STATE of WISCONSIN

Federal Fiscal Year 2007

HIGHWAY SAFETY PERFORMANCE PLAN



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STATE of WISCONSIN

Federal Fiscal Year 2007

HIGHWAY SAFETY PERFORMANCE PLAN

A. EXECUTIVE SUMMARY

VISION

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

MISSION

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

STATE GOAL

By 2008, Wisconsin mileage fatality rate will be 1.0 per 100 MVMT.

In order to achieve the goal of 1.0 deaths per 100 MVMT in 2008, Wisconsin must decrease its crash deaths from the 2000 baseline of 801 deaths to 670 in 2008, assuming a straight-line increase in mileage traveled. Of the driver causes of crashes, decreases in speeding and impaired driving, paired with increased safety belt use, offer the greatest opportunity to attain this goal.

PERFORMANCE MEASURES

STATE PERFORMANCE MEASURES					
	CY2000	CY2004	CY2006	CY2008	CY2010
Deaths	801	801	730	670	650
Mileage Death Rate	1.4	1.33	1.15	1.0	0.9
Population Death Rate	14.09	14.31	13.0	11.8	11.3
Mileage KA Rate	9.99	9.80	8.9	8.3	7.9
Safety Belt Use Rate	65.4	73.3%	76%	81%	83%
Alcohol crash fatalities	301	331	310	300	290
Speed crash fatalities	231	266	240	230	220
15-24 y/o killed in crashes	203	216	200	193	179
Motorcycle rider fatalities	78	92	77	75	72
Pedestrian fatalities	50	41	41	40	38
Bicycle crash fatalities	10	14	12	10	8
Large truck crash fatalities	112	93	93	91	90

Note: Adding up the various program fatality goals in this table will provide a total greater than the total state fatality goal (670 by 2008). The overlapping effects of the individual programs result in deaths being counted more than once in the table. The fatalities are organized by priority program areas (e.g., alcohol) as well as by vehicle type (e.g. Motorcycles) and by target population (e.g., 15-24 y/o). Thus the death of an 18-year old impaired motorcyclist may be counted in three categories.

B. HIGHWAY SAFETY PLANNING PROCESS

1. Define and Articulate Problems

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

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

2. Set Performance Goals and Objectives/Performance Measures

<u>April -- Select Measures and Establish Degree of Change Over Time</u>: Evaluate nature and magnitude of each type of state-level and program area problem and each target location or group, establish effectiveness of proposed program activities in addressing the problem, determine availability of resources to be applied to the problem and availability of data and information to be used to determine progress toward goals.

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

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

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

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

3. Identify, Prioritize and Select Programs and Projects

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

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

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

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

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

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

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

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

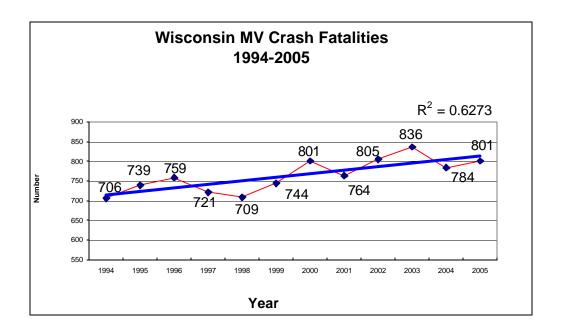
For each of these objectives and target areas, the analysts identify strategies for assessing the effectiveness of the selected projects and the availability of data at the right level of specificity collected at the right time and location.

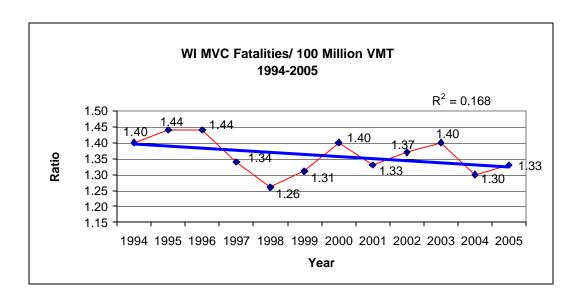
At the project level, high risk target populations, jurisdictions and behaviors are identified as in the following example: All alcohol and speed-related crash data from the three previous years for every jurisdiction in Wisconsin are analyzed, from those involving property damage, through all ranges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

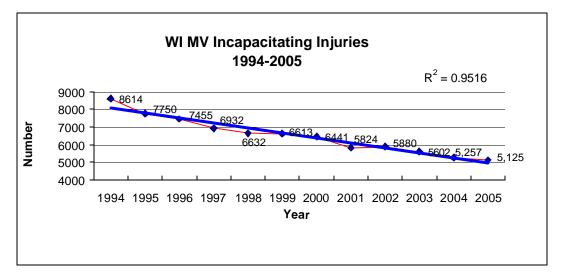
C. PROBLEM IDENTIFICATION --STATE SUMMARY MEASURES

The Problem ID Process is integral to the Planning Process described in Section B above. Information used in Problem ID includes WisDOT state crash, conviction, vehicle, roadway, traffic and survey data, BOTS program effectiveness studies, demographic and other census data, emergency department, hospital discharge and death data from the state Department of Health, national surveys and other relevant data. These data are used, as appropriate, in trend, factor, disproportion and other analyses of each program area. Results of problem identification are described in the Program Plans below.

At the state level, the number of deaths trends generally upward from 1994 to 2004, although the mileage death rate trends slightly downward. However, incapacitating injuries have decreased precipitously over the same period.







D. PROGRAM GOALS and PERFORMANCE MEASURES

Planning & Administration Performance Goal

Federal highway safety and related funds will be distributed into activities most likely to decrease the burden of crashes, deaths and injuries on Wisconsin roadways, and the effectiveness of funded and unfunded activities in meeting national, state and priority program goals will be evaluated and the results will be incorporated into future planning.

P&A Performance Measures

- Produce timely, accurate and complete plans and reports by December 2007.
- Administer planned activities by end of FFY2006.
- Incorporate budget liquidation plan into HSP planning process and spend down set-aside funds in a timely manner.

Occupant Protection Performance Goals

- (1) Encourage consistent safety belt use and correct child passenger safety equipment use for all occupants of motor vehicles on Wisconsin roadways.
- (2) Increase statewide average safety belt use to 78% by 2007, 81% by 2008 and 83% by 2010.

OP Performance Measures

- Observed statewide average belt use and child safety seat use will increase to 76% in 2006.
- Percent of killed or A-injured vehicle occupants who were not belted will decrease to 34% in 2006, 32% in 2008 and 30% in 2010.
- Number of persons ejected or partially ejected from passenger vehicles will decrease to 940 in 2006, 930 in 2008 and 920 in 2010.
- Number of students certified in the correct installation of child safety seats will increase by 75 in 2006.
- Number of new fitting stations established and follow-up on their activities will increase by 10 in 2006.

Alcohol Program Performance Goal

Decrease the number of deaths resulting from alcohol and drug related motor vehicle crashes to 320 deaths by 2006, 300 deaths by 2008 and 280 deaths by 2010.

AL Performance Measures

- Alcohol and drug-related motor vehicle crashes will decrease to 8,750 in 2006 and 8,600 in 2008.
- Resulting deaths and incapacitating injuries will decrease to 1,357 in 2006 and 1,257 in 2008.
- The proportion of all fatal crashes that are alcohol or drug related will decrease to 35% of all crashes in 2006 and 30% in 2008.

Youth Alcohol Performance Goal

Decrease the number 15 to 24 year old drivers and passengers killed in motor vehicle crashes to 205 in 2006, to 193 in 2008 and to 180 in 2010.

YA Performance Measures

- 15 to 24 year old drivers and passengers killed or seriously injured in all will decrease to 1,409 in 2006 and 1,239 in 2008.
- 20 to 24 year old drinking drivers in crashes will decrease to 1,748 in 2006 and 1,223 in 2008.
- The availability of alcohol to underage drinkers will decrease as a result of 300 compliance checks in 2006 and 400 in 2008.

Police Traffic Services Performance Goal

Decrease the number of people killed in speed or driver aggression-related crashes to 250 by end of CY2010 by encouraging stepped-up, targeted traffic enforcement programs and by supporting training and technology resources for traffic law enforcement.

PT Performance Measures:

- Speed-related crashes will decrease to 23,000 by the end of CY2006, 22,770 by the end of CY2008 and 22,542 by the end of CY2010. The goals have been revised to reflect a more realistic effort toward speed-related crash reduction.
- The number killed or incapacitated (KA) in these crashes will decrease to 1,605 in CY 2006, 1,546 in CY2008, and to 1,489 in CY2010.
- Perception of risk of being ticketed for a speed violation will increase and speed will drop from the second most common driver contributing cause of crashes in 2000 to only 10% of driver contributing cause of crashes by 2010.

Traffic Records Performance Goal

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

TR Performance Measures

- The TRCC's 2006-2009 Strategic Plan will be followed to ensure that proper steps are being taken to implement a statewide, integrated data collection network available for highway safety stakeholder use.
- Surveys will be completed and program baselines will be established or updated as part of the 2006-2009 Strategic Plan process.
- Products of the 2006 and 2007 HSP, SHSP and TRSP will be distributed within a short time of being delivered and accepted.

Emergency Medical Response Performance Goal

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

EM Performance Measures

- Injury to death ratios in targeted rur al portions of the state will improve and state average injury to death ratio will improve to 85 to 1 by 2008.
- Response times for rural EMS to arrive at the scene of a motor vehicle crash will improve by 5% by 2008 from a 2007 baseline to be established using the new WARDS data.
- Safety belt use rate in rural media markets and use rate in personal injury and fatal crashes will increase to 81% by 2008.
- Number of EMT's recruited and retained in rural areas will increase by 5% from a baseline to be established using the new WARDS data, as a result of distribution and use of funded promotional materials.

Motorcycle Safety Performance Goal

Decrease motorcycle rider fatalities to 85 in 2006, 75 in 2008 and 65 in 2010.

MC Performance Measures

- Motorcycle crashes will decrease to 2,340 in 2006 and to 2,180 in 2008.
- Motorcycle riders killed or A-injured will decrease to 730 in 2006 and to 680 in 2008.
- Motorcycle crashes in which the rider had been drinking will decrease to 270 in 2006 and 230 in 2008.
- Alcohol-related motorcycle rider fatalities will decrease to 28 in 2006 and 24 in 2008.
- The percent of improperly licensed riders involved in crashes will decrease from 24% in 2003 to 21% in 2006 and 17% in 2008.

Pedestrian/Bicycle Safety Performance Goals

- (1) Decrease pedestrian fatalities to 40 by 2006, to 35 by 2008 and to 30 by 2010.
- (2) Decrease bicyclist fatalities to 12 by 2006, to 11 by 2008 and to 10 by 2010.

PS Performance Measures

- Pedestrian-motor vehicle crashes will decrease to 1260 (10%) by 2008 and 1070 (15%) by 2010.
- Combined fatalities and serious (A) injuries will decrease to 300 by 2006; 275 K-A injuries by 2008; and to 250 K-A injuries by 2010.
- Pedestrian injuries will decrease to 1245 (10%) by 2008 and 1,175 (15%) by 2010.
- Bicycle-motor vehicle crashes will decrease to 1040 (10%) by 2008.
- Combined bicyclist fatalities (K) and serious (A) injuries will decrease to 135 by 2006, 125 K-A injuries by 2008 and to 115 K-A injuries by 2010.
- Bicyclist injuries will decrease to 1,005(10%) by 2006

Community Program Performance Goal:

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

CP Performance Measures

- BOTS staff will attend 90% of the County/City Traffic Safety Commission meetings scheduled in the 72 counties and City of Milwaukee
- BOTS staff will monitor 100% of law enforcement and other contracts entered into with local units of government.

Large Truck Performance Goal

Decrease large truck-related deaths to 95 by 2008.

