State of Wisconsin

Department of Transportation

WISCONSIN 2024-2026

TRIENNIAL HIGHWAY SAFETY PLAN

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GOVERNOR OF WISCONSIN

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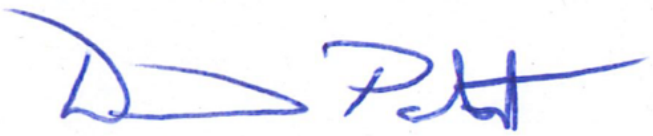
On behalf of the Wisconsin Department of Transportation, Bureau of Transportation Safety (BOTS), I am pleased to present the State of Wisconsin's Triennial Highway Safety Plan of federal fiscal years 2024-2026 highway safety program activities. The plan identifies countermeasures to be undertaken by means of both state and federal highway safety funds.

With a strong and active commitment from our safety partners of the Triennial Highway Safety Plan, BOTS will administer highway safety grants provided by the National Highway Traffic Safety Administration (NHTSA) under 23 U.S.C. Chapter 4. Using the Safe Systems Approach, Wisconsin's Department of Transportation continually promotes traffic safety through education, engineering, enforcement, and emergency medical services. The plan will guide the institution of programs within the Annual Grant Application wherein multiple programs collectively work to prevent fatalities and serious injuries on all Wisconsin roads.

Sincerely,



David Pabst, Director
Bureau of Transportation Safety

II State Highway Safety Office

Mission and Vision

OUR MISSION IS SIMPLE: ZERO FATALITIES ON WISCONSIN'S ROADWAYS

Our transportation system plays a vital role in economic growth, moving people to jobs, products to markets and connects citizens and visitors to a variety of destinations. As a society, we should not accept casualties as a foregone consequence of using the highway system. Wisconsin residents, state and local government officials must work collectively toward achieving zero fatalities and incapacitating injuries on our roadways. Our belief is that any death is one too many, and we must work toward preventing as many injuries and saving as many lives as possible using the resources available.

Executive Summary

The Wisconsin Department of Transportation's Bureau of Transportation Safety (BOTS) coordinates a statewide behavioral highway safety program using federal funds administered through the National Highway Traffic Safety Administration (NHTSA), state funds and other resources. Funds are primarily used to change system users' behaviors by:

(1) enforcing traffic laws
(2) increasing drivers' perception of the risk of being ticketed for non-compliance
(3) increasing public awareness of the dangers of high-risk behavior
(4) informing system users of the best way to avoid or reduce the severity of a crash

Through data analysis and targeted use of resources, BOTS provides leadership, innovation, and program support in partnership with state, county, and community traffic safety leaders, professionals, and organizations.

The Bipartisan Infrastructure Law Highway Safety Planning Process

Highway Safety Planning Process

The highway safety planning process is circular and continuous. At any time during the year, the State Highway Safety Office (SHSO) may be working on previous, current, and upcoming fiscal year plans.

The Strategic Highway Safety Plan (SHSP) serves as the principal planning document. The Highway Safety Plan (HSP) is developed to:

(1) maximize integration and use of data analysis resources
(2) represent driver behavior issues and strategies
(3) use any statewide safety committees to obtain input from state and local traffic safety partners

SHSO ensures that the goals and objectives contained in the SHSP are considered in the annual development of the HSP and fully incorporated when possible.

SHSO reviews the SHSP and HSP to identify any gaps in addressing driver behavior issues and eliminate any redundancy for the maximum use of resources. The data source used by SHSO in identifying its highway safety problems is primarily the state's crash database, which is managed by SHSO. Other data sources include crash data from NHTSA's Fatality Analysis Reporting System (FARS). Wisconsin's highway safety planning process includes all the components of 23 CFR § 1300.11(b)(1) which are:

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

(2) Identification of the participants in the processes (e.g., highway safety committees, program stakeholders, community, and constituent groups).

(3) Description and analysis of the state's overall highway safety problems as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

(4) Discussion of the methods for project selection (e.g., constituent outreach, public meetings, and solicitation of proposals).

(5) List of information and data sources consulted.

(6) Description of the outcomes from the coordination of the HSP, data collection, and information systems with the SHSP.

