18	\$7998.32

### **IMPAIRED DRIVING MEDIA**

BOTS will continue to develop statewide public information and education campaigns to reduce impaired driving injuries and fatalities based on NHTSA's goals and objectives. BOTS will:

- Use various methods such as the web, print, and television.
- Obtain services for products and placement, printing, and postage.
- Collaborate with partners, revise, and update all information, identify specific needs, and target information to various audiences including Spanish speaking customers.
- Use the website more to reduce production costs.
- Develop and disseminate best practices information.
- Collaborate with community prevention organizations to assist them in developing successful evidence-based prevention programs.

**Countermeasure Association:** Impaired Driving Mass Media Campaigns

**Eligible Use of Funds:** M5 PEM Mid Media/Impaired Driving Training/Enforcement and PM Paid Advertising

**Federal Source:** BIL 405d Impaired Driving Mid and BIL NHTSA 402

The current contracted media suppliers are listed below. Per state purchasing guidelines, the available suppliers may change based on state purchasing contracts.

### **FFY 2024 REPORT:**

The Impaired Driving media campaigns and sponsorship are data driven decision to effectively communicate our number one safety concern in Wisconsin, impaired driving. We will continue analysis and adjust programming needs necessary to manage the risk and communicate through this format. Media planning and programs will be further refined through community feedback, peer to peer, and work group discussions. There will be minor adjustments made to the overall strategy based on targeting data changes and market opportunities.

#### **Driver Sober or Get Pulled Over**

This high visibility media campaign to support the fiscal year 2024 of Drive Sober or Get Pulled Over media campaign was a statewide media plan. Utilizing out of home, Bar entertainment services, KWIK Trip and GSTV video, online, radio, and TV advertising. This campaign utilized English, Spanish, and Hmong languages. The campaign utilized 5,4236 media spots to deliver 26 million impressions statewide. This ran concurrent with the NHTSA national media market buy from August 7, 2024 through September 15, 2024.



## Impaired Driving Awareness and Alternate Ride Solutions for the RNC 2024

The Republican National Convention was held in Milwaukee this past election season. To promote impaired driving safety and address the influx of out of state guests, BOTS amended programming this fiscal year and post season realized savings to program for the convention. The campaign utilized English and Spanish languages and ran from July 12, 2024, through July 21, 2024. The campaign utilized 934 spots for an impression rate of 1.1 million in the Milwaukee media market (Milwaukee, Ozaukee, Washington, Waukesha, and Racine counties).

## Sports Team Sponsorships

BOTS delivers multifaceted impaired driving safety messages at field house, ice rinks, and sport fields, and tracks across the state. BOTS utilizes in stadium announcements, digital displays, static displays at the point of service where available, static displays at entry and exit points. BOTS utilized both behavioral norming prevention messages and enforcement messages based on the NHTSA calendar. There was a noticeable increase of attendance at home games at all venues during the fiscal year.

Team	Attendance	Spots	Events	Digital Impressions
University of Wisconsin Sports	1.3m	328	75	700k
Green Bay Packer	622k	11	20	2.5m
Milwaukee Brewers	2.5m	17	81	750k
Milwaukee Bucks	749k	150	46	3.29m
University of Marquette	260k	221	17	-
Northwoods League	1.1m	390	414	25.5k
Green Bay Gamblers	250k	30	30	1.3m
Madison Capitals	64.3k	30	30	-
Wisconsin Intermural Athletic Association	644k streaming	301	32	8.4m
<b>Total</b>	<b>6.84m</b>	<b>997</b>	<b>691</b>	<b>20.19m</b>

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-31-07-M5	\$1,213,500.00	\$1,100,183.00	\$113,317.00
Statewide	2024-30-07-PM	\$170,000.00	\$170,000.00	\$0.0
<b>Total</b>		<b>\$1383,500.00</b>	<b>\$1270,183.00</b>	<b>\$113,317.00</b>

## IMPAIRED DRIVING MEDIA – CREATIVE

BOTS will work with the current contracted vendor to develop new statewide public information and education campaigns to reduce impaired driving injuries and fatalities based on NHTSA's goals and objectives. New campaigns will focus on providing messaging that will resonate with more diverse populations, influence the influencers, and speak to the communities at a community level. The current contracted media suppliers are listed below. Per state purchasing guidelines, the available suppliers may change based on state purchasing contracts.

**Countermeasure Association:** Impaired Driving Mass Media Campaigns  
**Eligible Use of Funds:** M5 PEM Mid Media/Impaired Driving Training/Enforcement  
**Federal Source:** BIL 405d Impaired Driving Mid

**FFY 2024 REPORT:**

Impaired Driving creative services were not utilized during this fiscal year at the direction of the Governor's Representative.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-31-07-M5	\$50,000.00	n/a	n/a



## POLICE TRAFFIC SAFETY PROGRAM

### HVE, SATURATION PATROLS, AND INTEGRATED IMPAIRED DRIVING ENFORCEMENT

High-visibility enforcement campaigns have been used to deter speeding and aggressive driving through specific and general deterrence. In the HVE model, law enforcement targets certain high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. The objective is to convince the public that speeding and aggressive driving actions are likely to be detected and that offenders will be arrested and punished. The presence of law enforcement provides a deterrent effect upon a person's decision to break the law. Enforcement increases the perception of the risk of being ticketed. This strategy will decrease the incidence of fatalities.

Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Countermeasure Association:** High-Visibility, Sustained and Saturation Patrols

**Eligible Use of Funds:** PT Traffic Enforcement Services

**Federal Source:** BIL NHTSA 402

**Performance Target Linkage:** C-1, C-2, and C-6

**Rationale for Selecting Countermeasure/Amount:** BOTS uses the high-visibility and sustained enforcement task force model for all its enforcement grants, which is a proven countermeasure strategy as indicated in *Countermeasures That Work*, 10th Ed; 2.2, page 3-28.

#### FFY 2024 REPORT:

The police traffic program was managed collaboratively with multiple staff members. State program managers worked closely with regional program managers, law enforcement liaisons, and law enforcement agencies of all sizes to coordinate enforcement efforts, encourage safe and effective high-visibility enforcement operations, and participate in mobilizations.

The police traffic program employs evidence-based law enforcement aimed at preventing speed and aggressive driving related fatalities and serious injuries.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide, etc.	2024-40-05-PT	\$2,444,506.96	\$2,088,067.70	\$356,439.26

#### Speed Related Crashes

2018-2022 Baseline	29.10/100M VMT
2023 Goal	28.51/100M VMT
2023 Actual	27.02/100M VMT

#### Speed-Related Fatalities and Suspected Serious 'A' Injuries

2018-2022 Baseline	1.80/100M VMT
2023 Goal	1.77/100M VMT
2023 Actual	1.77/100M VMT

### FFY 2024 REPORT:

BOTS coordinated activities with 140 traffic safety grants to municipal, county, and state agencies to impact the performance targets. BOTS committed to expended **\$5,637,336.71** of a planned **\$6,831,020.00** commitment for enforcement grants. The impact of these grants across the state resulted in the following overtime outcomes.

<b>FY 2024 Enforcement</b>	<b>Count</b>
# Officers Deployed	<b>17,554</b>
Total OT Hours	<b>115,845</b>
Total Straight Time Hours	<b>23,445</b>
Safety Belts OT	<b>11,266</b>
Safety Belts Straight	<b>1,960</b>
Child Restraints OT	<b>290</b>
Child Restraints Straight	<b>101</b>
Speed OT	<b>26,430</b>
Speed Straight	<b>10,144</b>
OWI OT	<b>1,391</b>
OWI Straight	<b>1,473</b>
OAR OT	<b>7,256</b>
OAR Straight	<b>3,535</b>
Open Intox OT	<b>352</b>
Open Intox Straight	<b>241</b>
Vehicle Reg OT	<b>5,550</b>
Vehicle Reg Straight	<b>2,719</b>
Vehicle Equip OT	<b>2,067</b>
Vehicle Equip Straight	<b>888</b>
Failure to Yield Crosswalk	<b>186</b>
Midblock	<b>8</b>
Signal/Sign Straight	<b>94</b>
All Other OT	<b>14,538</b>
All Other Straight	<b>7,975</b>
Drug Arrests	<b>1,792</b>
Felony Arrests	<b>905</b>
Misdemeanor Arrests	<b>1,452</b>
Warrants Served	<b>1,018</b>

### PREDICTIVE CRASH RESEARCH & DEVELOPMENT; PREDICTIVE ANALYTICS AND COMMUNITY OUTREACH

Improve traffic safety in the pilot counties and develop a sustainable model that can be delivered to other counties. Identify needs, gaps of information, equipment, systems, and stakeholders. Use information to improve the performance of the process to increase outcomes.

Recent advances in crash data collection and management in Wisconsin have afforded the opportunity to improve the effectiveness of traffic safety enforcement activities through data driven resource allocation. Initial “predictive analytics” decision support capabilities were developed and rolled out statewide during the 2017 project year in the form of a new heat map enabled crash analysis interface in the Community Maps system and as user selectable crash map layers in the WSP MACH system.

Building upon this initial set of tools, an automated hot spot detection algorithm was developed during the 2018 project year and rolled into the Community Maps crash analysis interface in early 2019 to complement the heat map capability. The hot spot detection capability has been continually improved since the initial rollout to provide a highly scalable and accessible tool that now serves as an integral component of Wisconsin's strategy for law enforcement traffic safety resource allocation.

BOTS has identified counties to pilot the Predictive Analytics process. The process will utilize heat mapping analytics, collaboration meetings, planned enforcement and public outreach. As part of the process, BOTS will identify equipment needs by Agency and/or Traffic Safety Commission; this equipment shall only serve the purpose to enhance transportation safety efforts; up to and including such items as; mobile dynamic message boards, speed boards with counters, lidars, PBTs, and printing of educational materials.

BOTS will identify counties for full predictive analytics, using community maps and the predictive analytics elements. The counties will use that information and data to:

- Inform the county TSC of areas of concern and collaboratively develop local strategies to address the areas.
- Plan law enforcement details in the recommended hot spot target areas. Coordinating deployments with local, county and state patrol assets.
- Use TSCs membership to conduct outreach, and education.
- Use local traffic safety engineers to assess areas that enforcement and traffic safety commission identify for proposing low-cost/high impact traffic safety mitigations.

**Countermeasure Association:** Predictive Analytics and Community Outreach

**Eligible Use of Funds:** PT Traffic Enforcement Services

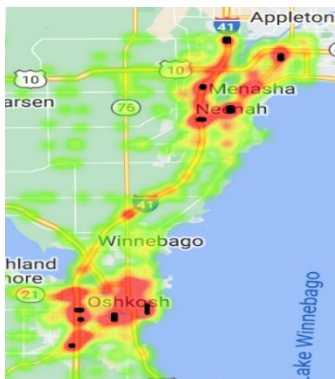
**Federal Source:** BIL NHTSA 402

**Performance Target Linkage:** C-1

**Rationale for Selecting Countermeasure/Amount:** BOTS uses the high-visibility and sustained enforcement task force model for all its enforcement grants, which is a proven countermeasure strategy as indicated in Countermeasures That Work, 10th Ed; 2.2 page 3-28 and 4.1 page 3-32.

#### **FFY 2024 REPORT:**

The Winnebago County Sheriff's Office has identified ten areas of concern in the county. In a three-year period. These locations have contributed 32 fatalities, 1,742 suspected serious and minor injuries out of 1,259 total crashes. Speeding and distraction are leading factors as well as others.



The sheriff's office will employ a local HVE campaign to effectively communicate the safety concerns to the public. That will be supported by saturation patrols in and around the areas of highest frequency and interest. They will do this in partnership with local agencies and the State Patrol.

Planned unobligated projects were identified within the counties of: Bayfield, Green Bay, Vernon, Walworth and Marquette.