Large Truck Performance Measures

- Large truck-related crashes will decrease from the 5-year (1999-2003) average of 8,688 to 7,600 by 2006 and 7,400 by 2008, by performing activities that influence driver behavior.
- Combined fatalities (K) and serious (A) injuries will decrease to 470 by 2006; 450 K-A injuries by 2008; and to 430 K-A injuries by 2010.
- 35,000 MCSAP inspections with at least 40% (14,000) of inspections done on rural roads, bypass routes, high crash areas and other mobile locations as experience or data directs; at least 90% (18,900) of fixed facility inspections shall be comprehensive inspections
- An educational component will be part of every inspection and audit.
- Targeted traffic enforcement that targets violations of the truck driver and drivers of vehicles driving near them will be stepped up.
- Improved data capture and transmission:
 Phase 1 to begin implementing wireless technologies to transfer motor carrier inspection data directly from the field to State and Federal databases.

STATE of WISCONSIN

Federal Fiscal Year 2007

HIGHWAY SAFETY PLAN

PLANNING & ADMINISTRATION PROGRAM PLAN

Problem Statement, Program Justification

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

Performance Goal Federal highway safety and related funds will be distributed into activities most likely to decrease the burden of crashes, deaths and injuries on Wisconsin roadways, and the effectiveness of funded and non-funded activities in meeting national, state and priority program goals will be evaluated and the results will be incorporated into future planning.

Performance Measures

- Produce timely, accurate and complete plans and reports by December 2007.
- Administer planned activities by end of FFY2007.
- Incorporate budget liquidation plan into HSP planning process and spend down set-aside funds in a timely manner.

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

PLANNING and ADMINISTRATION		
07-01-01-PA	Planning & Administration	\$335,000
State	BOTS Planning	\$336,000
	Program total	\$671,000

Performance Goal

Plan and distribute federal highway safety and other funds into activities most likely to decrease the burden of crashes, deaths and injuries on Wisconsin roadways, and to study the effectiveness of funded and non-funded activities in meeting national, state and priority program goals.

Activities

Program Management

\$335,000 (402)

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

Administer the highway safety program described in those documents, coordinate safe ty planning, activities and resources with partners, manage budget, develop and administer policies & procedures, and produce all required documents. Wage and Fringe, DP costs, M&S training and travel, printing and postage.

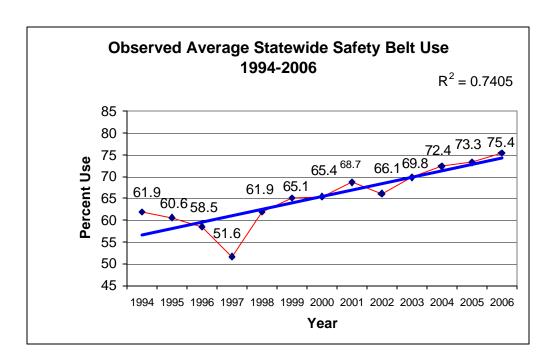
OCCUPANT PROTECTION PROGRAM PLAN

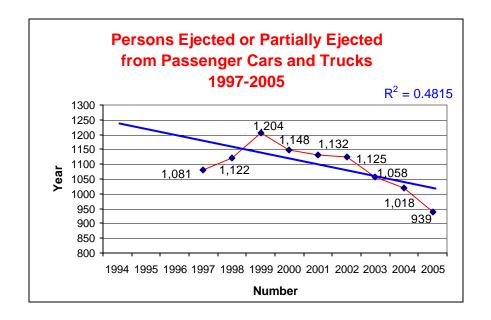


Problem Statement/ Program Justification

In 2000 (base year), Wisconsin's observed average statewide safety belt use was 65.4%, 1,148 persons were ejected or partially ejected in crashes and 40.5% of crash victims who were not belted were either killed or incapacitated. In 2006, observed average statewide safety belt use was 75.4%. 71,818 convictions for failure to fasten safety belts and 3,118 convictions for child restraint violations were entered into Wisconsin driver records.

Using NHTSA's MVS software to determine the impact of percent increases in average belt use on lives saved, we estimate that 244 lives were saved in crashes during 2004. Increased average statewide safety belt use from 73.3% in 2004 to 75.4% in 2006 saved an additional 18 lives. If use increases to 81% in 2008, a further 25 lives will be saved. We thus estimate that 1,041 lives will have been saved by belt use between 2004 and 2008.

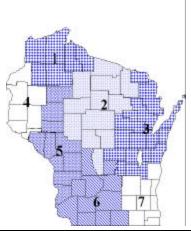




Belt Use by Region – Summer 2006

Belt use varies by more than 6% across the state.

The Green Bay/Appleton area is highest at 79.8%, and the Wausau/Rhinelander area is lowest at 73.3%.



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

Performance Goals (1) Encourage consistent safety belt use and correct child passenger safety equipment use for all occupants of motor vehicles on Wisconsin roadways.

(2) Increase statewide average safety belt use to 78% by 2007, 81% by 2008 and 83% by 2010.

Performance Measures

• Observed statewide average belt use and child safety seat use will increase to 78% in 2007.

2000 baseline was 65.4%, 2006 status is 75.5%

• Percent of killed or A-injured vehicle occupants who were not belted will decrease to 34% in 2006, 32% in 2008 and 30% in 2010.

2000 baseline was 40.5%. 2005 status is 36.5%

• Number of persons ejected or partially ejected from passenger vehicles will decrease to 940 in 2006, 930 in 2008 and 920 in 2010.

2000 baseline was 1,148, 2005 status is 939

• Number of students certified in the correct installation of child safety seats will increase by 75 in 2006.

2005 status was 115 students certified.

• Number of new fitting stations established and follow-up on their activities will increase by 10 in 2006.

2005 status was 3 new stations.

Budget:

	OCCUPANT PROTECTION		
07-02-01-OP	Program Management/Delivery	\$ 5,000	402
07-02-02-OP	PI&E	\$ 100,000	402
07-02-03-OP	Enforcement-CIOT Mobilization, Rural	\$ 510,000	402
07-02-04-OP	Evaluation – Surveys	\$ 250,000	402
07-02-05-OP	Community Activities, Convincer	\$ 40,000	402
07-02-06-PM	CIOT Paid Media	\$ 750,000	402PM
07-02-07-K2	Section 405 Child Passenger Safety	\$ 661,518	405
07-02-08-K3	Child Passenger Safety – Booster funds	\$ 0	2011
07-43-02-DX	GDL Demonstration	\$ 100,000	403
	Total 402OP	\$ 905,000	
	Total 402PM	\$ 750,000	
	Total 2011	\$ 0	
	Total 405	\$ 661,518	
	Total 403	\$ 100,000	
_	Program Total	\$2,416,518	

07-02-01-OP **Program Management**

\$ 5,000 (402)

\$ 15,000 (State)

Coordinate, plan and manage the state occupant protection program. Enhance volunteer agency participation, increase community involvement, and work with community organizations and non-profit programs interested in occupant protection and child passenger safety education and training. Memberships, travel, books, M&S.

07-02-02-OP **PI&E**

\$ 100,000 (402)

- Review and update information regarding child passenger safety, safety belt print materials and other items in both Spanish and English.
- Create state-specific occupant protection message using CIOT message.
- Review and update web-based information for accuracy and to reduce printing and duplication costs.
- Continue working with NHTSA on Graduated Driver's License Demonstration Grant and incorporate findings into information campaigns.

07-02-03-OP OT Enforcement and Equipment

\$510,000 (402)

- Plan statewide participation, voluntary and overtime-funded enforcement for the national high-visibility "Click It or Ticket" Mobilization.
- Overtime Enforcement, "Click It or Ticket" \$364,000 (402)
- Overtime Enforcement, Rural Initiative April/May/November \$ 50,000 (402)
- Non-overtime Equipment Grants \$ 96,000 (402)

07-02-04-OP **Surveys**

\$250,000 (402)

- Contract for CIOT Mobilization Pre/Post Observational Surveys to include April/May/June Observational Surveys \$135,000 (402)
- Contract for CIOT KAB Surveys to include April/May/June/November telephone surveys.
 \$ 85,000 (402)
- Contract for survey analysis to support CIOT evaluations \$ 30,000 (402)

07-02-05-OP Community Activities, Convincer Support

\$40,000 (402)

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

07-02-06-**PM Paid Media**

\$ 750,000 (402)

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

\$ 661,518 (405)

Contract for development of new CPS materials to reflect:	law ch	anges.	
	\$ 150	0,000	
• Grants for child safety restraints for qualified low-income	familie	es	
	\$ 150	0,000	
 Grants to communities for new fitting stations 	\$ 100	0,000	
 Additional activities as directed 	\$ 261	1,518	
07-02-08-K3 Child Passenger Safety	\$	0 (20	<u>11)</u>
 Contract for CPS Outreach and Education 	\$	0	
 Support and Administer CPS Training 	\$	0	
 Grants for new CPS Fitting Stations 	\$	0	
07-43-02-DX GDL Demonstration Grant	\$	100,000	(403)

• Complete demonstration of "social marketing" as defined by NHTSA to encourage WI youth subject to GDL penalties to increase belt use.

IMPAIRED DRIVING PROGRAM PLAN



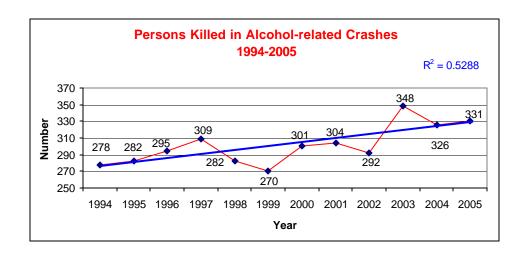
Problem Statement/ Program Justification In 2000 (Wisconsin's base year), 9,096 alcohol related crashes resulted in 301 deaths (38% of all deaths) and in 6,836 injuries. In 2000, the alcohol fatality rate was 0.53 per 100 MVMT. Also in 2000, 35.9% of all alcohol citations were for repeat offenders, and 165 of the drivers killed in alcohol-related crashes and tested exceeded the .10 AC per se limit.

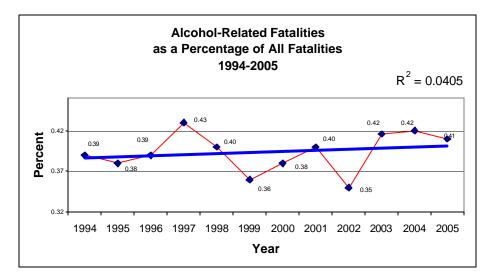
In 2005, 8,768 alcohol-related crashes resulted in 330 deaths (41.2% of all deaths) and in 5,992 injuries. The alcohol fatality rate was 0.548 per 100 MVMT. 189 of the drivers killed in alcohol-related crashes and tested exceeded the .08 AC per se limit. In 2005, 33,431 convictions for operating a motor vehicle while intoxicated were entered into driver records.

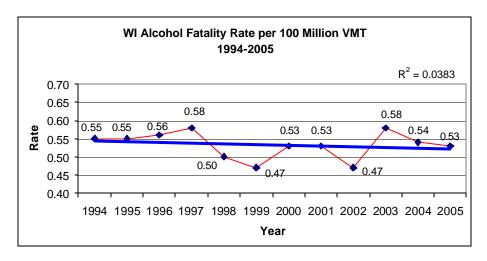
Male drivers ages 25-44 constitute the majority of fatally injured drivers with high AC levels. About two-thirds of drinking drivers involved in fatal crashes in Wisconsin had no prior OWI convictions since January 1, 1989, when long-term record keeping began.

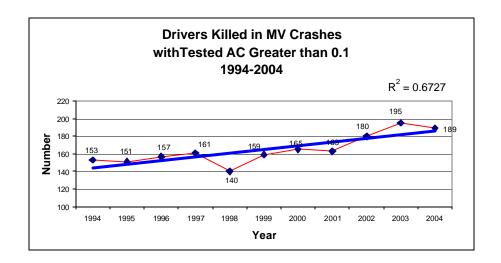
Little information is available on drugged driving, in part because of the high proportion of drugged drivers who also are impaired by alcohol and are thus cited for alcoholimpaired driving.