Feedback from NHTSA management reviews, including traffic records strategic plans and other program area reviews, is also incorporated into the planning process. Priority is given to the NHTSA Administrator's Motor Vehicle and Highway Safety Priorities, as well as overlapping Federal Highway Administration (FHWA) and Federal Motor Carrier Safety Administration (FMCSA) safety priorities and goals. NHTSA's Countermeasures That Work, 10th Edition; is used as part of project development.

SHSP Alignment

The annual HSP is coordinated with state and national strategic plans and related operational plans and guidelines, and especially with the Wisconsin Department of Transportation (WisDOT) SHSP. The 10 items of highest priority in the Department's SHSP are listed below (HSP-related goals bolded):

(1) Improve Safety Culture, Safety Data, Safety Technology
(2) Reduce Driver Distraction/Improve Driver Alertness
(3) Reduce Alcohol and Drug-Impaired Driving
(4) Reduce the Incidence and Severity of Motorcycle Crashes
(5) Improve Driver Performance (Teens, Older, Competent)
(6) Improve Non-Motorist Safety
(7) Improve Safety of Intersections
(8) Increase Occupant Protection
(9) Curb Aggressive Driving / Reduce Speed-Related Crashes
(10) Reduce Lane Departure Crashes

Failure to be ranked in the high priority highway safety issue areas for the 2023-2027 SHSP neither means the topic is unimportant, nor does it mean WisDOT will discontinue planned or on-going initiatives that have demonstrated results.

Initiatives such as making large truck travel safer, enhancing Emergency Medical Services (EMS) to increase survivability, reducing vehicle-train crashes, improving incident management, improving work zone safety, safe travel in bad weather and reducing deer/other animal crashes will still be pursued.

State-Level Problem Identification

The process of identifying problems is integral to the planning process. Information used in identifying problems includes:

(1) WisDOT state crash, conviction, vehicle, roadway, traffic, and survey data
(2) SHSO program effectiveness studies
(3) Demographic and other census data
(4) Emergency department, hospital discharge and death data from the state Department of Health Services
(5) National surveys
(6) Other relevant community data

These data are used, as appropriate, in trend, factor, and other analyses of each program area. The ID process is located under the justification sections of each program plan. In the individual program areas, further program needs, and justification is identified.

Several program areas include plans for enforcement activities. It should be noted that law enforcement grants require individual grantees to set performance measures that consider all contacts (citations, warnings and stops with no formal action) with the motoring public.

Public Ongoing Engagement and Outreach Plan

Goals and Principles of Outreach and Ongoing Engagement

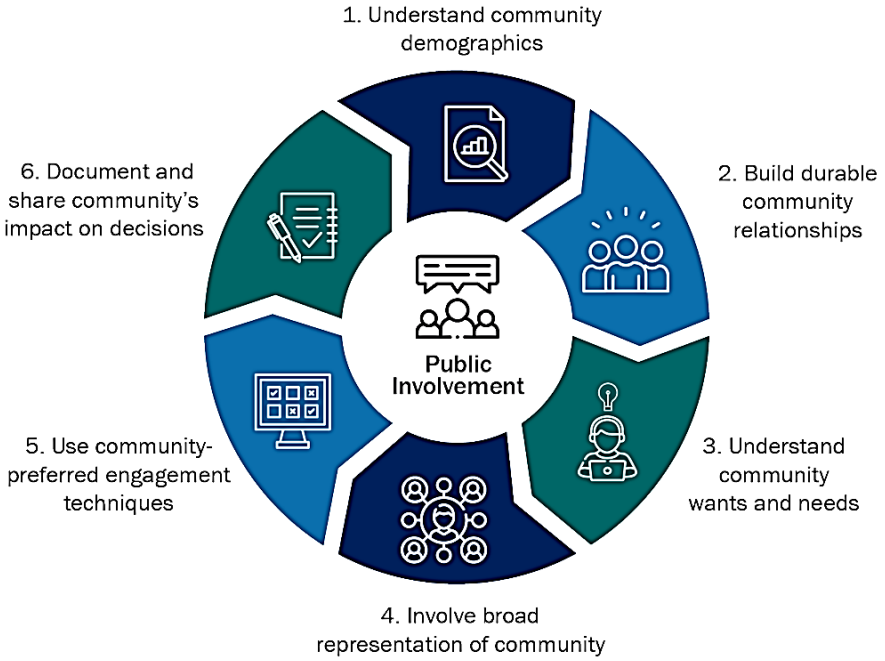
BOTS will evaluate crash behavior and assess risk from state to the lowest municipal level. Thereafter, other relative data will be incorporated and overlayed to identify communities that are overrepresented and/or underserved in traffic safety plans and programs. Upon completion, BOTS will use information from comprehensive public outreach and engagement to ensure programs and projects include abundant and varied public input throughout the plan development process.