- **Bayfield County Sheriff's Office**

The Bayfield County Traffic Safety Commission coordinated with the Sheriff's office to organize speed enforcement as the county focus based on previous crash data from Community Maps and utilized Predictive Analytics to focus enforcement on the identified high speed and crash corridors as presented by the commission. The agency planned 152 hours of enforcement, delivering 132 hours. A total of 17 speeding citations were issued, and 112 other traffic citations. With the additional LIDAR units, the agency, while falling short on deliverable hours, did meet the goals of increased awareness, education, and reduced crashes in the identified areas.

- **Green Bay Police Department**

The Green Bay Police Department led this project, which was originally identified as a speed enforcement grant; however, during the Traffic Safety Commission meeting, the gap in equipment and opportunity to provide feedback to drivers in the identified hotspots was identified. Through coordination of BOTS and the agency, a determination was made to change the project to a Predictive Analytics grant to serve the communities needs for additional equipment. The project provided three additional cruisers with a dash mounted LIDAR. The project had a total of 1152 planned hours of officer overtime and delivered 1049 hours of enforcement. A total of 449 speeding citations were issued, along with 482 other traffic citations. The agency, while falling short on deliverable hours, did meet the goals of increased awareness, education, and reduced crashes in the identified areas.

- **Vernon County Sheriff's Office**

The Vernon County Sheriff's Office, in conjunction with the Traffic Safety Commission, developed a Predictive Analytics grant in spring of 2024 to address speeding fatalities and serious injuries. Speeding crashes are the county's leading issue closely followed by impaired driving. Though often both speeding and impaired driving occur simultaneously in the county's crashes. There were 10 identified hotspots in the county. While this grant was not fully executed, it will be applied for in FFY2025 due to the timing.

- **Walworth County Sheriff's Office**

The Walworth County Sheriff's Office led this project and coordinated a 16-agency multijurisdictional traffic safety taskforce which utilized funds for overtime and Stalker mobile speed feedback boards. The focus of this grant was data driven and primarily addressed speeding, but impaired driving was also identified. The agencies utilized pre and post deployment of the speed feedback boards to capture data on driver behavior. During the enforcement period the equipment remained active. Decisions regarding the planned enforcement were aided by Predictive Analytics data and the availability of law enforcement officer work time. The taskforce planned 792 hours of enforcement and was able to provide 582 hours of enforcement. A total of 472 speeding citations were issued, and 215 other traffic citations were issued. The agency while falling short on deliverable hours, did meet the goals of increased awareness, education, and reduced crashes in the identified areas.

- **Marquette County Sheriff's Office**

The Marquette County Sheriff's Office, through coordination with the Traffic Safety Commission, identified three sectors of Interstate 39 and one sector on State Trunk 23 as high-speed crash areas of concern. The agency planned activities along these areas based on the data analysis provided by Community Maps and Predictive Analytics. Following other models, the agency utilized pre and post enforcement deployment of speed feed back boards to capture data on driving speed behavior. The agency planned 552 hours of enforcement and provided 530 hours of enforcement with overtime hours and 114 hours during straight time hours. A total of 270 overtime and 41 straight time speeding citations were issued, and 221 other traffic safety citation were issued. The agency did meet the goals of increased awareness, education, and reduced crashes in the identified areas.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Winnebago and Statewide	2024-40-05-PT	\$200,294.20	\$173,196.52	\$27,097.68

## LAW ENFORCEMENT COMMUNITY COLLABORATION ACTIVITIES

The efforts of community collaboration in highway safety are another venue for an engaging dialogue on traffic safety. In Wisconsin, state law [83.013 County Traffic Safety Commissions](#) requires a quarterly public form in each county that reviews crashes. Specifically, the commissions review fatal and serious injury crashes, the data that identifies current traffic safety trends, and when present, public feedback on issues and growing concerns, such as disparities, other safety needs, and community education. The information from the 288 traffic safety commission meetings that occurred was reported back to BOTS by the law enforcement liaisons and regional programmers and that network was utilized for planning, policy, and programming considerations.

### *FFY 2024 REPORT:*

There were 148 other community engagements hosted by agencies, of those 54 were specifically for agency feedback. These forums were sometimes held virtually via social media, TEAMS, or Zoom community calls, though most of the meetings were hosted in person. Due to the limitations of smaller agencies, the use of social media was the main forum utilized for public communication. Several agencies partnered with other local entities to provide information and gather feedback on traffic safety efforts and community activities. These activities included such events as school forums, village and town board meetings, bicycle club events, and "Coffee with a Cop".



## TRAFFIC RECORDS IMPROVEMENT PROGRAM

In 2019, the Traffic Records Coordinating Committee (TRCC) conducted a NHTSA traffic records self-assessment which helped the committee set a strategic plan to move forward which will be part of the SHSP. The recommendation was that the committee should continue to prioritize projects based on specific goals or objectives (i.e., better integration with roadway data) and that everything needs to be quantifiable. The committee then selected projects that could quantifiably improve existing core databases. This core data network supports effective analytical tools which allow BOTS analysts and others to measure the needs of the state traffic records system.

### **FFY 2024 REPORT:**

BOTS will continue to accept grants throughout the year and incorporate the continuous improvement process concept in the management of projects.

The following is the progress and outcome report of the planned projects:

### **Traffic Safety Records Project Summary**

Project Title	Database	Attribute	Budgeted	Status	Improvement and Measurement
<b>CODES-Crash Outcomes and Data Evaluation System</b>	Injury Surveillance System	Completeness	\$140,000.00	Continuing	Completed 2023 crash records, began reconciling 2024; working on 2025 application. Link 25% of hospital records for injury area, diagnosis, and MAIS injury severity.
<b>WisTransPortal Safety Data Warehouse</b>	Crash, Citation & Adjudication	Integration	\$145,000.00	Continuing	Pilot agencies roll out late July; second round of pilot agencies from 3 to 8; integrated Community maps web service; DNR ATV/UTV crash records automation; information security documentation. Establish linkage with 10 agencies and additional agencies as resources permit.
<b>WisTransPortal Predictive Crash and Research &amp; Development</b>	Crash	Accessibility	\$110,000.00	Continuing	15% increase in usage vs 2023; completed SHSP crash flags and filter enhancements; crash dashboard updates
<b>TOPS Lab Traffic Records Systems Planning and Coordination</b>	Crash, Roadway	Integration	\$250,000.00	Continuing	Conducted FY2024 Planning and organization; Planned GCHS for data sharing and education for accessibility; working on roadway classification planning; planning for 2025. Completed 4 quarterly meetings, developed 3 integration projects and conference.
<b>DT4000 Work Zone Safety Information Accuracy Assessment</b>	Crash	Accuracy	\$65,000.00	Final	Developed integration algorithm to match Lane Closure System records to Crash Database records; assessed three key work zone related data elements for two construction seasons (2022-23); shared recommendations for work zone safety data quality improvements.

Community Maps	Crash	Accessibility	\$110,000.00	Continuing	Updated flag definitions to align to MUCC, completed TSC toolkit and DNR ATV/UTV data overlay. Conducted virtual office hours. Instituted a citation/warning data overlay and FFY 2025 project prioritization. Project will continue with new emphasis in FFY 2025. Increase pedestrian count intersection to 500 and bicycle counts to 400.
Bicycle and Pedestrian Count Program	Roadway	Completeness	\$18,075.00	Final	No cost carries forward grant to complete the project. This project did achieve and develop a modeling process for non-motorist counts in order to be layered into analysis systems and databased for decision making. Prior to this, the count data was not significant enough for use on a statewide level. Increase pedestrian count intersection to 500 and bicycle counts to 400.
A Large-scale Automated Non-Motorist Data Collection Process through Deep Learning, Image Processing 2024	Roadway	Completeness	\$125,000.00	Final	No cost carries forward grant to complete the project. Project utilized visual data from street cameras and other point resources to validate crash reporting and roadway conditions. This improved the databases by the expected 15%.
Non-Motorist Data Collection Process through Deep Learning, Image Processing & Spatial Analytics (DLIPSA)	Roadway	Uniformity	\$50,873.00	Final	No cost carries forward grant to complete the project. This project was the uniformity portion of the other University of Milwaukee Deep Learning image processing project. The purpose of project achieved the desired results of improving uniformity of reporting by 10% of past crash reports and the application is being applied in the system to improve future crash reports for non-motorists.
ACCUSAFE: Bridging Research and Practice - Cloud-Based Implementation of Safety Research for Real-World Application	Roadway	Accessibility	\$175,000.00	Final	No cost carries forward grant to complete the project. Goal was to develop a data model tool for temporary and permanent counts; Develop integration models and procedures to inform other sources; and accessibility to counts and inventories. Additionally, a pedestrian and bicycle safety data dashboard were developed. All 5 goals were met.
e-Citations; Wisconsin Department of Justice	Adjudication	Integration	\$92,538.00	Final	Project integrated citation reporting to the Wisconsin digital warehouse. Data is used to align crashes to citation, overlay citation data in Community Maps for enforcement planning, research and other applications. Increase transmission from 7 citations/minute to 14.
ARNOLD; Wisconsin Department of Transportation, DTIM** Promise Project FFY2025	Roadway	Accessibility	\$70,000.00	Start up, multi-year project	Project is integrating the local lane mile system and the statewide truck network system into a uniform single source for use by design, data analysis, and other data driven decision making. This integration will lead to wider accessibility of the data.

<b>Safety First Analytics System (S-FAS); Wisconsin Department of Transportation, DBSI ** Promise Project FFY2025</b>	Roadway	Integration	\$899,500.00	Start up, multi-year project	Project goal is to integrate 8 database into a single sources for deeper analytics and reporting. Currently improve from 0 to 3 databases. Next phase goal is to integrate 3 more databases and develop visual reporting tools and applications.
<b>Estimating Bicycle Volumes in Wisconsin Using Crowdsourced Data 2024</b>	Roadway	Timeliness	\$587,999.00	Final	Project was a no cost carry forward. Incorporation of crowd sourced bicycle behaviors based on land use, social economic variables. Linkage was developed to report timely from source data to crash data for bicycle risk analysis. Linkage and volume modeling were completed as expected. Create database and method of modeling data to inform programs by risk analysis. 10% of roadway segments will have bicycle volume.
<b>Mitigating crash outcome through automatic crash reconstruction</b>	Crash	Accuracy	\$55,660.00	Final	Project was a no cost carry forward. Developed crash analysis based on safety system Swiss cheese causation model to identify latency and active failures of reporting. Project achieved desired R factor accuracy and will now be used to develop safety interventions for causation.
<b>Predictive Crash Research Development</b>	Crash	Accessibility	\$85,000.00	Continuing	Increate users for Predictive analysis tool by 5%. Goal of project was achieved with average monthly use now at 54 compared to 50 users. Project also enhance algorithm and reporting capabilities for use by Traffic Safety Commission, Law Enforcement, and research to develop behavioral countermeasures.
<b>Emergency Medical Services Wisconsin Ambulance Run Data</b>	Crash	Accuracy	\$270,542.00	Terminated	Project was carried forward from prior FFY. Due to changes with Department of Health Services (DHS), principal researcher was no longer available to complete the project. The purpose of the project was to develop crash data with regards to 1st responder crashes and the impact of policy change to run cold lights to avoid crashes while transporting patients. This was a validation of a program in Texas for future policy changes in Wisconsin.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-58-03-M3	\$2,813,004.87	\$1,548,305.81	\$1,264,305.81

### TRAFFIC RECORDS PROGRAM AND POLICY ANALYSIS

This program utilizes 402 funds and supports four program and policy analyst positions. These positions provided support to the Traffic Records Coordinating Committee as well as data requests, and complex statistical analysis. These positions assisted with strategic plan development and implementation. BOTS staff coordinated the traffic

records program grant funding and assisted the TRCC, which held meetings quarterly. BOTS continued to increase the number of relationships with partners as well as internal and external stakeholders.