According to NHTSA's National Center for Statistics and Analysis, 40% of Wisconsin's 2004 traffic fatalities were drivers with AC levels at or above 0.08. Wisconsin applied for 2006 Section 410 funding as a Programmatic State, with its three qualifying criteria of (1.) high-visibility impaired driving enforcement program; (2) alcohol rehabilitation program, and (3) underage drinking prevention program.









Performance Goal: Decrease the number of deaths resulting from alcohol and drug related motor vehicle crashes to 320 deaths by 2006, 300 deaths by 2008 and 280 deaths by 2010.

Performance Measures

• Alcohol- and drug-related motor vehicle crashes will decrease to 8,750 in 2006 and 8,600 in 2008.

2000 baseline is 9,096, 2005 status is 8,768

• Resulting deaths and incapacitating injuries will decrease to 1,357 in 2006 and 1,257 in 2008.

2000 baseline is 1,657; 2004 status is 1,511

• The proportion of all fatal crashes that are alcohol or drug related will decrease to 35% of all crashes in 2006 and 30% in 2008.

2000 baseline is 38%; 2005 status is 46% of all crashes

Budget:

IMPAIRED DRIVING			
07-03-01-AL	Program Management/Delivery	\$ 185,000	402
07-03-02-AL	PI&E –402 funded	\$ 300,000	402
07-03-03-AL	Community Activities	\$ 285,000	402
07-03-04-AL	Enforcement	\$ 300,000	402
07-03-05-AL	Evaluation – Surveys	\$ 70,000	402
07-03-06-PM	Paid Media	\$ 400,000	402PM
07-41-01-K8	PI&E, OWI Summit, Intervention	\$ 250,000	410
07-41-02-K8	Training – SFST, recert	\$ 148,800	410
07-41-03-K8	DRE Program Support, Advisory Comm	\$ 47,000	410
	DRE, DITEP Training,	\$ 95,000	410
	Impaired driving/ Youth High-risk training	\$ 25,000	410
07-41-04-K8	UW Law School CID	\$ 190,000	410
07-41-05-K8	OWI/Drug Courts/Prosecutors	\$ 385,000	410

	Diverse Communities	\$ 400,000	410
	Intensive Supervision	\$ 100,000	410
07-41-06-K8	Alcohol Saturation Patrols, Crackdown,	\$ 650,000	410
	Evidentiary Tests		
07-41-07-K8PM	Paid Media	\$ 250,000	410PM
State 568	Pre-trial Intervention Community Project	\$ 779,400	
State 531	Tavern League Safe Ride Program	\$ 170,097	
	Total 402	\$1,540,000	
	Total 410	\$2,540,800	
	Total State	\$ 949,497	
	Program Total	\$5,030,297	

NOTE: Carry-forward J8 funds will be programmed into projects that will spend them down early in the year.

Program Strategies, Activities and Proposed Budget

Program Management

\$ 232,000

- Alcohol and Youth Alcohol Program Managers coordinate, plan and manage the state impaired driving programs, with assistance of 0.5 FTE state support.
- Enhance volunteer agency participation, increase community involvement, and work with community organizations and non-profit programs.
- Expand interaction with agencies, organizations, and non-profit programs interested in impaired driving activities and efforts. Enhance the identity of BOTS as the voice of change. Encourage state and local input into the HSP development process.

Wage and fringe, DP costs, M&S, training and travel, printing and postage. \$180,000 402

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

\$ 5,000 402

- SFST Advisory Committee travel, meals and lodging
- \$ 5,000 410
- Drug Recognition Expert (DRE) Program oversight and instruction. Consultant fee, travel materials and DP equipment and materials for trained former enforcement officer.
 \$ 42,000 410

Public Information and Education (Impaired Driving)

\$550,000

Develop statewide public information and education campaign to reduce OWI injuries and fatalities based on NHTSA's new slogan and support high-visibility enforcement annual "Crackdown" and Saturation Patrols. With partners, revise and update all information, identify needs, target information, include Spanish versions of some information and use Internet to reduce production costs.
 Develop and disseminate "Best Practices" information. Contractual services for product and placement, printing and postage.
 \$300,000 402
 \$210,000 410

• **OWI Summit** \$ 20,000 410

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

• Intervention Outreach

\$ 20,000 410

In partnership with medical leaders, directors of large HMOs and other health community office, print and distribute a poster encouraging the public to speak with physicians about drinking issues, and educate medical staff in Emergency and Urgent Care centers about the bene fits of alcohol screening.

OWI Education - Paid Media

\$650,000

Plan and contract for Paid Media for the new national Labor Day Alcohol
 Crackdown theme.
 \$250,000 410PM
 \$400,000 402PM

OWI Education -- Training

\$45 8,800

• Coordinate the partnership with Department of Justice and Department of Transportation for the Standardized Field Sobriety Testing (SFST) certification for the 520-hour training curriculum; support SFST training – instructor wages, printing, postage and alcohol workshops, until DOJ takes over.

\$120,000 410

• Pay all costs of mandatory recertification for SFST Instructors and DREs, and training/conference attendance for coordinators and instructors

\$ 28,800 410

- Materials to support the DITEP (Drug Impairment Training for Educational Professionals) program. \$ 20,000 410
- DRE (Drug Recognition Expert) and SFST 8 Hour Drug Block Training instructor wages, printing, postage, lodging and meals for instructors and students
 \$ 75.000 410
- UW Law School Resource Center on Impaired Driving costs for services provided by legal, support and administration staff, law students, office materials, printing, postage and indirect fees. Communicate law changes and regulations with statewide partners. Train Resource Prosecutors and assist OWI Prosecution when requested. Make prosecutors and judges aware of law changes and regulations through training or publications \$190,000 410
- Pay training costs for state and local advocates and professionals to attend impaired driving and youth high-risk driving training. \$ 25,000 410

- Plan statewide participation, encourage voluntary participation and provide overtime funding for the high-visibility **Labor Day alcohol enforcement crackdown**. Encourage enforcement agencies to make OWI a priority.
- Plan and provide overtime and equipment funding for the high-visibility sustained "Alcohol Saturation Patrols" consisting of at least monthly overtime enforcement and publicity in targeted jurisdictions. \$300,000 402 \$575,000...410
- Pilot test roadside evidentiary testing using portable breath testing devices determine efficiencies and quality of results in comparison with fixed testing stations.
 \$ 75,000 410

Community Activities

\$1,170,000

- Road Crew community-based, business-based ride service Expansion Yr 2 into 4 rural communities. \$285,000 402
- 4 Diverse Community and Young Adult alcohol driving programs located in communities with diverse populations and proven local leadership willing to employ one or more evidenced-based strategies and projects known to decrease alcohol use and impaired driving \$400,000 410
- OWI Drug Courts. Encourage TSRP (Traffic Safety Resource Prosecutor) to develop regional training programs for prosecutors and judges using NHTSA Courses
 \$385,000 410

•	ISP (Intensive Supervision Programs)	\$100,000	410
		\$779,400	State

• Tavern League Safe Ride Program \$170,097 State

Evaluation \$ 70,000 (402)

- Consultant fees and contractual service to provide baseline and post-mobilization information about public attitudes and behaviors with regard to impaired driving and about the enforcement of impaired driving laws. \$ 35,000
- Consultant fee and contractual services to develop and analyze a survey instrument to provide baseline regarding drug impaired drivers.

\$ 35,000

- Evaluate the Safe Ride and Intensive Supervision Programs. State match.
- Determine the number and characteristics of first and repeat offenders convicted under s. 346.63(1)(b), with an AC of 0.08 to 0.099.

2006 HSPP 24 WISCONSIN

YOUTH ALCOHOL & ENFORCING UNDERAGE DRINKING LAWS (EUDL) PROGRAM PLAN



Problem Statement and Program Justification

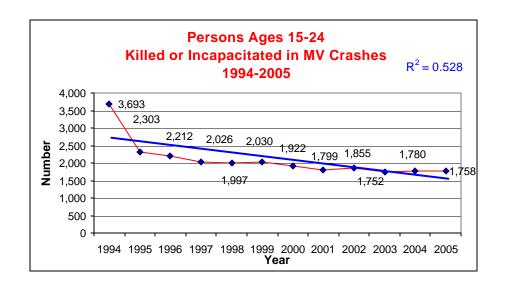
Motor vehicle crashes are the leading cause of death for young people 15 to 20 years old. The Center for Disease Control (CDC) and the National Institute on Alcohol Abuse (NIAAA) report that alcohol is a factor in the four leading causes of death among persons ages 20 to 24. In Wisconsin, the number of 20-24 year old drinking drivers in crashes has risen from 1,219 in 2000 to 2,181 in 2005.

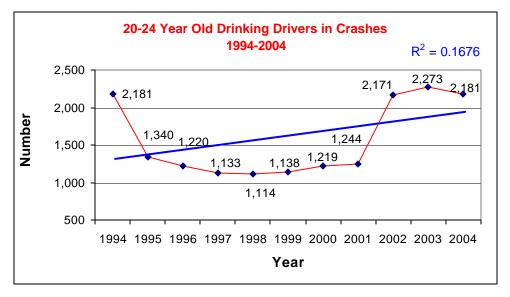
Young drivers make many judgment errors; they take risks due to inexperience and peer pressure and they fail to wear safety belts on a regular basis. Young people are disproportionately killed or injured in collisions, both in proportion to their percentage of the state's population and in relation to their proportion of licensed drivers.

In 2000 (Wisconsin's base year) 1,922 15-24 year olds were killed or incapacitated in crashes (27% of the state total). In 2005, 1,758 15-24 year olds were killed or incapacitated in crashes (30% of the total).

Wisconsin remains high in self-reported underage alcohol consumption and binge drinking. The Century Council revealed that 65% of underage WI youth who drink obtain alcohol from family and friends. Only 7% of youth reported that they obtained alcohol from retailers who failed to check for identification.

The Wisconsin GDL law has become an effective tool for law enforcement – data demonstrates crash reductions for 16 and 17-year age groups.





PROGRAM AREA PERFORMANCE GOALS and MEASURES

Performance Goal Decrease the number 15 to 24 year old drivers and passengers killed in motor vehicle crashes to 205 in 2006, to 193 in 2008 and to 180 in 2010.

Performance Measures

• 15 to 24 year old drivers and passengers killed or seriously injured in all traffic crashes will decrease to 1,409 in 2006 and 1,239 in 2008.

2000 baseline is 1,922; 2005 status is 1,758 killed or seriously injured.

• 20-24 year old drinking drivers involved in crashes will decrease to 1,748 in 2006 and 1,223 in 2008.

2000 baseline is 1,219; 2005 status is 2,181 drivers involved in crashes.

• The availability of alcohol to underage drinkers will decrease as a result of 300 compliance checks in 2006 and 400 in 2008.

2000 baseline is 50; and in 2005, an exceptional year with a high level of local resources, 724 compliance checks were completed.

Budget:

	YOUTH ALCOHOL			
07-41-01-K8	PI&E	\$ 250,000	410	
07-41-08-K8	Social Norms Marketing	\$ 75,000	410	
	Community Youth Programs	\$ 175,000	410	
07-41-09-K8	Evaluation	\$ 10,000	410	
07-44-01-JX	Outreach	\$135,000	EUDL	
07-44-02-JX	Enforcing Underage Drinking	\$200,000	EUDL	
07-44-03-JX	Evaluation	\$ 15,000	EUDL	
	Total 410	\$510,000		
	Total USDOJ-EUDL	\$350,000		
	Program Total	\$860,000		

Program Strategies and Activities

Public Information and Education/Outreach

\$ 385,000

\$ 250,000 (410) \$ 135,000 (EUDL)

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

Community Programs/Social Norms Marketing

\$ 250,000 (410)

• Social Norms Marketing: Support effective programs/activities at the post-secondary level that are aimed at reducing impaired driving. Continue support for the University of Wisconsin System's partnerships with their 2 and 4 year campuses and with Wisconsin private and technical colleges to provide a network for distributing a toolbox of strategies, materials and program ideas addressing high risk youth behaviors.