Goals of public outreach and engagement are to:

- raise awareness of traffic safety in the community.
- educate the public and other organizations about the HSP and programs in the community.
- provide opportunities for input from the community at the various steps to ensure the active voice of the community.
- provide opportunities for the community to influence decision-making of the HSP and programs.

The rationale for each of the following goals include the following principles:

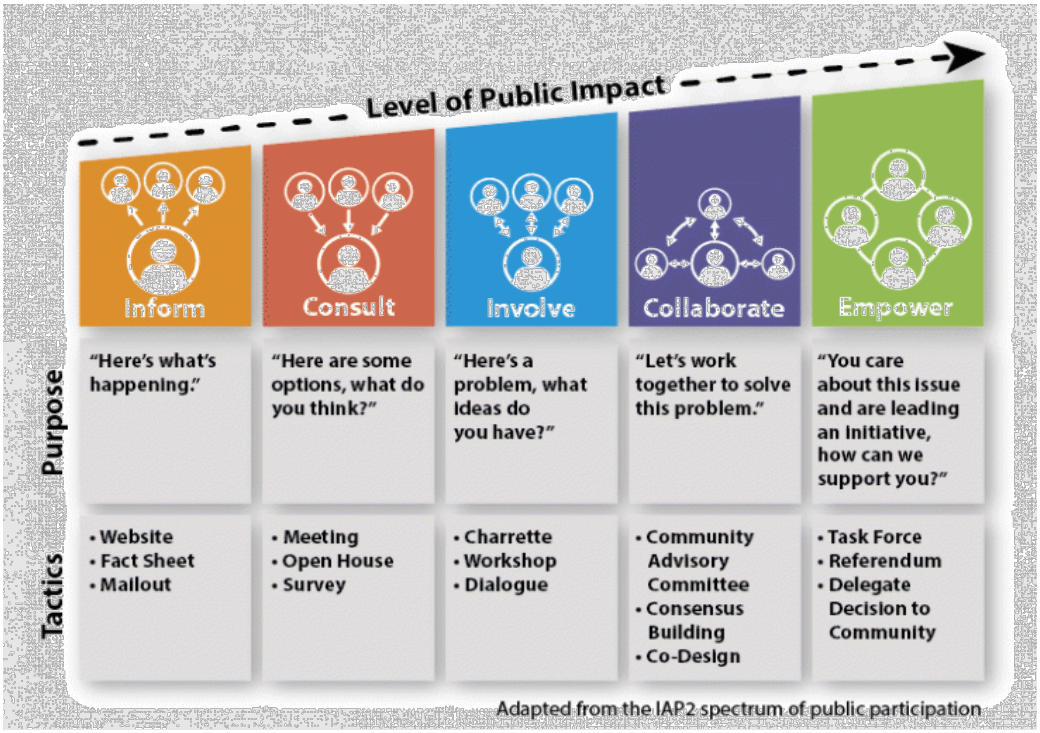
- **Awareness** – Stakeholders must be aware of the planning process to participate.
- **Education** – Stakeholders must be educated and knowledgeable about the HSP and programs before effectively participating. The community must also be educated on the traffic safety issues and innovations to reduce the number of crashes and injuries.
- **Input** – Stakeholders' knowledge and perspectives help the planning team verify or expand upon available information.
- **Decision-making** – Stakeholders and the community are encouraged to engage in the decision-making process.
- **Open and public process** – The public has a right to participate, to offer ideas and concerns within their communities.



Engagement Tools

BOTS will utilize public participation and engagement to proactively seek full representation from communities and consider public comment and feedback. The information will be incorporated into planning, programming, and projects, when possible.