**FFY 2024 REPORT:**

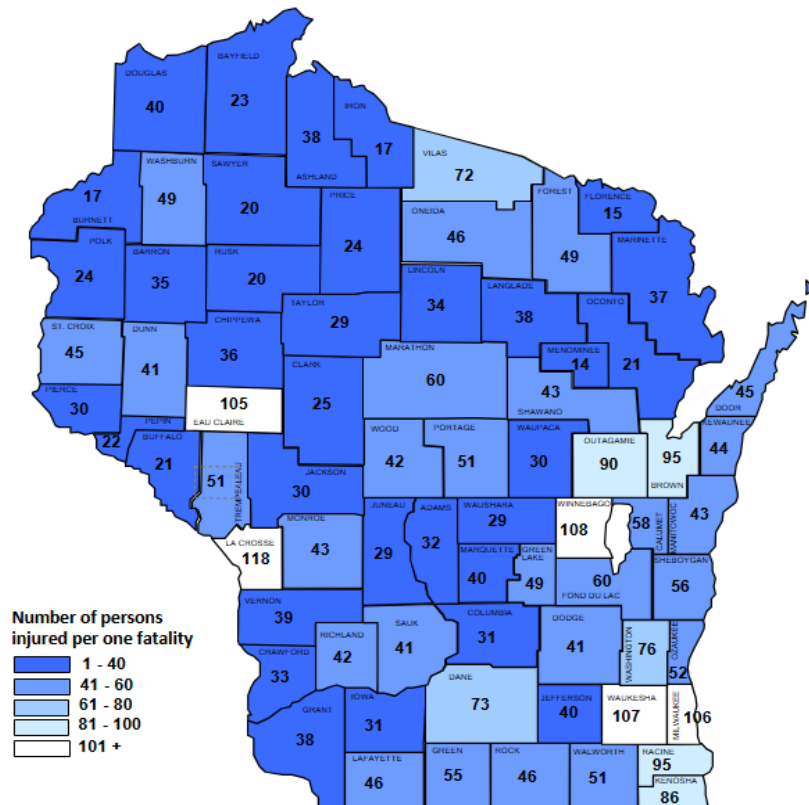
This program was delivered on time and continues to assist with the ability of BOTS to conduct real-time analysis and fulfill community requests for information. The positions have assisted in developing internal automated reporting for faster delivery of information, improved tracking and targeting analysis, and engaged Traffic Safety Commissions with developing county and agency level data to effective plan enforcement and outreach.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-50-01-TR	\$280,000.00	\$249,581.89	\$30,418.11



# EMS IMPROVEMENT PROGRAM

## Injury to Death Ratio by County (2018-2022)



Source: WisDOT Crash Database

The BOTS and the Emergency Medical Services (EMS) office at the Department of Health Services will collaborate on this project to focus on recruitment and retention of EMTs in areas with fewer ambulance services. Due to an attrition in volunteer departments and limited resources to recruit new EMT's, rural communities have been impacted by the lack of critical care when crashes occur. This will impact traffic safety by providing EMS services in remote areas by decreasing response times and improving patient care, which will help make it less likely that a relatively minor traffic incident would result in a fatality.

**Countermeasure Association:** Rural Emergency Medical Services Education, Retention, Recruitment

**Eligible Use of Funds:** EM Emergency Medical Services

**Federal Source:** BIL NHTSA 402

**FFY 2024 REPORT:**

Wisconsin met its goal for safety belt usage this past year. However, crash survivability varies by location in the state, which is a result of many factors including the speed and

level of emergency medical response and treatment. Wisconsin did not meet its goal for the injury-to-death ratio. Recruitment and retention of first responders is a significant issue in rural communities. Longer response times and outcomes are worse for rural crashes. Five-year average injury-to-death ratios indicate the highest risk are predominantly rural.

#### Injury to Death Ratios

2018-2022 Baseline	62.8 to 1
2023 Statewide Goal	64.0 to 1
2023 Actual	59.3 to 1

#### Average Safety Belt Use

2018-2022 Baseline	88.9%
2023 Statewide Goal	90.6%
2023 Actual	92.0%

## RURAL EMERGENCY MEDICAL SERVICES EDUCATION, RETENTION AND RECRUITMENT

BOTS and the Emergency Medical Services (EMS) office at the Department of Health Services will collaborate on this project to focus on recruitment and retention of EMTs in areas with fewer ambulance services. Due to the attrition in volunteer departments and limited resources to recruit new EMT's, rural communities have been impacted by the lack of critical care when crashes occur. This will impact traffic safety by providing EMS services in remote areas by decreasing response times and improving patient care, which will help make it less likely that a relatively minor traffic incident would result in a fatality.

**Countermeasure Association:** Rural Emergency Medical Services Education, Retention, Recruitment

**Eligible Use of Funds:** EM Emergency Medical Services

**Federal Source:** BIL NHTSA 402

**Rationale for Selecting Countermeasure/Amount:**

A willing and able emergency response program is important for timely and expedient healthcare. The Department of Health Services (DHS) will collaborate with (BOTS) on this project and expects to spend \$50,000 on the effort.

#### FFY 2024 REPORT:

BOTS reached out numerous times to the EMS Office at the Department of Health Services and were unable to establish a consistent contact to initiate the grant. There was no progress on this project. BOTS will reconsider the project and through partnerships find other means to address this need.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-60-02-00-PS	\$100,000.00	n/a	n/a

## FIRST RESPONDER ROADSIDE DIGITAL ALERTING

Digital alerting functions as a medium-range warning method delivered from an equipped responder vehicle directly to motorists inside their vehicles with both auditory and visual alerts. Digital alerts transverse terrain barriers that emergency lighting cannot, such as road grade, road elevation, and other hazards on the route of travel not within line of sight. Alerts are received inside vehicles through a growing number of systems, including popular vehicle and application navigation systems, and cellular connected vehicle dashboards from manufacturers. Many of these systems require no specific actions or registrations from motorists for alerts to be



received. Digital alerting has been found to be an effective countermeasure at reducing motorist speed and hard braking events near roadside incidents.

This is an innovative project for the state. BOTS will analyze crash data involving first responders (fire, EMS, and law enforcement) to assess the number of crashes per agency in a three-year period (2019-2021). The data will follow the weighting and scaling from the master targeting. Agencies with more than the mean average number of crashes will be targeted for this grant. Rural agencies will be given higher priority.

This project will purchase software and devices to be connected to first responder vehicles. The alerts will notify drivers on the roadway of an incident scene ahead, giving the drivers notice to move over and comply with current law. To support the roll out of this technology solution to prevent roadside injuries the state will have a media campaign associated with it.

**Countermeasure Association:** Crash Prevention by Digital Alerting

**Eligible Use of Funds:** M12B DAT, Digital Alert Technology and Paid Advertising

**Federal Source:** Supplemental BIL NHTSA 402 and BIL 405H

**FFY 2024 REPORT:**

This project has been delayed by recommendation of Department of Administration due to SOC2 type 2 compliance updates. BOTS has decided to hold the project until all updates have passed audit processes.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-60-07-PM	\$120,000.00	n/a	n/a
Statewide	2024-65-06-DAT	\$80,000.00	n/a	n/a
Total		\$200,000.00		

**ROAD GUARDIANS RIDER EMS TRAINING**

**Countermeasure Association:** Rural Emergency Medical Service Education, Retention and Recruitment

**Eligible Use of Funds:** EM Emergency Medical Services

**Federal Source:** 402 BIL

**FFY 2024 REPORT:**

The project was approved in November of 2023 and the grantee began planning six Accident Scene Management (ASM) classes, “A Crash Course for the Motorcyclist”, for Spring of 2024. ASM reached out to known associates and utilized social media to connect to Wisconsin Motorcyclists in the targeted areas. They also worked with ABATE of Wisconsin using chapters in the targeted areas to identify a location and choose a date that worked for area riders. The areas of the state where we saw the highest number of Motorcycle crashes were; Milwaukee Metro, Racine/Kenosha, Lacrosse, Madison, Appleton, and Wausau.

Classes were scheduled: 2/03/24 – Wausau; 3/24/24 – Kimberly (Appleton area); 4/13/24 – Onalaska (Lacrosse area); 4/13/24 – Madison; 4/14/24 – Muskego (Milwaukee Metro) and 4/20/24 – Kenosha.

The classes filled quickly. The Wausau class was full in just 5 days. Five of the six class had students on a waitlist. Unfortunately, there were few no-shows for classes in April.

We allowed the Kimberly class to go to 32 students anticipating no-shows, but all 32 students attended in a snowstorm. By mid-April the weather began to be nice, and people were ready to ride. The nice weather caused a few no-shows, but the grantee was able to train 177 of a possible 180 students. Classes were large and required the help of the hosting groups as well as two instructors to manage “the crowd.” Evaluations were positive. The grantee also polled the students prior to training to determine their knowledge coming into the classes and then reviewed the information with the students at the end of each class to be sure they understood key concepts and had a chance to ask questions. On average, students answered only 53.8% correct at the beginning of the class and 100% correct at the end. Pre-class ranged from 10% correct to 90% correct. This project will continue into 2025 with an increased number of classes due to successes in 2024.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-60-04-EM	\$27,000.00	\$26,850.00	\$150.00

# MOTORCYCLIST SAFETY PROGRAM PLANNING AND ADMINISTRATION

## MOTORCYCLE SAFETY PROGRAM MANAGEMENT

The program manager coordinated, planned, and managed the Wisconsin Motorcycle Safety Program (WMSP). The program manager also assisted the Wisconsin rider education program through continued clerical support to training sites. This activity includes wage and fringe, data processing costs, materials and supplies, training and travel, printing, and postage, National Association of State Motorcycle Safety administrator membership dues.

**Countermeasure Association:** Motorcycle Safety Program Planning and Administration

**Eligible Use of Funds:** State Funded 562

**Federal Source:** State Funded

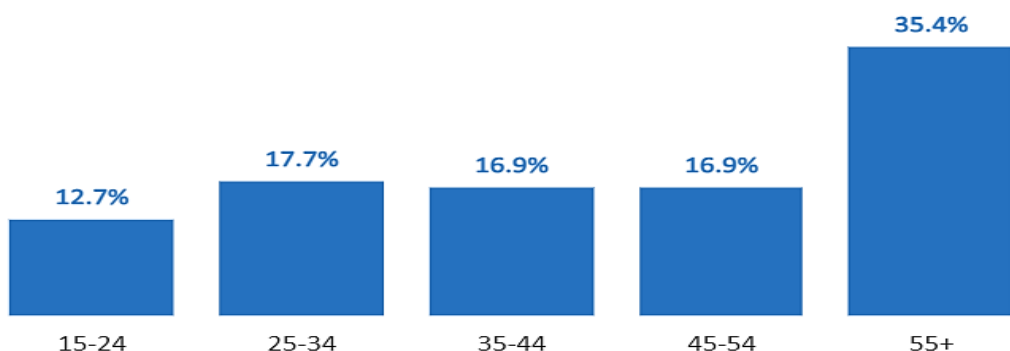
### FFY 2024 REPORTS:

The program manager coordinated activities throughout the year with the Wisconsin Motorcycle Safety Advisory Council. Meetings usually occur quarterly; however, this year meetings occurred at least monthly to increase stakeholder feedback opportunities as WMSP worked to address increased concern about motorcyclist crashes and fatalities. The group contributed to a new media campaign to recruit students and new coaches as well as planning a safety summit that took place in June.

For 2023, the top three contributing circumstances that occurred in these crashes were failure to control, excessive speed, and failure to keep in designated lane (lane departure crashes). Impairment rates in 2023 for fatally injured operators was 22.9%, for suspected serious injured was 15.8%, and total injured was 9.7%. Helmet use in 2023 for motorcyclist fatalities was 29.7% helmeted, 65.3% un-helmeted, and 5.0% unknown. For injured motorcyclists it was 44.6% helmeted, 52.3% un-helmeted, and 3.0% unknown.