\$ 75,000

Community Programs – Research findings and successful programs suggest a
comprehensive and multifaceted approach that includes all community members. These
programs are a part of other community based prevention activities such as college
community and coordinated community efforts. \$175,000

Enforcement (CARD, Compliance Checks)

\$ 200,000 (EUDL)

• CARD/Compliance Check Program has proven very successful. Studies clearly demonstrate a relationship between age, risk factors and crash involvement. Wisconsin has implemented compliance check programs statewide as a part of its youth enforcement OJJDP Program strategy.

Evaluation \$ 25,000

\$ 10,000 (410) \$ 15,000 (EUDL)

Work with current and former grant recipients to evaluate their progress and results.

- Evaluate the number of current crashes, fatalities, and injuries compared to previous years data
- Evaluate the effectiveness of the funding provided, have the fatalities, injuries, and crashes been reduced in the areas funded
- Track the use of the safety materials provided, eliminate materials that are not being used

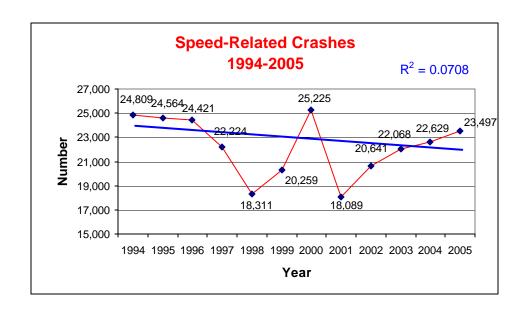
TRAFFIC LAW ENFORCEMENT PROGRAM SPEED and AGGRESSIVE DRIVING PLAN

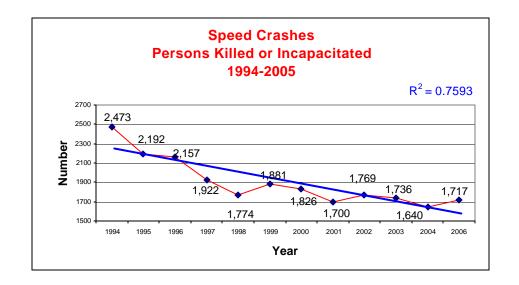


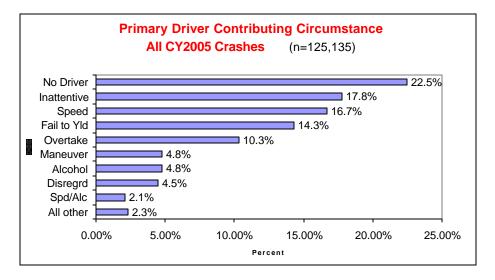
Problem Statement and Program Justification

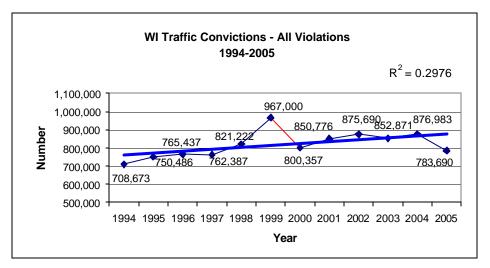
Speeding is the most commonly cited driver behavior and the most common type of driver-caused crashes. Speed-related crashes resulted in 34% of all deaths and 21% of all injuries in 2005. 269 people died and 11,342 were injured in 23,514 speed-related crashes in 2005. In 2005, 253,783 convictions for speeding violations were entered into driver records.

With additional training on the importance of thorough traffic crash investigation, the number of reported speed-related crashes is likely to <u>increase</u>! Currently, the number of crashes in which speed is recorded as a Possibly Contributing Circumstance is thought to be very low. However, virtually all crashes have a speed component; otherwise drivers would simply come to a stop to avoid a crash. With more accurate reporting, speed-related crashes will be more completely reported, and speed will be understood as intrinsic to crash causation, even when combined with other driver factors, allowing enforcement and social marketing resources to be used more effectively.









Performance Goal Decrease the number of people killed in speed or driver aggression-related crashes to 250 by end of CY2010 by encouraging stepped-up, targeted traffic enforcement programs and by supporting training and technology resources for traffic law enforcement.

Performance Measures:

- Speed-related crashes will decrease to 23,000 by the end of CY2006, 22,770 by the end of CY2008 and 22,542 by the end of CY2010. The goals have been revised to reflect a more realistic effort toward speed-related crash reduction.

 2000 baseline was 25,225 crashes; 2005 status is 23,514 crashes; 5-yr average 21,734 crashes
- The number killed or incapacitated (KA) in these crashes will decrease to 1,605 by end of CY 2006, 1,546 by end of CY2008, and to 1,489 by end of CY2009.

 2000 baseline was 1,827 killed or incapacitated; 2005 status is 1,712 KA;

 5-yr average (2001-2005) is 1,734 KA.
- Perception of risk of being ticketed for a speed violation will increase and speed will drop from the second most common driver contributing cause of crashes in 2000 to only 10% of driver contributing cause of crashes by 2010.

2000 baseline was speed represented 14.0% of driver PCCs; 2005 status is 16.7% of driver PCCs.

Budget:

SPEE	SPEED, AGGRESSION & TRAFFIC LAW ENFORCEMENT				
07-04-01-PT	Program Management	\$ 5,000	402		
07-04-02-PT	PI&E and Outreach	\$ 75,000	402		
	LELs	\$ 175,000	402		
07-04-03-PT	Training, Capacity Building	\$ 10,000	402		
07-04-04-PT	Enforcement, Speed	\$ 550,000	402		
07-04-05-PT	Evaluation	\$ 80,000	402		
07-04-06-PM	Paid Media – new speed message	\$ 250,000	402		
07-78-01-HN10	LE Equipment Grants	\$1,000,000	163		
	402 Total	\$1,145,000			
	163 Total	\$1,000,000			
	Program Total	\$2,145,000			

Program Strategies and Activity Plan:

Program Management

\$ 5,000 (402)

\$ 15,000 (State)

- Coordinate, plan and manage the state speed and aggressive driving program.
- Continue to work with and expand the agencies and organizations interested in decreasing speeding and aggressive driving through increased and improved traffic enforcement.
- Investigate the traffic team concept. DP costs, M&S training and travel, printing and postage.

Public Information, Education and Outreach

\$ 250,000 (402)

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

- Develop aggressive driving PI&E and/or outreach materials
- Target information to the correct audiences
- Put information on website to reduce production costs
- Following NHTSA Guidelines, plan for statewide, intense broadcast media to increase perception of stepped up enforcement and likelihood of being cited
- Support Law Enforcement Liaison outreach to enforcement agencies to encourage participation in mobilizations and other safety activities. \$175,000 (402)

Aggressive Driving Paid Media

\$250,000 (402)

Provide targeted media in support of aggressive driving demonstration project

Training and Capacity Building

\$ 10,000 (402)

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

Speed Enforcement

\$550,000 (402)

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

Evaluation \$80,000 (402)

• Contract for surveys and evaluation of speed and/or aggressive driving activities

Law Enforcement Equipment

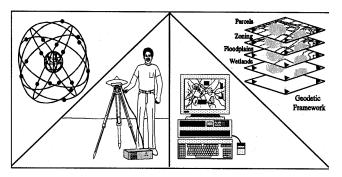
\$1,000,000 (163)

- Provide traffic enforcement equipment to targeted high-risk jurisdictions and to small jurisdictions with high AADT and disproportionate crash rates. Other equipment as justified in terms of crash prevention or evaluation.
- Provide approved alcohol-enforcement equipment to targeted jurisdictions includes carried over 2006 obligation.

TRAFFIC RECORDS IMPROVEMENT PLAN



MAPPING and ANALYZING CRASHES



Problem Statement and Program Justification

Wisconsin underwent a Traffic Records Assessment (TRA) in March of 2005. Major recommendations of the TRA include: improve location data, make crash data available to the general highway safety community, implement transfer protocols for citation data and improve the driver record format, support a state EMS run data system and a state trauma registry and allow data sharing between all data owners, provide high-level support for Traffic Records Coordinating Committee (TRCC), create a senior executive level TRCC with a skilled TR Coordinator, develop and implement a TR strategic plan based on 2005 assessment findings.

Wisconsin applied for a FFHY 2006 Section 408 Highway Safety Information System Improvement Grant, incorporating the recommendations of the 2005 TRA into the application and 2006-2009 Strategic Plan, and will amend this Highway Safety Plan to incorporate approved and funded 408 activities when the award is made.

Data and Decision Support Systems is also one of WisDOT's 2004-2008 Highway Safety Strategic Plan's top ten priorities, and the strategies in that plan overlap with those of the Highway Safety Information Systems Strategic Plan and those funded under this plan.

Performance Goal: Implement a statewide integrated data collection and transmission system that improves the timeliness, consistency, completeness, accuracy, accessibility

and linkage of transportation safety information and thus allows for comprehensive analysis of all traffic crashes for use in policy and program development and analysis.

Performance Measures

- The TRCC's 2006-2009 Strategic Plan will be followed to ensure that proper steps are being taken to implement a statewide, integrated data collection network available for highway safety stakeholder use.
- Surveys will be completed and program baselines will be established or updated as part of the 2006-2009 Strategic Plan process.
- Products of the 2006 and 2007 HSP, SHSP and TRSP will be distributed within a short time of being delivered and accepted.

Budget

TRAFFIC RECORDS IMPROVEMENTS			
07-05-01-TR	Program Management, TRCC	\$ 25,000	402
07-05-02-TR	Safety Analyst	\$ 75,000	402
07-05-03-TR	TraCS Implementation – Training, Support	\$ 200,000	402
07-05-04-TR	CODES Data linkage, analysis & outreach	\$ 80,000	402
07-05-05-TR	Surveys, Analyses, MC, KAB, Publications	\$ 220,000	402
07-05-06-TR	TR Training, Data Collection Training	\$ 10,000	402
07-78-02-HN10	Develop Automated Grant Processes	\$ 300,000	163
07-78-03-HN10	TraCS Implementation	\$ 700,000	163
07-05-07-K9	Strategic Plan Implementation	\$ 786135	408
07-43-01-DX	CODES Data Network Cooperative Agree	\$ 65,000	403
	402 Total	\$ 610,000	
	403 Total	\$ 65,000	
	408 Total	\$ 786,135	
	163 Total	\$1,000,000	
	Program Total	\$2,461,135	

Program Strategies and Activities

Program Management/Analysis

\$200,000

\$100,000 (163) \$100,000 (State)

- Coordinate, plan and manage the traffic records program. DP costs, M&S training and travel, printing and postage. \$ 5,000 402
- TRCC Meetings & Strategic Plan Development \$ 20,000 402
- Safety Analyst 1.0 FTE \$ 75,000 402
- Develop automated and/or on-line activity reporting, evaluation, program and project management \$ 100,000 163
- Coordinate with partners to implement TraCS e-crash and e-citation projects and communicate progress of OWI Model Data System with all partners and stakeholders.

Automation/ Badger TraCS Implementation

\$ 900,000

- Year 2 of Roll-out of Badger TraCS Suite, including training, tech support
- Program Version 2 to include MCSAP and MMUCC requirements, including central file changes.
 \$200,000 402
 \$700,000 163

CODES Data Linkage

\$ 80,000

- Support DH&FS and UW CHSRA linkages of 2003, 2004 and 2005 data, develop analyses, reports, Internet site \$80,000 402
- Participate in Crash Outcome Data System Data Network
 \$65,000 Cooperative Agreement

Surveys, Analyses, Publications

\$ 420,000

- Establish baselines for safety program areas through KAB injury surveys
- Produce summary data publications as required \$70,000 402
- Plan, program and administer combined Speed/Motorcycle Observational Survey
 year II (summer 2007 survey)
 \$150,000 402
- Program PDAs and Tablets for survey and TraCS data collection and develop training in their use to decrease observation and other survey costs \$200,000 163

Traffic Records Training

\$ 10,000

• Provide TR Training to data collectors, analysts. \$ 10,000 402

Highway Safety Information System Improvements

\$786,135 (408)

Support projects identified by the State TRCC in the 2006-2009 Traffic Records Strategic Plan.