The most notable change in motorcycle and moped 'K' and 'A' injuries by age group was in the 15-to-24-year age group from 12.7% in 2022 to 17.1% in 2023, an increase of 34.6%.

2022 Motorcycle & Moped 'K' & 'A' Injuries by Age Group



### Motorcycle/Moped Crashes

2018-2022 Baseline	2,112
2023 Goal	2,069
2023 Actual	2,061

**Combined Fatalities and Suspected Serious Injuries in Motorcycle/Moped Crashes**

2018-2022 Baseline	702
2023 Goal	688
2023 Actual	712

**Motorcycle/Moped Riders Killed and Injured**

2018-2022 Baseline	1,886
2023 Goal	1,849
2023 Actual	1,784

Through this relationship, BOTS and MoSAC worked together to identify gaps in statewide training availability, planned media messages and timing of these messages, and continually monitored crash data for changing trends. Additionally, MoSAC began planning to host its first Motorcycle Safety Summit during the summer of 2024.

MOTORCYCLE RIDER LICENSING AND TRAINING

Licensing requires motorcyclists to have basic knowledge of the safe operation of a motorcycle along with demonstrating basic knowledge of traffic laws. With the additional knowledge received in rider education classes, rider education students gain awareness of potential traffic hazards, and gain the physical skills necessary for safe operation of a motorcycle. Students also gain knowledge of how to mitigate the risks of riding through use of proper safety gear and the effects of impairment which can lead to fatal crashes. Rider education programs aim to teach motorcycle control skills, how to recognize potential road hazards, and encourage use of conspicuous safety gear and in-depth self-assessment of rider risk and limitations.

**Countermeasure Association:** Motorcycle Rider Licensing and Training  
**Eligible Use of Funds:** M9MT Motorcyclist Training and State 562  
**Federal Source:** BIL 405F Motorcycle Programs and FAST Act 405F Motorcycle Programs

***FFY 2024 REPORT:***  
During the 2024 motorcycle training season, the WMSP in partnership with the Motorcycle Safety Foundation (MSF) continued the implementation of the Basic Rider Course (BRC). Additionally, MSF has introduced another format of the BRC that shifts the classroom learning to an online module as compared to the last course revision along with moving the experiential classroom activities to the range. The WMSP team worked with Rider Coaches and training sites to prepare for implementation of this update during the calendar 2024 training season.

The WMSP Rider Education Program continues to provide rider training programs through the Wisconsin Technical College System as well as private training sites and Harley-Davidson Riding Academy locations. All providers met MSF and WMSP requirements for basic motorcycle/scooter courses, Basic RiderCourse and Basic RiderCourse2, ultimately serving 8,514 students that enrolled in these courses. The Division of Motor Vehicles reports:

- 7,248 skills test waivers were entered into the online system
- 1,340 waivers manually entered
- 1,598 Class M licenses were issued via road tests

The program was delivered as planned. There continues to be a need to recruit, train and certify new rider coaches for the future.

## MOTORCYCLE COMMUNICATION AND OUTREACH

The ability to communicate directly with individual constituents allows for targeted discussions on misconceptions and challenges related to motorcycles on the roadway. This includes topics such as right of way collisions, conspicuity, appropriate safety gear, rider education opportunities, and mechanical issues related to motorcycles that can present safety hazards to all roadway users. Increasing motorist awareness of motorcyclists with “Share the Road” and “Watch for Motorcyclists” messaging at key times during the riding season, along with the consistent messaging that the specialty license plates provide, will result in a safer riding environment for motorcyclists, leading to fewer motorcycle crashes.

**Countermeasure Association:** Motorcycle Communications and Outreach

**Eligible Use of Funds:** PM Paid Advertising, MC Motorcycle Safety, M9MA Motorcyclist Awareness and State 535 Paid Media

**Federal Source:** 402 BIL, BIL 405F Motorcycle Programs, and FAST Act 405F Motorcycle Programs

### *FFY 2024 REPORT:*

The Motorcycle outreach team traveled across the state to events that were held in targeted and untargeted areas to promote the safety message. The program had increased participation since the end of the COVID-19 pandemic and many communities returned to outdoor celebrations. We find this personnel investment to be one of the most rewarding programs and creates opportunities to recruit new riders for the courses and coaches for the program. The Mobile Outreach team was in the field working with the community at 24 events in 13 counties for a total of 30 event days. These events facilitated 900+ individual contacts between the outreach team and event attendees during the seven months of programming this year. In addition to attending community events, the Outreach Coordinator has started developing new Wisconsin-specific digital materials to educate the public about road hazard to be used for FFY 2025 events.

The motorcycle safety media projects met and achieved the marketing targets as planned for the fiscal year. Local projects were developed in conjunction with the Motorcycle Safety Advisory Committee (MOSAC), A Brotherhood Against Totalitarian Enactment’s Wisconsin (ABATE), and other safety stakeholders. BOTS continues to support the national awareness media campaigns with in-kind state and extended market purchases.

- **MOSAC Rider Training and Coach Recruitment Campaign**

In FY 2023 a review of crash data, rider coach feedback, and dialogue between peers led MOSAC to request that the “Rider Training and Coach Recruitment” campaign be developed. The review showed that there is a deficiency in rider

education found in motorcyclists who crashed. It has also been forecasted that there will be a decline in the coaching base. Of those motorcyclists that crashed there is a high frequency of those crashes being single vehicle crashes. It was determined that the best way to mitigate this risk is through teaching rider skills, this campaign seeks to reduce the risk through training. The plan for the three-year campaign is to encourage motorcyclists to take the Motorcycle Safety Foundation's Basic Rider Course 1 to obtain their endorsement. It has been shown that riders who take this course have fewer crashes, and those crashes are less severe. The second part of this campaign is a call to action for seasoned motorcyclists to become Rider Coach Trainers. Seasoned riders are well positioned to teach important safety practices to those seeking to receive their motorcycle endorsement. BOTS will shift funds from the creative budget in FY 25, there are no plans to change the targeting or media formats for this program.

- **MOSAC Northwest “Ride your Own Ride” High Risk Corridor**

In fiscal year 2022, after a crash data review and peer to peer dialogues with community members, MOSAC and ABATE Wisconsin requested that the “Ride your Own Ride” campaign be developed. This is a targeted corridor campaign seeking to influence both vehicle drivers and motorcycle drivers to exercise caution in high crash risk corridors. This campaign has proven to be successful in both injury reduction and awareness in northern Wisconsin. There will only be changes made to purchases regarding outdoor advertising based on crash corridor analysis.

- **Motorcycle Awareness Month: Summer and Fall Peaks**

BOTS supports this campaign in conjunction with national driver awareness month, which takes place in April, also coinciding with the first month of motorcycle riding season. There are no changes anticipated for this campaign in FY 2025.

Crash data shows that motorcycle fatalities occur at a higher rate than other modes of transportation, extending this message during the riding season is opportune. Wisconsin extended the awareness message through the summer and fall riding season statewide, with peak targeting in Madison and Milwaukee Markets due to higher crash frequencies and rates. There will be continued dialogue with the community stakeholders and program analysis to determine if placements for peak extensions will occur.

- **Share the Road Awareness**

In conjunction with the national educational driver and motorcyclist safety awareness message, BOTS supports the national buy with a statewide media buy to bolster the frequency and impressions. Due to the crash rate at intersections early in the rider season BOTS has extended this message through May leading up to “Click IT or Ticket”. There are no anticipated changes to the media markets or formats selected.

Campaign	Markets	Delivered Impressions*	Paid Spots	Bonus Spots	Total Spots
<b>Motorcycle Campaigns</b>					
Share the Road - Fall (10/23/23 - 11/5/23)	Milwaukee				
	Radio	491,300	538	260	798
Share the Road Awareness - April (4/22/24 - 4/28/24)	Statewide				



	Radio	64,600	632	447	1,079
Share the Road Awareness - May (4/29/24 - 5/26/24)	Statewide				
	Radio	251,190	3,579	1,843	5,424
Motorcycle Awareness - May (5/27/24 - 6/2/24)	Statewide				
	Radio	64,410	1,135	519	1,654
Motorcycle Awareness - Summer (6/2/24 - 8/11/24)	Statewide Radio/Outdoor in Madison & Milwaukee				
	Radio	191,190	2,208	1,165	3,373
	Outdoor	12,377,877	n/a	n/a	n/a
<b>Motorcycle - Summer Total:</b>		<b>12,569,067</b>	<b>2,208</b>	<b>1,165</b>	<b>3,373</b>
MOSAC Rider Training & Recruitment (06/03/24 - 09/31/24)	Statewide				
	Online	13,854,967	n/a	n/a	n/a
	Outdoor Billboards	35,760,482	n/a	n/a	n/a
	Gas Pump Toppers and Bar Posters	13,525,580	n/a	n/a	n/a
	Email Marketing	805,730	n/a	n/a	n/a
MOSAC NW Wisconsin (5/27/24 - 9/15/24)	Fox Valley/Oshkosh/Waupaca				
	Outdoor	17,322,503	n/a	n/a	n/a
<b>Motorcycle Sub-Total:</b>		<b>94,709,829</b>	<b>8,092</b>	<b>4,234</b>	<b>12,328</b>

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-70-07-MC	\$75,000.00	\$68,313.83	\$6,686.17
Statewide	2024-72-07-M9	\$245,000.00	\$244,495.84	\$504.16
<b>Total</b>		<b>\$320,000.00</b>	<b>\$312,809.70</b>	<b>\$7,190.30</b>

## MOTORCYCLE PROGRAM EVALUATION AND QUALITY ASSURANCE

Proper delivery of the approved curriculum materials will ensure that students gain additional knowledge of potential traffic hazards and gain the physical skills necessary for safe operation of a motorcycle. This countermeasure involves rider education and training courses provided by states, rider organizations (for example, some ABATE and H.O.G. groups), manufacturers (Harley-Davidson), the U.S. military, and others. This training can be required for all motorcycle operators or those under a specified age.

**Countermeasure Association:** Motorcycle Program Evaluation and Quality Assurance

**Eligible Use of Funds:** M9MC Motorcyclist Curricula

**Federal Source:** BIL 405F Motorcycle Programs and FAST Act 405F Motorcycle Programs

### FFY 2024 REPORT:

With the additional Quality Assurance Specialists (QAS) added to the team, all 32 Wisconsin training providers received at least one visit and 14 providers were inspected multiple times. Follow up visits occurred when there was a request for technical assessments or when providers utilized more than one training location.

A total of 48 inspections took place at 40 locations with 69 coaches receiving feedback and mentoring.

Training partners and coaches have welcomed the new maxim of the team as it has been shared during the training season. Each QAS embraces and embodies an approach of “we’ve got your back” to facilitate adherence to WisDOT and MSF policies as well as increase meaningful engagement within the rider training community.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-72-09-M9	\$90,000.00	\$71,945.26	\$18,054.74

### MOTORCYCLE SAFETY QUALITY ASSURANCE CERTIFICATION COURSE

Proper delivery of the approved curriculum materials will ensure that students gain additional knowledge of potential traffic hazards and gain the physical skills necessary for safe operation of a motorcycle. This countermeasure involves rider education and training courses provided by states, rider organizations (for example, some ABATE and Gold Wing groups), manufacturers (Harley-Davidson), the U.S. military, and others. This training can be required for all motorcycle operators or those under a specified age.

The MSF QASCC is necessary to continue maintaining the Quality Assurance Consultants certification and maintain proficiency to meet compliance with MSF in the states use of the MSF rider education curriculum. It is recommended that consultants take this course every three years after initial certification due to the evolving nature of the curriculum.