EMS IMPROVEMENT PLAN



Problem Identification and Program Justification

Crash survivability varies by location in the state. The WI Legislature has mandated the development of a statewide trauma care system to maximize local resources. However, recruitment and retention of First Responders is an increasingly significant issue in rural portions of the state. Response times are longer and outcomes are worse for rural crashes, and 3-year average Injury to Death Ratios indicate that the areas of highest risk are predominantly rural.

Performance Goal Improve traffic crash survivability and injury outcome by improving the availability, timeliness and quality of EMS response, especially in high-risk rural areas of the state.

Performance Measures

• Injury to death ratios in targeted rural portions of the state will improve and state average injury to death ratio will improve to 85 to 1 by 2008.

2000 baseline was 79.8 to 1: 2005 status is 68.5 to 1

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

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

• Safety belt use rate in rural media markets and use rate in personal injury and fatal crashes will increase to 81% by 2008.

2000 baseline was 65.4% statewide belt use; 2005 status is 75.4%.

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

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

Budget

	EMERGENCY MEDICAL RESPONSE						
07-06-01-EM	07-06-01-EM Program Management						
07-06-02-EM	07-06-02-EM Publicity and Outreach						
	\$ 10,000	402					
07-06-03-EM	First Responder Training, Materials	\$ 45,000	402				
07-06-04-EM	Rural EMS Programs, Bystander Care	\$ 10,000	402				
	Program Total	\$200,000					

Program Strategies and Activities:

Program Management

\$ 5,000 (402)/\$ 4,000 (State)

- Coordinate, plan and manage the Injury Control-EMS program and oversee Ambulance Inspector.
- Enhance volunteer participation, increase community involvement, and work with community organizations and non-profit programs interested in transportation safety injury prevention and trauma system development.

Publicity and Outreach (Emergency Response)

140,000 (402)

- With DH&FS and WATS, develop an EMS PI&E Plan, educate the general population and emergency responders about the state Trauma System. Review and duplicate highway safety materials for EMS personnel for local distribution. \$130,000
- Provide airbag and occupant restraint training for emergency responders.
 \$ 10,000

First Responder Equipment & Training:

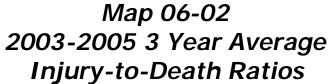
\$45,000 (402)

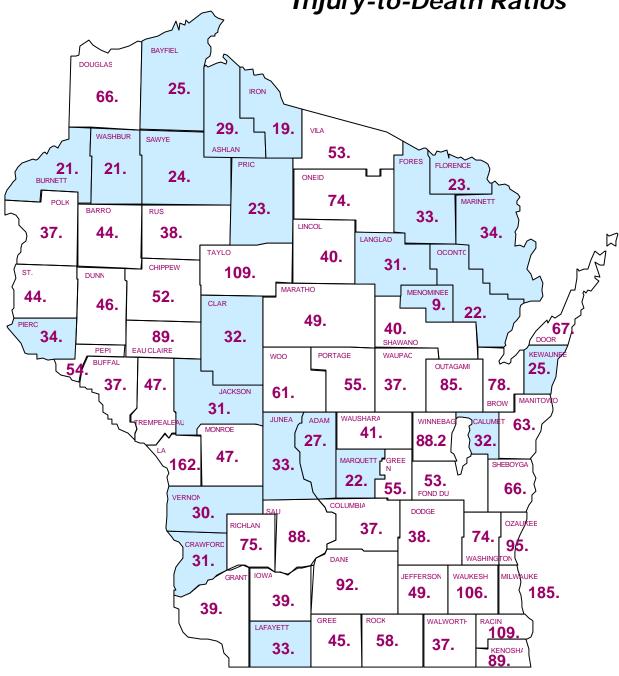
• Fund initial equipment and training for rural first responder groups in targeted high-risk areas.

Rural Emergency Response Programs

\$ 10,000 (402)

• Support Bystander Care and recruitment and retention of EMS personnel.





State Average Injury to Death Ratio 2005 = 67.1 2003-2005 = 68.5

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

Source: WisDOT Crash Database

MOTORCYCLE SAFETY PROGRAM PLAN

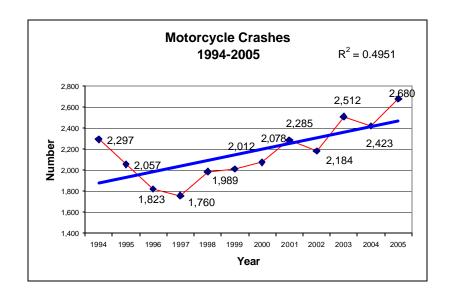


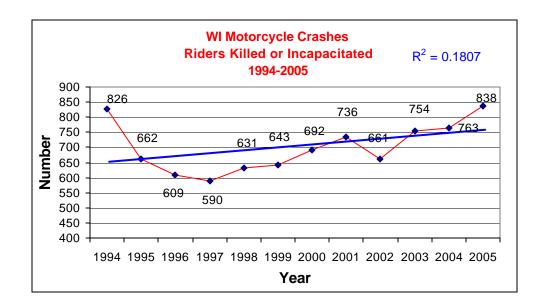
Problem Statement and Program Justification

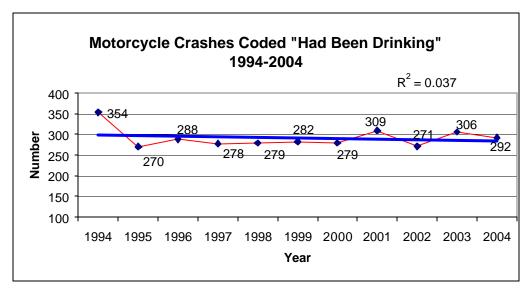
In 2000 (Wisconsin's base year), 2,014 persons were injured and 78 were killed in 2,078 reported motorcycle crashes. In 2005, 2,583 persons were injured and 92 were killed in 2,680 reported motorcycle crashes. Of the 92 motorcyclists killed in 2005, 33 (36%) had a positive BAC. Eight of the fatalities occurred in Waukesha County and seven occurred in Milwaukee County.

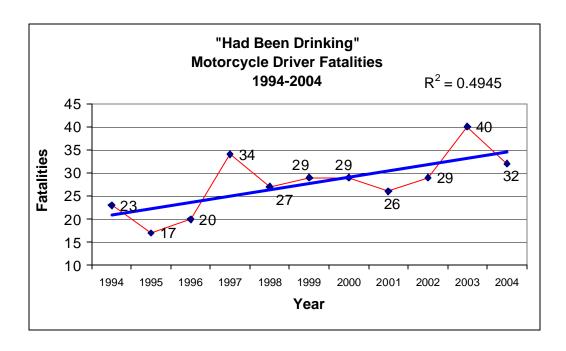
Motorcycle registrations have increased significantly and demand for Wisconsin's state-funded Motorcycle Rider Education Program (MREP) training has increased by 21% over the past two years, and is estimated to have increased another 18% in FY06. Funding needed by local training sites is expected to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

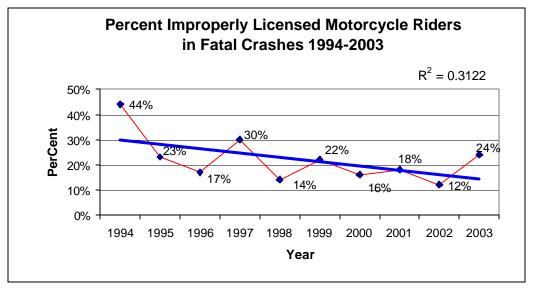
Recent surveys indicate that 49% of respondents are familiar with our brochures and posters, bumper and helmet stickers, and 23% said the item(s) did make a difference in their attitude.











Performance Goal Decrease the number of motorcycle rider fatalities to 90 in 2006, to 75 in 2008 and to 65 in 2010.

Performance Measures

- Motorcycle crashes will decrease to 2,340 in 2006 and to 2,180 in 2008. 2000 baseline was 2,078; 2005 Status was 2,680
- Motorcycle riders killed or A- injured will decrease to 730 in 2006 and 680 in 2008.

2000 baseline was 692; 2005 Status was 835 riders killed or A-injured.

• Motorcycle crashes in which the rider had been drinking will decrease to 270 in 2006 and to 230 in 2008.

2000 baseline was 279; 2005 Status was 306 had been drinking crashes.

- Alcohol-related rider fatalities will decrease to 28 in 2006 and 24 in 2008. 2000 baseline was 29; 2005 Status was 32 fatalities
- The percent of improperly licensed riders involved in crashes will decrease from 24% in 2003 to 21% in 2006 and 17% in 2008.

2000 baseline was 16%; 2004 status was 24%.

Budget

	MOTORCYCLE SAFETY PROGRAM BUDGET							
07-07-01-MC	Program Support	\$ 47,000	402					
07-07-02-MC	Public Information, social marketing	\$ 155,000	402					
07-07-03-MC	Training - Instructor	\$ 10,000	402					
07-07-04-MC	Tri-County Motorcycle Coalition	\$ 25,000	402					
	Safety Mentoring Pilot	\$ 25,000	402					
07-07-05-MC	Evaluation	\$ 30,000	402					
07-07-06-K6	s. 2010 Training/Outreach Incentive Grant	\$ 108,393	2010					
	Total 402	\$ 292,000						
	Total K6	\$ 108,393						
	Total State	\$ 654,000						
	Program Total	\$1,054,393						

Program Strategies and Activities

Program Management & Clerical Support

\$ 47,000 (402)

\$ 110,000 (State)

Coordinate, plan and manage the state Motorcycle Rider Safety program. Assist the WI Rider Education Program and Motorcycle Safety Program through continued clerical support to training sites. Wage & fringe, DP, M&S.

Public Information and Education/Outreach

\$ 155,000 (402)

- Update and reprint the Ride Straight-Sober, Share the Road brochures and reprint bumper and helmet stickers as needed during FFY 06-07. Promote "Share the Road" through a mailing to 1.5 million motor vehicle owners during the May August vehicle registration sticker distribution. \$55,000 402
- Involve up to 12 DSP motor officers in up to three statewide events and local officials in up to 12 regional or local events to increase OWI enforcement and awareness \$100,000 402

Motorcycle Safety Training

\$ 672,393

• **Instructor Training** Conduct one statewide conference or four to eight regional workshops to update instructors on curriculum issues, as required by MSF and Trans 129, in FFY 06-07. Provide scholarships for up to three chief instructors to attend SMSA or MSF annual national workshops during FFY 06-07.

\$ 10,000 (402)

- WI Motorcycle Rider Education Program Administer state-funded classroom and hands-on training program through the WI Technical College System and other approved vendors that meets MSF requirements for basic and experienced riders.

 \$ 554,000 (State)
- S. 2010 Training and Outreach Incentive Grant to be used for purchase of training cycles or for 'Share the Road' expansion \$108,393 (K6)

Community Programs

\$ 50,000 (402)

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

Motorcycle Program Evaluation

\$ 30,000 (402)

• Evaluate Wisconsin's MREP training program by sampling the driver records of Rider Ed graduates and non-trained riders to determine which group is involved in more crashes and has more citations, perhaps by model of motorcycle.

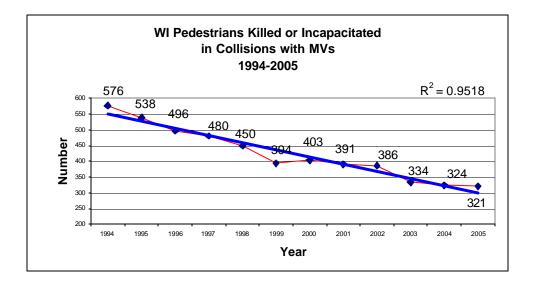
PEDESTRIAN & BICYCLE SAFETY PROGRAM PLAN



Problem Statement and Program Justification – Pedestrian Crashes

In 2005, 42 pedestrians died in pedestrian-motor vehicle crashes. This is approximately 18% lower than the average over the last five years. 1382 pedestrians were injured, which is 7.2% below the five-year average. The 1,399 crashes in 2005 were approximately 7 % below the five-year average.

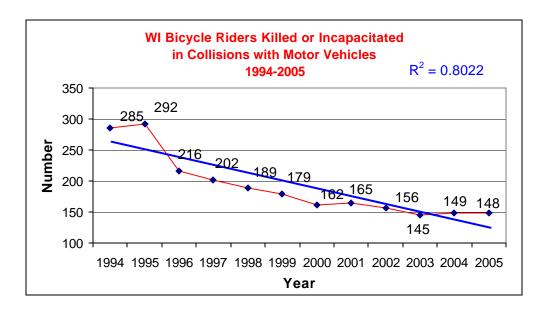
Comparing 2005 to 2004, fatalities decreased by approximately 27%, while injuries increased by approximately 3.5%.



Problem Statement and Program Justification – Bicycle Crashes

In 2005 14 bicyclists died in bicycle-motor vehicle crashes. This is approximately 30% higher than the five-year average. The bicycle injuries in 2005 are 38 fewer than the five-year average and the bicycle-motor vehicle crashes are approximately 4% below the five-year average.

Comparing the 2005 numbers to the 2004 numbers, fatalities remained the same, while injuries increased by approximately 1%.



Performance Goals (1) Decrease pedestrian fatalities to 40 by 2006, to 35 by 2008 and to 30 by 2010.

2000 baseline was 50; 2005 status is 42 pedestrians killed.

(2) Decrease bicyclist fatalities to 12 by 2006, to 11 by 2008 and to 10 by 2010. 2000 baseline was 10; 2005 status is 14 bicyclists killed.

Performance Measures

148.

• Pedestrian-motor vehicle crashes will decrease to 1260 (10%) by 2008 and 1070 (15%) by 2010.

2000 baseline was 1,657; 2005 status is 1,399 crashes.

• Combined fatalities and serious (A) injuries will decrease to 300 by 2006; 275 K-A injuries by 2008; and to 250 K-A injuries by 2010.

2000 Baseline was 394 pedestrians killed or incapacitated; 2005 status is 322.

• Pedestrian injuries will decrease to 1245 (10%) by 2008 and 1,175 (15%) by 2010.

2000 baseline was 1,648; 2005 status is 1,382 pedestrians injured.

- Bicycle-motor vehicle crashes will decrease to 1040 (10%) by 2008 2000 baseline was 1,279; 2005 status is 1,154 bicyclist crashes
- Combined bicyclist fatalities (K) and serious (A) injuries will decrease to 135 by 2006, 125 K-A injuries by 2008 and to 115 K-A injuries by 2010.
 2000 Baseline: 162 bicycle riders killed or incapacitated; 2005 status is
- Bicyclist injuries will decrease to 1,005 (10%) by 2006 2000 baseline was 1,244 injuries; 2005 status is 1,118 bicyclists injured

Budget:

	PEDESTRIAN & BICYCLE SAFETY						
07-09-01-PS	Program Management	\$ 5,000	402				
07-09-02-PS	Public Information	\$ 100,000	402				
07-09-03-PS	Training – TSB, BOB, Engineer/Planner	\$ 35,000	402				
07-09-04-PS	Enforcement Programs	\$ 75,000	402				
07-09-05-PS	Community Programs	\$ 50,000	402				
07-09-06-PS	Evaluation	\$ 25,000	402				
	\$290,000						
	State	\$102,500					
	Program Total	\$392,500					

Program Strategies and Activities

Program Management

\$ 5,000 (402)

\$ 60,000 (State)

- Coordinate and manage the state pedestrian and bicycle safety program.
- Continue to educate and expand the agencies, organizations, and non-profit programs interested in pedestrian and bicycle education and training.
- Work very closely with all programs involved in the pedestrian/bicycle grant programs and the new SRTS participants.

Public Information and Education

\$ 100,000 (402)

\$ 42,500 (State)

- Work with partners (SRTS, BFW, Wisconsin Walks, WE BIKE, Governor's Bicycle Council, etc.) to add information and up date current information which is useful, making sure all needs are met
- Target information to the correct audiences
- Put information on websites to reduce production costs
- Revise and update all information that is critical to education, including adding Spanish versions of training information
- Work with Drivers Education Programs to ensure beginning drivers receive the correct pedestrian/bicycle training
- Continue to work with DMV, AAA, law enforcement, and other programs that educate veteran motorists on pedestrian and bicycle laws
- Update and target school bus safety information

- Schedule Teaching Safe Bicycling workshops for: teachers, youth organizations, law enforcement, and other programs that will be instructing bicycle training courses
 \$15,000
- Work with school districts and law enforcement offices to include the Basics of Bicycling training and additional pedestrian training sessions in their Physical Education classes \$10,000
- Expand 2-day Bicycle/Pedestrian Safety training for engineers and planners to combined groups of local and WisDOT staff \$10,000

Enforcement \$ 75,000 (402)

- Partner with law enforcement agencies to increase quality pedestrian and bicycle safety enforcement and education \$60,000
- Market new Wisconsin Pedestrian & Bicycle Law Enforcement Training Course and print manuals and other information needed for training.

\$ 5,000

• Train law enforcement personnel so they can instruct the Wisconsin Pedestrian & Bicycle Law Enforcement Training Course. \$ 10,000

Community Pedestrian and Bicycle Programs

\$ 50,000 (402)

- Assist local communities in the organization and implementation of Walking Workshops
 \$ 20,000
- Encourage and work with local communities and organizations to hold bicycle training courses & rodeos \$15,000
- Milwaukee Older Pedestrian Safety targeted neighborhood model projects based on Walking Workshops, facilities mapping, the Street Share Program etc.

\$15,000

Evaluation \$ 25,000 (402)

- Work with current and former grant recipients to evaluate their progress and results
- Evaluate the number of current crashes, fatalities, and injuries and compared to previous years data
- Evaluate the effectiveness of the funding provided, have the fatalities, injuries, and crashes been reduced in the areas we funded
- Track the use of the safety materials provided, eliminate materials that are not being used

COMMUNITY TRAFFIC SAFETY PROGRAM PLAN



Problem Statement and Program Justification

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

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

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

The Bureau provides public information to its various audiences by means of print, video and Internet media. The Division Communications Manager, working with BOTS program managers, coordinates media and public information programs for the state's participation in National Mobilizations, Fatality Free Day activities and other highway safety promotional and educational efforts. This includes writing speeches, public service announcements, media releases, scheduling press conferences, etc. to support national, state and local government crash reduction activities.

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

Performance Measures

- BOTS staff will attend 90% of the County/City Traffic Safety Commission meetings scheduled in the 72 counties and City of Milwaukee
- BOTS staff will monitor 100% of law enforcement and other contracts entered into with local units of government.

Budget

COMMUNITY TRAFFIC SAFETY PROGRAMS						
07-10-01-CP	Community Outreach/Monitoring	\$375,000	402			
07-10-02-CP	Public Information	\$200,000	402			
07-10-03-CP	\$350,000	402				
07-10-04-CP	Conferences and Meetings	\$ 78,000	402			
	Program Total	\$1,003,000				

Program Strategies and Activities

Community Outreach & Project Monitoring

\$375,000 (402)

• BOTS Field Program Outreach (5.0 FTE)

General Public Information & Education

\$200,000 (402)

- Community PI & E (development, reproduction, mailing) \$150,000
- Contract with CESA #2 for production of Traffic Safety Reporter, web design and mailing costs \$ 50,000

Community Programs

\$350,000 (402)

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

Conferences and Meetings

\$ 78,000 (402)

• Governor's Conference

- \$ 40,000
- Volunteer Outreach Wisconsin Association of Women Highway Safety Leaders \$ 13,000 (WAWHSL)
- Forums and other meetings that address cross-disciplinary traffic safety issues

\$ 25,000

LARGE TRUCK and BUS SAFETY PROGRAM PLAN

Motor Carrier Safety Assistance Program (MCSAP)



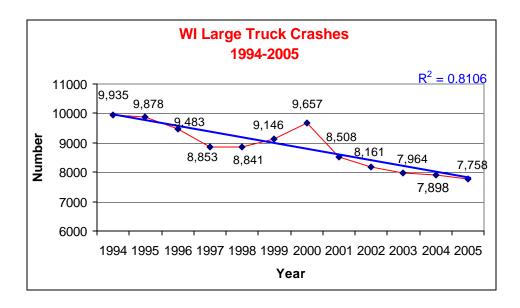
Problem Statement and Program Justification

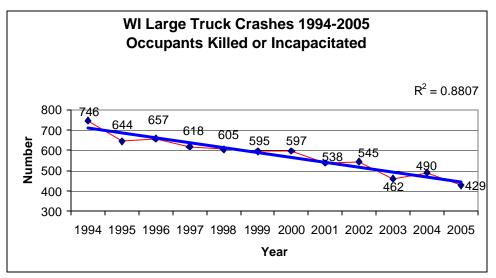
Though it has long been reported that automobile drivers are largely at fault (a reported 65% as provided by FMCSA) in car/truck crashes, testimony has been given to the U.S. House of Representatives, both by the Federal Highway Administration and NHTSA, that "Driver error has been identified as a major cause of all vehicle crashes, with truck driver errors cited as contributing to 28% of fatal crashes involving one large truck and one passenger vehicle."

7,762 large truck crashes were reported in Wisconsin in CY 2005. These crashes resulted in 94 deaths and 2,877 injuries – of which 339 were A (incapacitating) injuries. Using Department figures, this equates to nearly a quarter billion dollars in economic loss.

Large truck crashes are a public health problem that affects the trucking industry and its drivers, occupants of passenger vehicles, pedestrians, cyclists, the insurance and health communities, and untold other groups. Though not the only factor, driver behavior has long been thought to be a <u>major</u> factor in the number of crashes.

The Motor Carrier Safety Assistance Program (MCSAP) is a national program, implemented to reduce the number and severity of commercial vehicle crashes. It receives 80% of its funding through the Federal Highway Administration (FHWA). The primary goal is to improve highway safety by reducing the rate of truck-related fatalities. Core MCSAP activities include vehicle and driver inspections, traffic enforcement, and audits of carriers – both Compliance Reviews and New Entrant Audits.





Performance Goal Decrease large truck crash-related deaths to 95 by 2008.

Performance Measures

• Large truck-related crashes will decrease from the 5-year (1999-2003) average of 8,688 to 7,600 by 2006 and 7,400 by 2008, by performing activities that influence driver behavior.

2000 baseline was 9,657; 2005 status is 7,762

Combined fatalities and serious (A) injuries will decrease to 470 by 2006; 450 K-A injuries by 2008; and to 430 K-A injuries by 2010.

2000 Baseline was 597 persons killed or incapacitated in crashes involving large trucks: 2005 status is 433 KA.

• 35,000 MCSAP inspections with at least 40% (14,000) of inspections done on rural roads, bypass routes, high crash areas and other mobile locations as

- experience or data directs; at least 90% (18,900) of fixed facility inspections shall be comprehensive inspections
- An educational component will be part of every inspection and audit.
- Targeted traffic enforcement that focuses on violations of the truck driver and drivers of vehicles driving near them will be stepped up.
- Improved data capture and transmission
 Phase 1 to begin implementing wireless technologies to transfer motor carrier inspection data directly from the field to State and Federal databases.