**Countermeasure Association:** Motorcycle Program Evaluation and Quality Assurance

**Eligible Use of Funds:** M9MC Motorcyclist curricula

**Federal Source:** BIL 405F Motorcycle Programs and FAST Act 405F Motorcycle Programs

### FFY 2024 REPORT:

Due to a coding error, the expenses for this project were included with the Motorcycle Safety Program Evaluation. The coding with STAR has been corrected. WMSP’s Quality Assurance Team successfully completed MSF’s Certification Course as well as added additional team members. This additional training facilitated expanding the number of QA visits across the state providing the most up to date guidance for all rider education training providers. Two individuals from other states joined the session providing valuable insight into other practices in the industry.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-72-09-00-M9	\$20,000.00	\$10,601.34	\$11,433.66

### MOSAC Safety Summit and MSF Rider Education Training System

#### MOSAC Rider Safety Summit

BOTS, in conjunction with the Motorcycle Safety Advisory Council (MOSAC), will promote and deliver a Motorcycle Safety Summit in June 2024. This summit will include safe rider workshops (following the MSF curriculum for Basic Rider Courses 1&2, Ultimate Bike Bonding, and Advance Rider Education), on range demonstration and skills learning exercises. There will be a media promotion component to advertise and recruit participants, and site and facilities fees.

#### MSF Rider Education and Training System (RETS)

Most of the studies reviewed a training program that essentially consisted of a single course. Most of the rider education course studies that BOTS reviewed showed that most available

programs only consist of a singular course. BOTS further researched whether there were government or insurance company rider education courses available. This research showed that most government and insurance company involvement in the U.S. is limited to the licensing, and therefore, limited primarily to a basic novice course. Basic novice courses only assure the minimum riding skills necessary for initial entry into the motorcycling environment. While this is an important goal and the program achieved an 85-90% success rate in basic courses, it cannot meet all the needs of the wide variety of new riders in the system. Moreover, when BOTS considers the various contributing factors to overall motorcycle safety as a complex, integrated system that must work together to achieve an overall goal, the fallacy of a single training course serving as a complete countermeasure becomes apparent.

The MSF RETS as presented in the MSF Course Catalogue, may be a practical solution. The focus is on the rider elements of the motorcycle safety equation – a most vulnerable road user. The course highlights the congruence between the highly complex and integrated demands of staying safe and the MSF Course Catalogue which presents a systemic effort toward the goal of motorcyclist safety. Due to the nature of the rider, the vehicle and the environment, a systems approach toward motorcycle safety is the only reasonable solution.

**Countermeasure Association:** Motorcycle Program Evaluation and Quality Assurance

**Eligible Use of Funds:** MC Motorcycle Safety

**Federal Source:** 402 BIL

#### **FFY 2024 REPORT:**

MOSAC's first **Rider Safety Summit** was carried out as planned. There were 42 individual sessions during the two-day summit, 83 individuals purchased a total of 106 tickets. Presenters included Ray Ochs from the Motorcycle Safety Foundation, a motor officer instructor, and an EMS instructor. Sessions included introductions to local riding groups, state and national issues of note, data trends, and riding skills discussions. Rider Skills Lab exercises were featured during range sessions along with maintenance, motor officer skills demonstrations, and local dealers displayed newly available motorcycles. A similar event is planned to take place again during FFY 2025.

**MSF RETS** event did not take place in FFY 2024, and the event was not included in the plan for FFY 2025. The Motorcycle Safety Foundation did not have availability to run the event and WMSP/BOTS was not able to run the event for MSF.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-70-09-MC	\$125,000.00	\$48,396.03	\$76,603.97

#### **MOTORCYCLE SAFETY ASSESSMENT**

BOTS will conduct a peer review of the motorcycle safety program in March 2024. This will serve to inform BOTS of gaps in education, enforcement, media, and training to address motorcycle crash issues in Wisconsin. BOTS will utilize the assessment recommendations and best practices for future consideration and programming.

**Countermeasure Association:** Motorcycle Program Evaluation and Quality Assurance

**Eligible Use of Funds:** MC Motorcycle Safety

**Federal Source:** 402 BIL

### **FFY 2024 REPORT:**

This project was successfully completed on time and on budget. The assessment team provided generous praise for:

- The dedication of involved stakeholders
- Data-driven practices
- Integration of motorcycle safety in the Wisconsin Strategic Highway Safety Plan
- High-quality, easily accessible program policy manual
- Strong Administrative Rule for program governance
- Stringent requirements for instructor qualification and training
- Law enforcement officer training
- Inclusive engineering practices
- Recently updated Motorcyclists' Handbook

The team's final report gave our team specific guidance for areas of improvement that we have already started implementing.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-70-09-MC	\$60,000.00	\$24,898.73	\$35,101.27

## VULNERABLE/NON-MOTORIZED SAFETY PROGRAM

The pedestrian safety program met all its goals for calendar year 2023 for the number of pedestrian-motor vehicle crashes, the number of combined fatalities and suspected serious (A) injuries per 100,000 of population, and pedestrian injuries. There were 61 pedestrian fatalities in 2023, which is lower than the previous year's total of 72 but higher than the 2018-2022 average.

The bicyclist safety program failed to meet all its goals for calendar year 2023 for the number of bicyclist-motor vehicle crashes, the number of combined fatalities and suspected serious (A) injuries per 100,000 of population, and bicyclist injuries. There were 7 bicyclist fatalities in 2023, which is lower than the previous year's total of 14 as well as the 2018-2022 average.

### Pedestrian-Motor Vehicle Crashes

2018-2022 Baseline	2,112
2023 Goal	2,069
2023 Actual	2,061.

### Combined Fatalities and Suspected Serious Injuries in Motorcycle/MoPed Crashes

2018-2022 Baseline	702.
2023 Goal	688
2023 Actual	712

### Motorcycle/MoPed Killed and Injured

2018-2022 Baseline	1,886
2023 Goal	1,849
2023 Actual	1,784

### Bicyclist-Motor Vehicle Crashes

2018-2022 Baseline	12.21/100K pop.
2023 Goal	11.96/100K pop.
2023 Actual	13.29/100K pop.

### Combined - Fatalities and Serious 'A' Injuries

2018-2022 Baseline	1.50/100K pop.
2023 Goal	1.47/100K pop.
2023 Actual	1.66/100K pop.

### Bicyclist Injuries

2018-2022 Baseline	10.95/100K pop.
2023 Goal	10.73/100K pop.
2023 Actual	11.86/100K pop.

## VULNERABLE ROAD USERS (VRU) PROGRAM MANAGEMENT

This state program manager position will positively impact traffic safety in Wisconsin by coordinating, planning, and managing the bicycle and pedestrian program. The purpose of this position is to develop meaningful relationships with communities, educate communities on VRU safety, promote grant opportunities, offer or coordinate technical assistance for programs, and develop new initiatives that will have a positive impact on VRU safety in Wisconsin.

**Countermeasure Association:** Vulnerable Road Users Program Management

**Eligible Use of Funds:** State 562

**Federal Source:** State 562

### *FFY 2024 REPORT:*

A top priority for the program manager was to meet new partners and stakeholders from around the state. The position continues to manage law enforcement grants and assist project coordinators as needed. The position actively participates in the internal Transportation Alternatives Program (TAP) funding selection committee, monthly WisDOT Regional Ped Bike Coordinator team meetings, and the Governors Bicycle Coordinating Council. The program manager also started participating in the Wisconsin Non-Driver Advisory Committee (WiNDAC). Wisconsin Bike Fed (Bike Fed) is an important partner for BOTS and the program manager has spent substantial time working with this non-profit on grant management, grant monitoring and planning for the 3 HSP and AGA. The program manager participated in several MilWALKee Walks events to be familiar with this program, staff, and grant projects.

The program manager worked with the Bike Fed to initiate a grant to create a new bike safety video for use in classes around the state. The final product was a success. The video highlights real world scenarios that youth, and their families, may encounter. The video also highlights new technology like e-bikes, and infrastructure like protected bike lanes, roundabouts, raised crossings and new signs like Rectangular Rapid Flashing Beacons (RRFB). Segments from the video were shared to social media and uploaded to YouTube. The video is closed captioned for accessibility.

The program manager also worked with Bike Fed to coordinate an agenda item for the Governor's Conference on Highway Safety to promote the education of e-bikes, including live demonstrations where participants were able to ride a variety of e-bikes.

## BICYCLE AND PEDESTRIAN MASS MEDIA

BOTS will use multiple formats of communication up to and including print, digital, radio, television, and other evolving formats. Messaging will be targeted to at risk communities based on targeting analysis and meaningful public engagement. The expected outcome of this project is to promote safe behaviors for VRUs.

**Countermeasure Association:** Bicycle and Pedestrian Safety Education, Outreach, and Engagement

**Eligible Use of Funds:** PS Pedestrian/Bicycle Safety

**Federal Source:** 402 BIL



Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-80-02-00-PS	\$75,000.00	\$74,998.27	\$1.73
Various Counties	2024-80-02-00-PS	\$70,246.00	\$70,246.00	\$0.0
<b>TOTAL</b>		<b>\$145,246.00</b>	<b>\$145,244.27</b>	<b>\$1.73</b>

### FFY 2024 REPORT:

This project was successfully completed by Wisconsin Bike Fed and included:

#### Radio PSAs

- WMSE final product  
Support for WMSE comes from the *Wisconsin Bike Fed*, a nonprofit bicycle advocacy and education organization. Reminding everyone that in Wisconsin, bicycles are legal and intended users of the road. Share the Road and make sure to give at least 3 feet when passing. Let's make sure everyone, no matter their mode of travel, gets home safely.  
IMPACT: 8 weeks, 160 reads. 5/26-9/30
- GOOD KARMA Brands (620AM, 94.5, 101.7) final product  
In Wisconsin, bicycles are legal and intended users of the road. We remind drivers to Share the Road and make sure to slow down and give at least three feet when passing a person biking. Let's make sure everyone, no matter their mode of travel, gets home safely. Learn more at [Wisconsinbikefed.org](http://Wisconsinbikefed.org)  
READS: 177. May 20th-June 10<sup>th</sup>  
Wisconsin Public Radio final product  
Support for WPR comes from *Wisconsin Bike Fed*, a non-profit bicycle advocacy organization, reminding drivers to share the road, slow down and give at least three feet when passing a person riding a bike. [Wisconsinbikefed.org](http://Wisconsinbikefed.org)  
READS: 93

#### Billboards/Posters

- JONES MEDIA: Brown, Outagamie, and Winnebago Counties  
Spring: "Share the Road give 3 feet" message - 84,790 plays  
Fall: "Share the Road give 3 feet" message - 124,771 plays  
Fall: "Share the Road she's someone's everything" message - 138,899 Plays  
Total plays: 348,460
- CLEAR CHANNEL: Spring  
Ped safety message: "Yield to Pedestrians": 721,000 impressions in Milwaukee County  
Bike safety message: "Share the road give 3 feet": 1,652,349 Impressions Milwaukee County  
Total impressions: 2,373,349
- CLEAR CHANNEL: Fall  
Bike safety message: "Share the Road she's someone's everything" campaign  
Milwaukee County, 1,446,959 impressions  
Waukesha/Dane counties, 3,347,812 Impressions  
Ped Safety, 987,000 Impressions  
Total Impressions: 5,781,771

Additional projects completed under this grant include:

- PSA ad on BUBLR bike stations (shared bike service) in Milwaukee

- Yard signs, “Slow Speeds Save Lives” message, 200 signs placed around Milwaukee County
- Social Media  
Four boosted ads statewide: “Give 3 Feet” message  
168,298 reach  
431,354 impressions

## TEACHING SAFE BICYCLING

Provide teaching safe bicycling (train-the-trainer) style workshops for participants interested in providing youth cycling instructions. Attendees frequently include teachers, non-profit organizations, law enforcement, and youth groups.

The goal is to host five in-person training sessions in communities across Wisconsin. In addition, approximately 10 classes will be hosted around the state. Classes include Savvy City Cycling, Smart Cycling by League of American Bicyclists (LAB), and Bicycle Friendly Driver depending on community needs and requests.

Wisconsin Bike Federation will contract with a video production vendor to update an old and outdated video for use in the TSB train-the-trainer courses. Workshop instruction and course administration is led by the Wisconsin Bicycle Federation.

**Countermeasure Association:** Bicycle and Pedestrian Safety Education, Outreach, and Engagement

**Eligible Use of Funds:** PS Pedestrian/Bicycle Safety

**Federal Source:** 402 BIL

### *FFY 2024 REPORT:*

This project was successfully completed by the Bike Fed and included five Teaching Safe

Bicycling (TSB) classes taught across state:

1. Madison, WI (10 adults) - Held at the Goodman Community Center, participants from the Cottage Grove Police Department and other community members attended.
2. Madison, WI (20 adults) - As part of the 2024 Healthy Communities Summit, this class was for attendees and public participants.
3. Madison, WI (25 adults) - In celebration of Bike Week, this hybrid class hosted by the Henry Vilas Zoo taught families and adults abridged safety stations along with other multimodal literacy curriculum.
4. Milwaukee, WI (10 adults) - Friends of Lincoln Park hosted this event, open to the public.
5. Black River Falls (15 adults) - Part of transportation literacy work at the Ho Chunk Healing Camp, this clinic was set up for families to learn together.

Nineteen adult/education (EDU) classes were taught across the state. The focus for these programs was new/inexperienced adult cyclists; elderly adults; low-income community members; people with cognitive/physical disabilities and adaptive needs; women, trans, femme and LGBTQIA+ individuals; and people new to Wisconsin and Immigrants/ESL learners.

1. Madison, WI (8 adults) - Adult Learn to Ride: hosted by the Goodman Center Pool, in conjunction with Wisconsin Bike Week, taught community participants how to ride. Bike Fed provided the bicycles.
2. Madison, WI (20 adults, 25 children) - Smart Cycling/Teaching Safe Bicycling Hybrid: in celebration of Bike Week, this hybrid class hosted by the Henry Vilas Zoo taught families and adults abridged safety stations along with other multimodal literacy curriculum.
3. Milwaukee, WI (3 adults) - Adult Learn to Ride: geared towards immigrant participants new to Wisconsin, Bike Fed provided all equipment for attendees to learn how to ride.
4. Milwaukee, WI (4 adults) - Adult Learn to Ride: second iteration of the Milwaukee series, this class was geared towards immigrant participants new to Wisconsin and Bike Fed provided all equipment needed for attendees to learn.
5. La Crosse, WI (4 adults) - E-Bikes 101: hosted by Wrench and Roll Bike Shop, geared toward participants 55+ who wanted to learn E-Bike safety and purchasing.
6. La Crosse, WI (7 adults) - Smart Cycling, Intermediate: Tailored for university students and partners of Drift Cycles Bike Share, this clinic was hosted by the UW La Crosse Department of Recreation.
7. Madison, WI (100 adults) - Bike Basics and Pedestrian Safety: Part of the Ho-Chunk education and resource fair, this event worked with all different ages and members of the Tribe.
8. Black River Falls, WI (2 adults, 2 teens) - Adult Learn to Ride: As a part of transportation literacy work at the Ho Chunk Healing Camp, this clinic was set up for tribal members looking to learn to cycle.
9. Black River Falls, WI (2 adults, 2 teens) - E-Bikes 101/Pedestrian and Cyclist Safety: As a part of transportation literacy work at the Ho-Chunk Healing Camp, this clinic was set for 3 different e-bike owners to teach them about riding safety/reflectivity; maintenance; and theft prevention.
10. Black River Falls, WI (2 adults, 5 teens, 3 children) - Smart Cycling/Hybrid: As a part of transportation literacy work at the Ho Chunk Healing Camp, this was a morning exercise program with on-bike practice, safety, and community building for kids and adults.
11. Black River Falls, WI (11 adults, 1 child) - E-Bikes 101: In partnership with the Black River Falls Library, this course focused on E-Bike laws in Wisconsin and on-bike riding practice/demos.
12. Black River Falls, WI (196 adults) - Bike Basics and Pedestrian Safety: As a part of the Ho-Chunk education and resource fair, work tribal members included education on topics like rural road riding for children and adults; reflectivity and night riding; helmet fit; rules of the road; and bike maintenance.
13. Monona, WI (12 teens, 3 adults) - Adaptive Learn to Ride: In partnership with the Down Syndrome Association of WI and Gigi's Playhouse, adaptive participants and their families joined to learn to ride all types of adaptive equipment.
14. Wisconsin Dells, WI (15 adults) - E-Bikes 101/Safety: As part of the Governor's Highway Safety Conference, this course was centered around E-Bike test rides and an in-class portion.
15. Madison, WI (8 adults, 1 child) - Learn to Ride: Hosted by Centro Hispano of Dane County, this was a bilingual Learn to Ride class with both English and Spanish instruction.
16. Madison, WI (5 adults for in person, 100 adults for virtual participation) Smart Cycling, Beginner: Hosted by Fairshare Coalition, this event was a hybrid virtual and

- in-person clinic that focused on on-road safety, rural and urban cycling, and group riding etiquette.
17. Milwaukee, WI (16 adults) - Smart Cycling, Advanced: In conjunction with the Urban Ecology Center of Milwaukee, this course was for bicycle instructors/ environmental educators.
  18. Middleton, WI (20 adults) - Smart Cycling and WI Bike Law: This course was put on for Middleton EMS providers and focused on cycling law and safety techniques for all road users.
  19. Milwaukee, WI (3 adults) - Adaptive Smart Cycling Clinic: In conjunction with Emery's Bike Shop and Madison Adaptive Cycling, this clinic was tailored to cyclists with various adaptive needs.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Milwaukee County	2024-80-03-PS	\$27,802.50	\$27,799.53	\$2.97
Dane County				
Eau Claire County				
Rock County				
Sheboygan County				
Winnebago County				
TOTAL		\$27,802.50	\$27799.53	\$2.97

## MILWAUKEE WALKS

MilWALKee Walks is a safety coalition that aims to increase yielding to pedestrians at marked and unmarked crosswalks in Milwaukee. Milwaukee leads the state in the number of pedestrian crashes and the number of fatal pedestrian crashes. This grant will allow for outreach to minority communities and organizing around intersections where there are the highest pedestrian crash numbers. Materials developed for this project will be posted electronically and made publicly available. MilWALKee Walks is managed and developed by Bike Fed.

**Countermeasure Association:** Bicycle and Pedestrian Safety Education, Outreach, and Engagement

**Performance Target Linkage:** C-10 and C-11

**Eligible Use of Funds:** PS Pedestrian/Bicycle Safety

**Federal Source:** 402 BIL

**Rationale for Selecting Countermeasure/Amount:** This project will impact traffic safety with a reduction in crashes and injuries among pedestrians in the target area. Due to no recommended NHTSA countermeasure, Wisconsin is educating pedestrians and drivers of the crash risks and prevention.

### FFY 2024 REPORT:

This project was successfully completed by the Bike Fed and included:

1. Funding of one full-time MilWALKee Walk Program Manager and one additional staff member.
2. Coordination of 478 volunteer hours (Walk Culture Ambassadors) to promote bike and pedestrian safety.
3. 250 plus residents attending Bike Fed led events.
4. Ten TV media stories on pedestrian and bicyclist safety.
5. 38 Bike Fed led events at crosswalks in Milwaukee promoting pedestrian safety. These events are called Crosswalk Actions (CWAs) and at least one CWA

was held in each city aldermanic district. Crosswalk actions are often the “introduction” to the issue of pedestrian safety. For deeper engagement, program staff conducts and attends trainings, walks, and other events, often in collaboration with partner organizations. These efforts allow Bike Fed to have more substantial conversations with community partners and residents, thus bringing the importance of pedestrian safety to stakeholders across the city.

6. Nearly 42,000 social media impressions.
7. Various promotions on the Bike Fed website and social media channels.
8. Conducted three “Paint the Pavement” projects across Milwaukee, contributing to a better environment for pedestrians and activating residents through art. These projects were conducted in high priority areas in the City of Milwaukee including the Amani neighborhood, Sherman Park and Riverwest.
9. Used walk audits as an expanded tool, partnering with pop-ups, city staff, and Ambassadors to engage residents about pedestrian safety.
10. Collaborated with Milwaukee County and other local municipalities to build new partnerships and better understand the specific challenges of pedestrian safety beyond the City of Milwaukee.
11. Coordinated activities with five Walk Culture Ambassadors. The goal of these position is to host program activities, be a contact regarding pedestrian safety in their neighborhoods, and to encourage other residents to join MilWALKee Walks activities as volunteers. Ambassadors this year hosted activities such as crosswalk actions, a neighborhood walk in advance of a meeting about traffic calming measures, walk audits, and were interviewed by the media about their work.
12. Held citywide meetings with residents and partners to discuss street safety and calming measures, exploring solutions, and identifying steps for safer streets.
13. Attended and/or spoke about the important of pedestrian safety at meetings across the city and county, such as: Whitefish Bay’s Pedestrian and Bike Safety Study, Walnut Way & 1000 Friends’ film screening, Active Streets events in Amani, the Greendale Downtown Market, the Milwaukee Pedestrian Bicyclist Advisory Committee; Independence First’s Transportation Committee; courses for MSOE and UW-Milwaukee students.
14. The Bike Fed has had a long partnership with Escuela Verde, an alternative high school in Milwaukee’s predominately Latino near south side that hosts students from Milwaukee, West Milwaukee, West Allis, and more. This winter over twenty students participated in a 9-week workshop run by MilWALKee Walks and Bike Fed staff. Students in grades 9-12 were introduced to the essentials of pedestrian safety, urban planning, and civic engagement. Over the winter months, students conducted walk audits on streets near their school, including National Avenue. The city engineer led a walking tour of the newly redesigned Walnut Street, and the city multimodal unit manager offered insights into what kind of street improvements are possible. In the students’ final weeks, they developed a map of issues found along their walk audits and possible solutions. They presented these to the local alderwoman. When the weather warmed, the students designed and painted a decorative sidewalk to celebrate their work and to bring attention to pedestrian safety near the school.
15. Printing and distribution of more than 500 yard signs promoting pedestrian safety, in both English and Spanish.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Milwaukee County	2024-80-04-00-PS	\$160,799.00	\$160,799.00	\$0



### TRAINING FOR PLANNERS AND ENGINEERS

The National Highway Institute (NHI) and FHWA provide various courses (in-person and virtual) that center around pedestrian/bicycling facility design and planning as well as Americans with Disabilities Act (ADA) compliance. Training for WisDOT staff and other external partners is needed to ensure pedestrian, bicycling and ADA issues are taken into consideration in the future as part of design and planning. This project will have a positive impact on highway safety by reducing exposure through environmental countermeasures.

**Countermeasure Association:** Bicycle and Pedestrian Safety Education, Outreach, and Engagement

**Eligible Use of Funds:** PS Pedestrian/Bicycle Safety

**Federal Source:** 402 BIL

#### FFY 2024 REPORT:

This project was partially completed. One virtual NHI course (Designing for Pedestrian Safety) with 14 internal WisDOT participants and three external partners was hosted by BOTS in January 2024. A second class was discussed with the Regional Ped Bike Coordinators, but it was decided to forego an additional class until 2025.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Virtual Milwaukee and Madison	2024-80-03-PS	\$10,00.00 \$10,00.00	\$7,140.00	\$12,860.00
<b>TOTAL</b>		\$20,000.00	\$7,140.00	\$12,860.00

### TEMPORARY TRAFFIC CALMING POP-UPS

BOTS will work with regional planning commissions and similar organizations to identify appropriate locations (typically near schools) to install temporary traffic calming pop-up projects that will help keep kids that bike and walk to school safe. These projects will also enable local officials to learn about the most effective measures and work towards long-term solutions.

BOTS worked with the West Central Wisconsin Regional Planning Commission on a pilot project in FY 2023. Based on the positive outcomes on this project, BOTS will expand this effort and attempt to find new grantees for similar projects.