Budget \$4,550,000 (MCSAP)

Program Activity Plan:

Enforcement \$4,150,000 MCSAP

- 250 Compliance Reviews and 850 New Entrant Audits
- Planning for the future of Pre-Pass and the building of new Size/Weight Facilities.
- A 10% increase of TE MCSAP inspections in counties where there are a higher than average number of truck related fatalities – that would include the counties of: Dane, Eau Claire, Jefferson, LaCrosse, Marathon, Marinette, Milwaukee, St. Croix, and Sheboygan. Additionally, a minimum of two special details in each of these counties that coordinates traffic enforcement of trucks and autos
- The Compliance Review and New Entrant Audit programs

Education \$100,000 MCSAP

- FMCSA large truck crash training local student support
- Handouts, posters, presentations, conferences, other media campaigns
- Vehicle and carrier safety through driver/vehicle safety inspections this includes mobile enforcement (especially in high crash counties) that brings visibility and a safety awareness to the trucking industry and the general driving public

Evaluation/Data Improvements

\$300,000 MCSAP

- Publish Large Truck Crash Facts Book
- Technologies and processes that advance MCSAP and provide data to FMCSA to update carrier safety records in a timely manner
- Equipment that automates processes and directs resources where most needed
- Data capture improvements and linkages. Monitoring and evaluation will be conducted at the Region level by Motor Carrier Sergeants; at Central Headquarters, by the Program Manager and Bureau Director

Budget Approximations (MCSAP and State funds)

Salary/Fringe \$3,600,000

Supplies/Equipment/Fleet \$350,000

Travel \$200,000

BAS/IT \$300,000

Educational/Training \$100,000

Total \$4,550,000

Wisconsin Bureau of Transportation Safety Paid Media Plan

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

BOTS will follow the NHTSA schedule of May 21- June 3, 2007 for paid media for the May Mobilization and August 17-September 3, 2007 for the Alcohol Crackdown. BOTS will contract with an agency to purchase the media time for these two events. A Request for Services will be issued to agencies that have the capabilities of providing this service. BOTS will provide the agency with information and demographics on the target audience, based on NHTSA guidelines, for each time frame. This will coincide with the major enforcement efforts that are planned. Radio and TV messages will be utilized during this time. BOTS will also explore methods to reach the 16-24 year old age group as they tend to use computers and electronic devices for information and messages.

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

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

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

NHTSA 2007 Communications Calendar

April 07 May 07 January 07 February 07 March 07 T W T F S T W T T W T F T W 2 2 3 4 3 10 11 12 13 14 5 9 10 11 12 13 6 9 15 16 17 18 19 20 21 **13 (14) (15) (16) (17) (18) (19) (1) (12 (13 (14 (15 (16 (17 (11) (12) (13) (14) (15) (16) (17)** 14 15 16 17 18 19 20 22 23 24 25 26 27 28 20 21 22 23 24 25 26 21 22 23 24 25 26 27 18 19 20 21 22 23 24 18 19 20 21 22 23 24 29 (30) **27 28 29 30 31** 28 29 30 31 25 26 27 28 25 26 27 28 29 30 31 **August 07** November 07 September 07 **July 07** October 07 S M T W T W T M T W T F S M T W T F S 1234567 2 3 3 5

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16 17 18 19 20 21 22

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January 28 - February 4, 2007

10 11 12 13 14

15 16 17 18 19 20 21

22 23 24 25 26 27 28

Super Bowl Sunday

IMPAIRED DRIVING

29 30 31

Primary Message: Fans Don't Let Fans Drive Drunk

February 11 – 17, 2007

CPS Week

OCCUPANT PROTECTION

Primary Message: Booster Seats Secondary Message: 4-Steps for Kids

March 11 - 17, 2007

St. Patrick's Day

IMPAIRED DRIVING

Primary Message: Buzzed Driving is Drunk Driving

April 1 – 8, 2007

Teens

Message: TBD

April 23 – May 4, 2007

Motorcycle Awareness

IMPAIRED DRIVING

9 10 11

15 16 17 18

19 20 21 22 23 24 25

26 27 28 29 30 31

Message: TBD

May 14 – 28, 2007

"Click It or Ticket" National Enforcement Mobilization

OCCUPANT PROTECTION

Message: Click It or Ticket

June 24 – July 7, 2007

Fourth of July

IMPAIRED DRIVING

Primary Message: Drunk Driving. Over the Limit. Under Arrest. Secondary Message: Buzzed Driving Is Drunk Driving

August 15 - September 3, 2007

Impaired Driving National Enforcement Crackdown

IMPAIRED DRIVING

Message: Drunk Driving. Over the Limit. Under Arrest.

October 26 - 31, 2007

Halloween

IMPAIRED DRIVING

Primary Message: Buzzed Driving is Drunk Driving

November 12 - 25, 2007

Thanksgiving Weekend Travel

OCCUPANT PROTECTION

Primary Message: Buckle Up America. Every Trip. Every Time. Secondary Message: Click It or Ticket

December 1 - 14, 2007

Holiday Season

IMPAIRED DRIVING

Primary Message: Buzzed Driving is Drunk Driving

December 15 - 31, 2007

Holiday Season

IMPAIRED DRIVING

Primary Message: Drunk Driving. Over the Limit. Under Arrest.

Other Communications Support

Sports and Entertainment Marketing Buckle Up in Your Truck Rural Occupant Protection Speeding

Note: Calendar dates and themes are subject to change.



June 07

T W T

6

10 11 12 13 14 15 16

17 18 19 20 21 22 23

24 25 26 27 28 29 30

December 07

7

5

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

Highway Safety Program Cost Summary

State: WISCONSIN Number: PLAN Estimate Date: Sept. 2006

FFY: 2007 Highway Safety Plan

Program Area	Apprvd Program	Basis for %	State/Local	-	erally Funded Progr	rame		Federal Share
i iogiani Aica	Costs		Funds	Previous Bal	Incre/(Decre)	% Chng	Current Bal	to Local
		Change			`			
PA	675,000.00	335,000.00	340,000.00	0.00	335,000.00	0%	335,000.00	83,750.00
OP	1,229,000.00	905,000.00	324,000.00	0.00	905,000.00	0%	905,000.00	501,250.00
PM	1,642,000.00	1,200,000.00	442,000.00	0.00	1,200,000.00	0%	1,200,000.00	600,000.00
AL	1,955,000.00	1,140,000.00	815,000.00	0.00	1,140,000.00	0%	1,140,000.00	698,750.00
PT	1,303,000.00	895,000.00	408,000.00	0.00	895,000.00	0%	895,000.00	540,000.00
TR	954,000.00	610,000.00	344,000.00	0.00	610,000.00	0%	610,000.00	200,000.00
EM	269,000.00	200,000.00	69,000.00	0.00	200,000.00	0%	200,000.00	122,500.00
MC	405,000.00	292,000.00	113,000.00	0.00	292,000.00	0%	292,000.00	139,250.00
PS	514,000.00	290,000.00	224,000.00	0.00	290,000.00	0%	290,000.00	206,250.00
CP	1,438,000.00	1,003,000.00	435,000.00	0.00	1,003,000.00	0%	1,003,000.00	589,000.00
Total 402	10,384,000.00	6,870,000.00	3,514,000.00	0.00	6,870,000.00	0.00	6,870,000.00	3,680,750.00
2003(b)-J3	45,000.00	25,000.00	20,000.00	0.00	25,000.00	0%	25,000.00	6,250.00
157OP	300,000.00	200,000.00	100,000.00	0.00	200,000.00	0%	200,000.00	200,000.00
405-K2	720,518.00	661,518.00	59,000.00	0.00	661,518.00	0%	661,518.00	661,619.00
410-J8	917,300.00	669,300.00	248,000.00	0.00	669,300.00	0%	669,300.00	357,500.00
410-K8	4,116,102.00	2,141,502.00	1,974,600.00	0.00	2,141,502.00	0%	2,141,502.00	1,969,900.00
408-K9	1,311,135.00	786,135.00	525,000.00	0.00	786,135.00	0%	786,135.00	196,534.00
2010-K6	118,393.00	108,393.00	10,000.00	0.00	108,393.00	0%	108,393.00	54,196.50
2011-K3	0.00	0.00	0.00	0.00	0.00	0%	0.00	0.00
163-HN10	4,527,570.00	2,300,000.00	2,227,570.00	0.00	2,300,000.00	0%	2,300,000.00	2,070,000.00
ALL FUNDS	22,440,018.00	13,761,848.00	8,678,170.00	0.00	13,761,848.00	0.00	13,761,848.00	9,196,749.50

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

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

BUDGET -- ALL FUNDS

7-Nov-06

U:/2007HSP/Detailed Budget

	FFY 2007 HIGHWAY SAFETY PERFORMANCE PLAN BUDGET							
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit		
		PLANNING	& ADMINISTRATIO	N 01				
07-01-01	Planning & Administrat	335,000	2,000	2,000	339,000	83,750		
402	(PA)	335,000	2,000	2,000	339,000	83,750		
State 461	402 Match	0	336,000	0	336,000	0		
State	(562)	0	336,000	0	336,000	0		
TOTAL PI	LAN & ADMIN FUNDS	335,000	338,000	2,000	675,000	83,750		
			NT PROTECTION (
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit		
07-02-01	Program Mgmt	5,000	22,000	2,000	29,000	1,250		
07-02-02	PI&E	100,000	40,000	120,000	260,000	50,000		
07-02-03	CIOT Mobilization	510,000	5,000	100,000	615,000	382,500		
07-02-04	Observ Survey	135,000	5,000	5,000	145,000	33,750		
	Survey Analysis	85,000	5,000	10,000	100,000	21,250		
	KAB Survey	30,000	5,000	5,000	40,000	12,500		
07-02-05	Community Activities	40,000	0	0	40,000	0		
402	(OP)	905,000	82,000	242,000	1,229,000	501,250		
07-02-06	Paid Media (402PM)	750,000	2,000	20,000	772,000	375,000		
07-02-07	Booster Education	0	0	0	0	0		
2011	(2011 - K3)	0	0	0	0	0		
07-02-08	CPS Outreach & Education	661,619	2,000	10,000	673,619	661,619		
	CPS Training	0	5,000	30,000	35,000	0		
	CPS Fitting Stations	0	2,000	10,000	12,000	0		
405 Incentive	(405-K2)	661,619	9,000	50,000	720,619	661,619		
07-43-02	GDL Demonstration	100,000	10,000	30,000	140,000	50,000		
Demo	(DX)	100,000	10,000	30,000	140,000	50,000		
TOTAL O	CC PROTECT FUNDS	2,416,619	103,000	342,000	2,861,619	1,587,869		
A - divide		PAIRED DRIVING - A			Tat Dans	Las Baradi		
Activity 07-03-01	Title	Fed 195 000	State 30,000	Local 10,000	Tot Prog 225,000	Loc Benefit 46,250		
07-03-01	Program Mgmt PI&E	185,000 300,000	·		·			
			5,000	150,000	455,000	150,000		
07-03-03 07-03-04	Alcohol Community Crackdown/Sat Patrol	285,000	5,000	100,000 100,000	390,000	285,000 200,000		
07-03-04		300,000	10,000	400,000	410,000 475,000	200,000 17,500		
402	Evaluations & Surveys (AL)	70,000 1,140,000	5,000 55,000	760,000	1,955,000	698,750		
07-03-07	Paid Media (402PM)	200,000	5,000	400,000	605,000	100,000		
	` '		,	,	,			
07-41-01 07-41-02	Alcohol PI&E	250,000	2,000	10,000	262,000	125,000		
	SFST Training	148,800	5,000	889,600	1,043,400	74,400		
07-41-03	Drug Program Support	47,000	2,000	5,000	54,000	11,750		
	DRE, DITEP Training	95,000	5,000	85,000	185,000	47,500		
07 44 04	Advocate's Training	25,000	5,000	5,000	35,000	12,500		
07-41-04	UW Law RCID	190,000	10,000	67,000	267,000	95,000		
07-41-05	Diverse Communities	400,000	10,000	400,000	810,000	400,000		
	OWI Drug Courts	385,000	12,000	120,000	517,000	385,000		
07 44 06	Intensive Supervision	100,000	12,000	20,000	132,000	100,000		
07-41-06	Crackdown/Sat Patrol	575,000	100,000	200,000	875,000	575,000		
440	Evid Testing	75,000	5,000	5,000	85,000	18,750 1,844,900		
410	(K8) Paid Media - (410-K8PM)	2,290,800	168,000	1,806,600	4,265,400			
07-41-07		250,000	5,000	10,000	265,000	125,000		
State 568	Pre-trial Intervention	0	779,400	12,470 10,000	791,870 180,097	779,400 170,097		
Chate FO4				70 000	120 007	170.097		
State 531	Safe Ride Programs	0	170,097					
State	(562, 531 and 568) AIRED DRIVING FUNDS	2,540,800	949,497	22,470 1,839,070	971,967 5,502,367	949,497 2,919,397		