**Countermeasure Association:** Bicycle and Pedestrian Safety Education, Outreach, and Engagement

**Eligible Use of Funds:** PS Pedestrian/Bicycle Safety

**Federal Source:** 402 BIL

#### FFY 2024 REPORT:

**No agencies used the funding in 2024.** BOTS will continue to offer this program in 2025 in hopes that other commissions, agencies, or communities apply for this funding.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-80-03-02 PS	\$50,00.00	n/a	n/a



## BICYCLES FOR BIKE RODEOS AND KID'S BIKE EDUCATION

BOTS will provide funding to schools and other organizations that host bike rodeos and bike safety classes to ensure that there are enough bicycles and helmets for students. Safety equipment will only be distributed through educational classes. The goal of bicycle safety education for youth is to improve knowledge of laws, risks, and cycling best practices, and to lead to safer cycling behaviors.

BOTS worked with the Stockbridge School District on a pilot project in FY 2023. Based on the positive outcomes on this project. BOTS will expand this effort and attempt to find new grantees for similar projects.

**Countermeasure Association:** Bicycle and Pedestrian Safety Education, Outreach, and Engagement

**Eligible Use of Funds:** PS Pedestrian/Bicycle Safety

**Federal Source:** 402 BIL

### *FFY 2024 REPORT:*

No agencies used the funding in 2024. BOTS will continue to offer this program in 2025 in hopes that agencies or communities hold an event.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-80-04-01-PS	\$25,00.00	n/a	n/a

## VRU ENFORCEMENT

Collaborate with law enforcement agencies to increase the number and improve the quality of enforcement initiatives that impact pedestrians and bicyclists. Enforcement should focus on behaviors that lead to crashes: failure to yield, red light violations, speeding in advance of marked and unmarked crosswalks, sudden pedestrian movement, bicyclist violation of stop signs and stop lights.

These grants should only be used to supplement existing enforcement related to pedestrian and bicyclist safety. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol. The current list of grantees is based on historical targeting for Ped/Bike enforcement as well as crash data. BOTS will continue to utilize targeting/crash data and may find additional grantees.

**Countermeasure Association:** Vulnerable Road User Enforcement Strategies

**Eligible Use of Funds:** PS Pedestrian/Bicycle Safety

**Federal Source:** 402 BIL

### *FFY 2024 REPORT:*

This project was completed. BOTS awarded grant funding to 17 different law enforcement agencies. Grants were offered to numerous other agencies which declined funding due to lack of manpower capacity and other law enforcement priorities. BOTS reimbursed participating agencies for HVE for traffic laws impacting pedestrians and bicyclists, an increase of \$78,000 from FY2023. The program manager worked with local agencies to implement year-round deployments and established an active program in the La Crosse area. This was an area with high ped bike crash numbers but previously have not had any local law enforcement agencies participating in HVE. The following agencies participated:

Whitefish Bay Police Department  
 Madison Police Department  
 Green Bay Police Department  
 West Allis Police Department  
 Appleton Police Department  
 De Pere Police Department  
 Pleasant Prairie Police Department  
 Wauwatosa Police Department  
 Manitowoc Police Department  
 Oshkosh Police Department  
 SHEBOYGAN POLICE DEPT  
 UW - La Crosse Police Department  
 Kenosha Police Department  
 Milwaukee Police Department  
 Fond du Lac Police Department  
 Mount Pleasant Police Department

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-80-05-PS	\$244,013.57	\$229,093.19	\$14,920.38



## COMMUNITY TRAFFIC SAFETY PROGRAM

### GRANTS MANAGEMENT SYSTEM

An electronic grant (e-grant) management system, IGX Wise Grants, allows BOTS to efficiently manage its programs and it provides for better subrecipient monitoring. Increased efficiencies in program management allows BOTS to focus a greater number of resources on activities that promote traffic safety in local communities.

The IGX Wise Grants system manages grants distributed by BOTS. This system previously received a commendation from NHTSA after a management review. IGX Wise Grants has been continuously improved to enhance processing and reporting. Those improvements are expected to increase costs; however, when coupled with the state's new business and accounting system, expenditures will track better and file management will improve.

**Countermeasure Association:** Grants Management System

**Eligible Use of Funds:** CP Community Traffic Safety Programs

**Federal Source:** 402 BIL

#### *FFY 2024 REPORT:*

The grants management system continues to be upgraded and enhanced through a service contract with AGATE Technologies. The system is functioning well, providing complete access for all BOTS grantees for reporting of grant activity. Report building and database management will be done on a continual basis. The system has met the target performance measure.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-90-04-CP	\$100,000.00	\$95,143.66	\$4856.43

### LAW ENFORCEMENT LIAISONS (LELS) AND REGIONAL PROGRAM MANAGERS (RPMS)

BOTS has two RPMS and five contracted LELs who coordinate, plan, and manage the state Community Traffic Safety Program. Wage and fringe, data processing costs, materials and supplies, training, travel, printing, and postage are covered expenses. The LELs and RPMS will continue to provide leadership, training, information, and technical assistance as liaisons between law enforcement agencies, organizations, and non-profit programs involved in community traffic safety.

Participation in TSCs is essential for outreach to law enforcement agencies, for WisDOT policy and programs, and is key to the state implementation of the SHSP. Participation by law enforcement agencies also allows WisDOT to have a better understanding of the traffic safety issues in local communities. Costs are explicitly allowed under 402 and are an effective countermeasure strategy. Funding will be increased in FY2024 and evaluated annually due to the operating costs, and BOTS will be adding a fifth LEL.

**Countermeasure Association:** Law Enforcement Liaisons and Regional Program Managers

**Eligible Use of Funds:** CP Community Traffic Safety Programs

**Federal Source:** 402 BIL

### FFY 2024 Report:

The LEL program continues to be a critical function of the office to ensure information from BOTS is shared and programs are understood. The program ensures direct feedback to the programming and policy unit staff to conduct further analysis of crashes or other information sharing necessary for productive relationships. The LEL's participated in all the 72 counties quarterly (over 200 total) Traffic Safety Commission meetings. They were vital in establishing the Predictive Analytics Enforcement Grants. They frequently attended other meetings as enforcement representation for the Impaired Driving Taskforce, Community Maps, and other traffic safety meetings. As of October 2024, the LEL program support of these traffic safety forums, either in-person or virtually, was expanded to a team of five LELs.

There was staff turnover with the Regional Program Managers but even with the transition they were able to successfully establish grants in targeted areas and expanded targeting to other agencies if a forfeiture was identified. They completed risk assessments and continue to monitor programs for effective use of funds.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-90-01-CP	\$560,000.00	\$526,617.92	\$33,382.08

## BUREAU OF TRANSPORTATION SAFETY (BOTS) REGIONS



### Division of State Patrol

#### Bureau of Transportation Safety and Technical Services

#### Law Enforcement Liaisons and Regional Program Managers Region Map

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**How safe are the drivers in your community?**

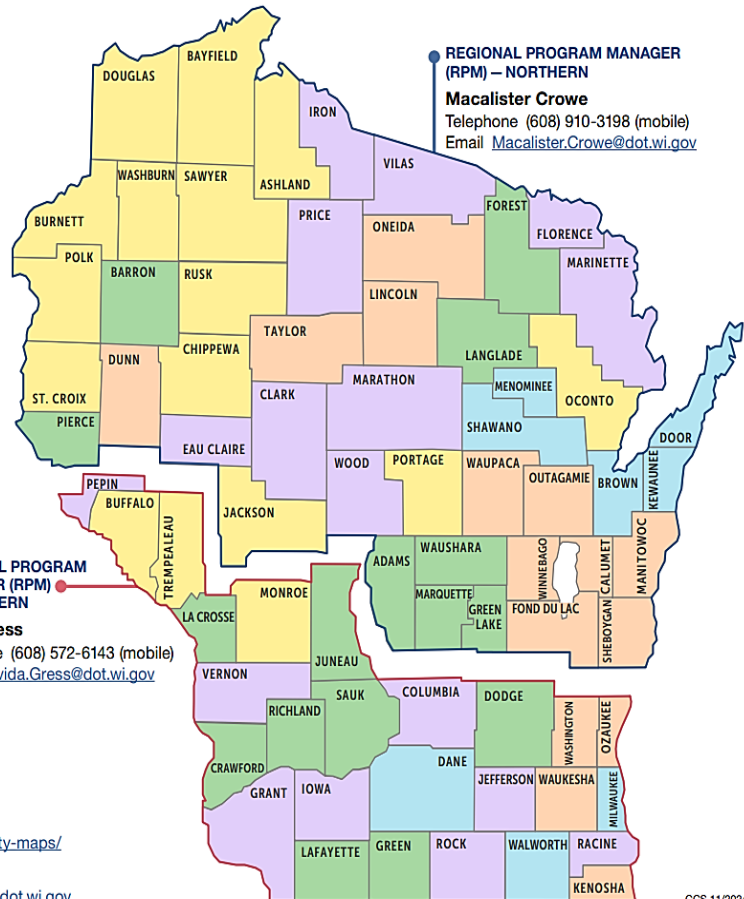
Find out here

<https://transportal.cee.wisc.edu/partners/community-maps/>

For data analysis requests, please email [CrashDataAnalysis@dot.wi.gov](mailto:CrashDataAnalysis@dot.wi.gov)

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**REGIONAL PROGRAM MANAGER (RPM) – NORTHERN**  
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CCS 11/2024

## GOVERNOR'S CONFERENCE ON HIGHWAY SAFETY

**Countermeasure Association:** Governor's Conference on Highway Safety

**Eligible Use of Funds:** RS Roadway Safety

**Federal Source:** 402 BIL

### *FFY 2024 REPORT:*

The 49<sup>th</sup> Governor's Conference on Highway Safety was held August 19-21, 2024, at the Kalahari Convention Center in Wisconsin Dells, WI. A total of 192 individuals attended the conference, bringing together traffic safety professionals, advocates, and community members to focus efforts on preventing fatal crashes and serious injuries on our roads. Law enforcement and community partnerships were a key focus at the conference as attendees shared ideas and best practices to stop dangerous driving behaviors that put motorists, pedestrians, and all road users at risk.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-90-06-CP	\$130,000.00	\$54,432.53	\$75,567.47

## COMMUNITY SAFETY MESSAGING AND MEDIA

BOTS will employ a media plan that supports community education, high visibility enforcement, sustained enforcement, and integrated enforcement. The plan messages safety marketing during key deployments during the fiscal year and maintains a sustained behavioral messaging effort. BOTS will work in partnership with other agencies, organizations, and affiliates to deliver coordinated comprehensive media messages to address highway safety statewide and in minority communities. This will be done through print, radio, social media, digital streaming, and television.

The Community Safety Messaging and Media plan will support new creative materials, paid media placements to support the NHTSA events in the communications calendar for FY 2024 and address other needs as they evolve. A summary of the overall communications plan is attached in the Appendices.

**Countermeasure Association:** Community Safety Mass Media

**Eligible Use of Funds:** PM Paid Advertising

**Federal Source:** 402 BIL

### *FFY 2024 REPORT:*

The following is a report of all paid media programs via the state contract.

### **Motorist Awareness and Motorcyclist Conspicuity**

WisDOT and MoSAC continued their collaborative efforts to encourage active Wisconsin motorcyclists that are riding without the required class M vehicle endorsement to obtain the endorsement and complete the appropriate rider education course. The WMSP training trailer traveled to 11 events equaling 19 days of activity.

BOTS provided posters to MoSAC, who delivered them to motorcycle dealerships, locations where motorcyclists congregate, driver training and rider education facilities, as well as other prominent venues. BOTS also put out television, radio, and billboard advertisements through several associations. Most of these expenses were covered



using state funds. Additional radio media ran in July surrounding the holiday to extend the awareness message as a promise project in FY 2022. This and the July media are targeting high crash weeks in the calendar year and will continue until the data improves.

In partnership with ABATE of Wisconsin, motorcycle awareness promotional materials were posted in highly traveled areas, information centers, rest areas and businesses that cater to motorcyclists. The "Ride your Own Ride" media campaign was developed for high crash corridors focused in north central and northeastern Wisconsin.

### **Sports Marketing: Post Season Buy Options**

Where and when available BOTS planned options to buy season extensions to improve reach, frequency, and impressions of safety messages in the sports marketing areas. However, none of the teams made their post season and buys were not exercised. Under the conditions of the contract, BOTS directed these funds to Click IT or Ticket and Drive Sober or Get Pulled Over. This is based on the target markets behavioral safety issue. We expect to maintain this built in flexibility in future media plans.

### **Channel 47 MSG2TEENS**

BOTS has continued the partnership with FOX 47 Madison market area with the MSG4TEENS program. Fox 47 led this program as a peer-to-peer message by and for teens in the market area covering Dane, Columbia, Jefferson, Rock, Green, Iowa, Sauk, Richland, Lafayette, and part of Grant and Walworth counties. This year saw 57 schools compete for awards and recognitions. This year had a variety of themes: 2 aggressive driving, 2 drowsy driving, 16 distracted driving, 6 drunk driving, 4 seat belts, 8 speeding, and 20 texting and driving. BOTS provides funding to run buys and placements of the five selected ads. We do not anticipate any program changes.

### **Wisconsin Intermural Athletic Association (WIAA)**

The project was reported out in Occupant protection. We will continue to fund WIAA at the same level in future fiscal years unless there is a significant change in targeting data. This project reaches out to student leaders, influencers, and peers through the state championship games, which have higher streaming and impressions than several professional sports teams. There were 997 ad placements during the campaign with an effective impression of 8.6 million Wisconsin specific. The Channel 27 cobranding saw 644,494 live streams over the scheduled games. We do not anticipate changing funding or project matrix.

### **Parents Against Distracted Driving; Milwaukee**

This subgrantee did not reapply to BOTS for funding this year. We did try to reach out to our contract; however, we did not receive any responses. We will not be extending this project in coming fiscal years.

### **Division BMX Bicycle Safety**

BOTS is continuing to support the Division BMX stunt rider's media and safety outreach program. The team was at 26 Wisconsin specific events this past fiscal year.



Demonstrating extreme bike skills, while promoting the use of safety gear. During their presentation they discuss rules of the road and proper bike fit. We do not anticipate any changes in funding or programming in the next fiscal years as it is meeting the performance targets.

### **Distracted Driving**

BOTS continues to support distracted driving and reckless driving initiative through speed enforcement programs where possible based on targeting data and law enforcement availability. Milwaukee is the focus of the media program due to the limited budget and majority of available enforcement being in the Milwaukee area. We have continued our third year with Bobby Portis; from the Milwaukee Bucks; as our spokesperson. His “Control Your Drive” message has performed well in the target market and has a strong qualitative presence. In conjunction with this, BOTS has local streaming media targeting young male drivers in the greater Milwaukee media markets. BOTS also supports internal media at the FISER Forum home of the Bucks with the “Control Your Drive” message. During the March Madness Basketball playoffs, BOTS invests significantly to run this ad during games and on the shoulder times of commutes. We do not anticipate any funding changes in the coming fiscal year plan, targeting maybe adjusted based on analysis of the next annual grant application.

### **Buckle Up, Phone Down; Fall and Spring**

This project was funded out of Community Media; however, reported earlier in occupant protection.

This campaign is a continuation in support the AASHTO driver behavioral safety message. It ran in two phases in fiscal year 2024. Markets were selected based on crash risk analysis. The first run was targeted to the Green Bay, Appleton, Fox Valley, Milwaukee, and Madison markets from October 20, 2023, through November 11, 2023. Utilizing online media as the format 5.6 million impressions were delivered through tagging and demographic selections based on risk group data. The second run was targeted statewide; in conjunction with Click IT or Ticket and Distracted Driver Awareness month; from April 29, 2024, through June 2, 2024. Utilizing online media as the format, 5.8 million impressions were delivered through tagging and demographic selections based on the risk group data.

### **News Papers and Magazine Prints**

BOTS continues to utilize print advertising with several publications across the state. We recognize that many households do not have access to all forms of current media or choose not to partake. We specifically utilize this format to promote traffic safety in Spanish speaking population through the Spanish News Journal and the African American population through the UMOJA. We do not anticipate any changes to funding or targeting at this time.

## TRIBAL NATIONS TRAFFIC SAFETY COMMUNICATIONS

BOTS and the Wisconsin DOT Office of Tribal Affairs will use multiple formats of communication including print, digital, radio, television, and other evolving formats. Media formats will be heavily considered to address accessibility to the message due to the rurality of the tribal nations.

Media campaigns will be developed and delivered to the communities in their tribal nation's native language and will reflect their culture. Messages will address safety needs that the tribal nations have determined as priority.

BOTS will advise the Tribal Affairs Office and Nations of the traffic safety risks based on targeting analysis and meaningful public engagement. The expected outcome of this project is to promote safe behaviors for VRUs.

### **Countermeasure Association:** Community Safety Mass Media

This project is an outcome of public engagement with the Inter-Tribal Taskforce (ITTF) and the Wisconsin Tribal Transportation Conference (WTTC).

**Eligible Use of Funds:** PM Paid Advertising

**Federal Source:** 402 BIL

### **FFY 2024 REPORT:**

The Wisconsin Tribal Affairs office and liaison struggled with the grant and formulating their plan. After monitoring the program and meeting with the program manager, BOTS made recommendations on how to contract for the services and necessary language to achieve the goals and performance measures. After a leadership change in that program area, a grant was finally let and an accepted proposal was taken in by a vendor to launch the native language safety message program for the 11 recognized tribal nations in Wisconsin. As of the time of this report the Tribal Affairs Office is finalizing the contract with the vendor. It is still the plan to launch the program with a minimum of 3 of the 11 nations by the end of fiscal year 2025.

Due to the over representation of the Native American population in crashes based on population and frequency of recidivism in impaired driving, BOTS will continue this project. It will be closely monitored through the year. Bi-weekly meetings are scheduled with the tribal affairs workgroup and that time will be utilized to get updates and status reports.

Location	Project ID Number	Obligation	Expenditures	Carry Forward
Statewide	2024-90-07-PM	\$2,100,000.00	\$1,950,255.49	\$149,744.51

## FFY 2024 PROJECT BUDGET SUMMARY

The budget is sorted by the NTHSA core program area and federal identification code.

Program Area		Obligated Funds	Expended Funds	Carry Forward
<b>Planning and Administration</b>	\$	<b>360,000.00</b>	<b>355,412.64</b>	<b>4,587.36</b>
2024-10-01-PA	\$	360,000.00	355,412.64	4,587.36
<b>Occupant Protection</b>	\$	<b>3,475,612.35</b>	<b>2,865,630.32</b>	<b>609,982.03</b>
2024-20-01-OP	\$	90,000.00	81,460.61	8,539.39
2024-20-03-CR	\$	300,000.00	268,121.35	31,878.65
2024-20-04-OP	\$	181,120.00	93,443.16	87,676.84
2024-20-05-OP	\$	1,965,165.56	1,560,283.62	404,881.94
2024-20-06-OP	\$	249,817.73	229,761.08	20,056.65
2024-20-07-OP	\$	258,000.00	252,000.00	6,000.00
2024-20-07-UNATTD	\$	100,000.00	100,000.00	-
2024-25-05-M2	\$	235,630.88	210,554.98	25,075.90
2024-25-06-M2	\$	95,878.18	70,005.52	25,872.66
<b>Impaired Driving</b>	\$	<b>7,025,265.96</b>	<b>5,704,983.28</b>	<b>1,320,282.68</b>
2024-25-07-M2	\$	560,000.00	560,000.00	-
2024-25-09-M2	\$	123,119.00	95,407.93	27,711.07
2024-30-03-TC	\$	419,390.00	390,049.94	29,340.06
2024-30-04-01	\$	24,000.00	24,000.00	-
2024-30-04-01-AL	\$	31,259.50	29,199.50	2,060.00
2024-30-04-AL	\$	132,300.00	24,792.06	107,507.94
2024-30-07-PM	\$	170,000.00	170,000.00	-
2024-31-01-M6	\$	92,000.00	64,059.00	27,941.00
2024-31-03-M5	\$	28,100.00	1,465.26	26,634.74
2024-31-03-M6	\$	903,000.00	615,568.24	287,431.76
2024-31-04-M6	\$	65,221.50	57,223.18	7,998.32
2024-31-05-M5	\$	41,673.00	29,518.56	12,154.44
2024-31-05-M6	\$	2,417,702.96	1,948,827.35	468,875.61
2024-31-07-M5	\$	1,113,500.00	1,100,183.00	13,317.00
2024-31-09-M5	\$	254,000.00	190,669.05	63,330.95
2024-39-04-WI	\$	600,000.00	404,020.21	195,979.79
(blank)	\$	50,000.00	-	50,000.00
<b>Police Traffic Safety Program</b>	\$	<b>2,644,801.16</b>	<b>2,261,264.22</b>	<b>383,536.94</b>
2024-40-05-01	\$	180,294.20	173,196.52	7,097.68
2024-40-05-PT	\$	2,435,506.96	2,088,067.70	347,439.26

(blank)	\$	29,000.00	-	29,000.00
<b>Traffic Records</b>	<b>\$</b>	<b>3,093,004.87</b>	<b>1,797,887.70</b>	<b>1,295,217.17</b>
2024-50-01-TR	\$	280,000.00	249,581.89	30,418.11
2024-58-03-M3	\$	1,913,504.87	1,115,613.81	797,991.06
2024-58-03-M3PP	\$	899,500.00	432,692.00	466,808.00
<b>EMS</b>	<b>\$</b>	<b>227,000.00</b>	<b>26,850.00</b>	<b>200,150.00</b>
2024-60-04-EM	\$	27,000.00	26,850.00	150.00
(blank)	\$	200,000.00	-	200,000.00
<b>Motorcycle Safety</b>	<b>\$</b>	<b>752,150.00</b>	<b>468,651.03</b>	<b>283,498.97</b>
2024-70-07-01-MC	\$	60,000.00		60,000.00
2024-70-07-MC	\$	75,000.00	68,313.83	6,686.17
2024-70-09-MC	\$	185,000.00	73,294.76	111,705.24
2024-70-09-MC	\$	75,115.00		75,115.00
2024-72-07-M9	\$	245,000.00	244,495.84	504.16
2024-72-09-M9	\$	90,000.00	71,945.26	18,054.74
2024-72-09-M9	\$	22,035.00	10,601.34	11,433.66
<b>Vulnerable Road Users</b>	<b>\$</b>	<b>697,861.07</b>	<b>645,075.99</b>	<b>52,785.08</b>
2024-80-02-PS	\$	220,246.00	220,244.27	1.73
2024-80-03-PS	\$	47,802.50	34,939.53	12,862.97
2024-80-04-PS	\$	160,799.00	160,799.00	-
2024-80-05-PS	\$	244,013.57	229,093.19	14,920.38
(blank)	\$	25,000.00	-	25,000.00
<b>Community Safety Programs</b>	<b>\$</b>	<b>3,373,286.00</b>	<b>2,872,326.93</b>	<b>500,959.07</b>
2024-90-01-RS	\$	560,000.00	526,617.92	33,382.08
2024-90-04-01-RS	\$	8,000.00	7,190.00	810.00
2024-90-04-RS	\$	375,286.00	333,830.99	41,455.01
2024-90-06-CP	\$	130,000.00	54,432.53	75,567.47
2024-90-07-PM	\$	2,300,000.00	1,950,255.49	349,744.51
<b>Grand Total</b>	<b>\$</b>	<b>21,648,981.41</b>	<b>16,998,082.11</b>	<b>4,650,999.30</b>