BUDGET -- ALL FUNDS

YOUTHFUL DRIVERS - IMPAIRED DRIVING (3Y)								
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit		
07-41-01	Youth PI&E	250,000	10,000	20,000	280.000	125,000		
07-41-06	Social Norms	75,000	5,000	18,000	98,000	75.000		
	Community Programs	175,000	5,000	100,000	280,000	155,000		
07-41-07	Evaluation	10,000	55,000	35,000	100,000	2,500		
410	(K8)	510,000	75,000	173,000	758,000	357,500		
07-44-01	EUDL PI&E. Outreach	135,000	2,000	50.000	187,000	67,500		
07-44-02	EUDL Enforcement	200,000	2,000	150,000	352,000	200,000		
07-44-03	Evaluation	15,000	2,000	25,000	42,000	15,000		
USDOJ	(DOJ - 44)	350,000	6,000	225,000	581,000	282,500		
	AL YOUTH FUNDS	860,000	81,000	398,000	1,339,000	640,000		
A 42 24		GRESSION, SPEED & 1			T (D			
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit		
07-04-01	Program Mgmt	5,000	11,000	2,000	18,000	1,250		
07-04-02	Outreach/Encouragement	75,000	20,000	25,000	120,000	37,500		
07.04.00	LELs	175,000	5,000	5,000	185,000	43,750		
07-04-03	TLE Training/Encourage	10,000	18,000	50,000	78,000	5,000		
07-04-04	Traffic Enforcement	550,000	60,000	200,000	810,000	412,500		
07-04-05	Evaluation of Pd Media	80,000	7,000	5,000	92,000	40,000		
402-PT	402-PT	895,000	121,000	287,000	1,303,000	540,000		
07-04-07-PM	Aggression Pd Media	250,000	5,000	25,000	280,000	125,000		
07-78-01	Equipment	1,000,000	10,000	1,000,000	2,010,000	1,000,000		
163	(HN10)	1,000,000	10,000	1,000,000	2,010,000	1,000,000		
TOTAL	SPEED/ AGGRESSION	2,145,000	136,000	1,312,000	3,593,000	1,665,000		
	1	HIGHWAY SAFETY INFO	ORMATION (Traffic	Records) 05				
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit		
07-05-01	TRCC	25,000	5,000	5,000	35,000	6,250		
07-05-02	Analyst	75,000	5,000	1,000	81,000	18,750		
07-05-03	TraCS Implementation 1	200,000	75,000	200,000	475,000	50,000		
07-05-04	Data Linkage	80,000	12,000	1,000	93,000	20,000		
07-05-05	Analysis, Publications	70,000	7,000	5,000	82,000	17,500		
	MC Observ Survey	150,000	10,000	5,000	165,000	37,500		
07-05-06	TR, Data Collect Training	10,000	3,000	10,000	23,000	50,000		
402	(TR)	610,000	117,000	227,000	954,000	200,000		
07-78-02	Automation -surveys, etc	300,000	5,000	2,000	307,000	75,000		
07-78-03	TraCS Implementation 1	700,000	137,570	1,000,000	1,837,570	175,000		
163	(HN10)	1,000,000	366,570	1,450,000	3,936,570	250,000		
07-05-07	HSIS Improvements	786,135	500,000	25,000	1,311,135	196,534		
408	(K9)	786,135	500,000	25,000	1,311,135	196,534		
07-43-01	CODES Demonstration	65,000	15.000	100.000	180,000	16,250		
403	(DX)	65,000	15,000	100,000	180,000	16,250		
State	Policy Analysis	0	100.000	0	100,000	25,000		
State	(562)	0	100,000	0	100,000	25,000		
TOTAL	RECORDS FUNDS	2,461,135	1,098,570	1,802,000	6,481,705	687,784		

BUDGET -- ALL FUNDS

		INJURY CONTROL -	EMERGENCY RESP	ONSE 06		
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
07-06-01	EMS Program Management	5,000	4,000	7,000	16,000	2,50
07-06-02	EMS, Trauma Syst PI&E	130,000	7,000	10,000	147,000	65,00
	ALERT Training	10,000	1,000	5,000	16,000	5,00
07-06-03	First Responder Pits	45,000	2,000	20,000	67,000	45,00
07-06-04	Rural, Bystander Pits	10,000	3,000	10,000	23,000	5,00
402	(EM)	200,000	17,000	52,000	269,000	122,50
		MOTORC	YCLE SAFETY 07			
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
07-07-01	Prog Mgmt	47,000	10,000	20,000	77,000	11,75
07-07-02	PI&E	55,000	2,000	3,000	60,000	27,50
	MC Events	100,000	5,000	0	105,000	50,00
07-07-03	Instructor Training	10,000	3,000	15,000	28,000	5,00
07-07-04	Tri-County Coalition	25,000	7,500	10,000	42,500	25,00
	Peer-to-Peer/ Mentors	25,000	10,000	7,500	42,500	12,50
07-07-05	Evaluations & Studies	30,000	5,000	15,000	50,000	7,50
402	(MC)	292,000	42,500	70,500	405,000	139,25
07-07-06	MC Education	108,393	0	10,000	118,393	27,09
s. 2010	(K6)	108,393	0	10,000	118,393	27,09
State 461	MC Rider Education	0	654,000	200,000	854,000	654,00
State	(562)	0	654,000	200,000	854,000	654,00
TOTAL	MOTORCYCLE FUNDS	400,393	696,500	280,500	1,377,393	820,34
		DEDECTRIAN DIOVOL	E & COLLOOL BUILD	DAFETY OO		
Activity	Title	PEDESTRIAN, BICYCL Fed	State	Local	Tot Prog	Loc Benefit
07-09-01	Program Management	5,000	2,000	10,000	17,000	1,25
07-09-02	PI&E	100,000	4,000	50,000	154,000	50,00
07-09-03	Training & Tech. Asst.	35,000	2,000	14,000	51,000	17,50
07-09-04	Community Programs	50,000	2,000	50,000	102,000	37,50
07-09-05	Enforcement	75,000	0	60,000	135,000	75,00
07-09-06	Evaluation	25,000	0	30,000	55,000	25,00
402	(PS)	290,000	10,000	214,000	514,000	206,25
State 461	Program Management	0	60,000	0	60,000	•
State 461	PI&E & Bike Laws	0	42,500	0	42,500	
State	(562)	0	102,500	0	102,500	
TOTAL	PED/BIKE FUNDS	290,000	112,500	214,000	616,500	206,25
	C	OMMUNITY TRAFFIC	SAFETY 10 Commu	mity Activity		
Activity	Title	Fed	State	Local	Tot Prog	Loc Benefit
07-10-01	RPMs Community Outreach	375,000	75,000	0	450,000	187,50
07-10-02	Community PI&E	150,000	10,000	75,000	235,000	75,00
	TSR-Publication	50,000	10,000	10,000	70,000	25,00
07-10-03	Community Programs	350,000	5,000	200,000	555,000	262,50
07-10-04	Governor's Conference	40,000	8,000	20,000	68,000	20,00
3	Forums, meetings	25,000	7,000	10,000	42,000	12,50
	Volunteer Outreach	13,000	0	5,000	18,000	6,50
402	(CP)	1,003,000	115,000	320,000	1,438,000	589,00
Activity	Title		RUCK SAFETY 12	Local	Tot Bross	Loo Panafit
Activity MCSAP	Title MCSAP Plan	Fed 4,550,000	State 0	Local 0	Tot Prog 4,550,000	Loc Benefit
TOTAL	LARGE TRUCKS	4,550,000	0	0	4,550,000	
IUIAL	LANGE INUCAS	4,330,000	U	U	4,330,000	

Certification Statements

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

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

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

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

This State's highway safety program provides for programs to encourage the use of safety belts by drivers of, and passengers in, motor vehicles, in compliance with 23 USC 402(b) (1) (E);

Cash draw downs will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations in accordance with 49 CFR. 18.20, 18.21, and 18.40 (failure to adhere to these provisions may result in the termination of advance financing).

Arrangements have been made for the financial and compliance audit required by the **Single Audit Act of 1984** (OMB Circular A~128), which is to be conducted within the prescribed audit reporting cycle (failure to finish an acceptable audit, as determined by the cognizant Federal agency, may result in denial or require return of Federal funds);

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

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate

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officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes;

Each recipient of Section 402 funds has a financial management system that complies with the minimum requirements of 49 CFR Part 18.20;

Each recipient of Section 402 funds will comply with all applicable State procurement procedures;

The State is funding programs that are within the NHTSA/FHWA National Priority program areas;

The State highway safety agency will comply with Title IV of the Civil Rights Act of 1964 and Section 504 of the Rehabilitation Act of 1973, as amended, as implemented by 49 CR Parts 21 and 27, to ensure that no person in the United States shall, on the grounds of race, color, national origin, or handicap, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under this program.

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

The State will provide a drug-free workplace by:

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

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

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (23 USC 10 1 Note) which contains the following requirements:

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

CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection

with the awarding of any Federal contract, the making of any Federal grant the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan or cooperative agreement.

- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
- (3) The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 13 52, title 3 1, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

In accordance with the provisions of 49 CFR Part 29, the State agrees that it shall not knowingly enter into any agreement under its Highway Safety Plan with a person or entity that is barred, suspended, declared ineligible, or voluntarily excluded from participation in the Section 402 program, unless otherwise authorized by NHTSA. The State further agrees that it will include the following clause and accompanying instruction, without modification, in all lower tier covered transactions, as provided by 49 CFR Part 29, and in all solicitations for lower tier covered transactions.

<u>Instructions</u> for Certification

- 1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
- 2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
- 3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

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

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION—LOWER TIER COVERED TRANSACTIONS:

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

In accordance with the provisions of 49 CFR Part 23, the State agrees to abide by the following statements, and shall ensure that these statements are included in all subsequent agreements and/or contracts assisted by Section 402 funds.

It is the policy of the Department of Transportation that minority business enterprises, as defined in 49 CFR Part 23, shall have the maximum opportunity to participate in the performance of contracts financed in whole or in part with Federal funds under this agreement. Consequently, the MBE requirements of 49 CFR Part 23 apply to this agreement.

The recipient or its contractor agrees to ensure that minority business enterprises as defined in 49 CFR Part 23 have the maximum opportunity to participate in the performance of contracts and subcontracts financed in whole or in part with Federal funds provided under this agreement. In this regard, all recipients or contractors shall take all necessary and reasonable steps in accordance with 49 CFR Part 23 to ensure that minority business enterprises have the maximum opportunity to compete for and perform contracts. Recipients and their contractors shall not discriminate on the basis of race, color, national origin, or sex in the award and performance of DOT-assisted contracts.

ENVIRONMENTAL IMPACT

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

Governor's Representative for Highway Safety

Date

9/11/06