BOTS will utilize state and federal crash data, U.S. Census data, American Community Survey data, and Justice40 Initiative data to determine communities of interest at the tribal, state, county, and municipal level. BOTS will use this data to identify underserved and overrepresented communities to consult with on traffic safety concerns and address safety needs. BOTS will seek and adapt public engagements to the appropriate level of needs to have an impact on the community.



BOTS will continue to collaborate with overrepresented and underserved communities across Wisconsin. Affected and potentially affected communities are first identified for engagement following review and analysis of crash data, community maps, predictive analytics, American Community Survey data, and U.S. Census data. BOTS recognizes these communities based on the size of their known population against the state population relative to the crash type or driver behavior, language, fiscal, and accessibility barriers. These factors reduce the ability of underserved communities to participate in community engagement transportation safety programming, project, and information sharing.

Community engagements are held at accessible locations within these communities, to enable these populations to participate in traffic safety programming, projects, and information sharing. BOTS will further select appropriate meeting tactics to engage the identified communities through one-on-one engagements, community meetings, and attendance at other forums.

BOTS used crash behaviors and equity targeting data scores to select the communities for engagement, specifically those that ranked higher in score compared to the rest of the state. As a result of this data analysis, the following communities have been identified and informed while actively participating with BOTS: 11 federally recognized tribes in Wisconsin, the motorcycle rider community, pedestrians, and roadway users in the Sherman Park neighborhood of Milwaukee.

BOTS will continue to collaborate with and/or lead meetings to ensure access to the information using formats that assist in delivering information and data. BOTS recognizes that there are barriers to information sharing due to language and physical ailments. Meetings will be held in mobility accessible locations. When assistance is requested, BOTS will procure or sponsor interpretation services for non-English speaking persons, such as Hmong and Spanish, and provide technology and/or assistance for the visually or hearing impaired. The accessibility needs will be coordinated by planning with community liaisons. BOTS will digest information and apply it to the program and projects incorporated into planning, programming, and projects, when possible.

Ongoing Goals and Engagement:

In FY2023 and continuing into the triennial planning process, BOTS will continue to participate and/or lead the following:

Goals of public outreach and engagement are to:

- raise awareness of traffic safety in the community.
- educate the public and other organizations about the HSP and programs in the community.
- provide opportunities for input from the community at the various steps to ensure the active voice of the community.
- provide opportunities for the community to influence decision-making of the HSP and programs.

The rationale for each of the following goals include the following principles:

- **Awareness** – Stakeholders must be aware of the planning process to participate.
- **Education** – Stakeholders must be educated and knowledgeable about the HSP and programs before effectively participating. The community must also be educated on the traffic safety issues and innovations to reduce the number of crashes and injuries.
- **Input** – Stakeholders' knowledge and perspectives help the planning team verify or expand upon available information.
- **Decision-making** – Stakeholders and the community are encouraged to engage in the decision-making process.
- **Open and public process** – The public has a right to participate, to offer ideas and concerns within their communities.

Wisconsin-specific ongoing goals are listed below:

- BOTS will act and use information from public engagement to inform the contents of the Triennial Highway Safety Plan and the Annual Grant Agreement.
- Incentivize current grantees to assist BOTS with connecting with local groups or residents of underserved communities.
- BOTS will include this topic at future grant and orientation meetings.
- Encourage grantees to act on feedback received in their community and develop/conduct local education based on information received.

- Conduct public engagement meetings each federal fiscal year covering different regions of the state. The exact number of events will depend on the results of the data analysis.
- Identify underserved communities by looking at data differently. Public engagement will be implemented through direct conversations with the public. This will foster an exchange of information where the BOTS brings in diverse data sets and the community shares their experiences and ideas.

BOTS plans to conduct and/or participate in public engagement meetings throughout the state.

Identification

BOTS will identify underserved communities by looking at data differently. Instead of looking at just fatality and serious injury counts, BOTS will look at factors including but not limited to vehicle-miles traveled (VMT) rates, fatality rates, and crash rates. Additionally, BOTS are reviewing characteristics of crashes such as ethnicity, overlaying data with census data, etc.

In FY2024, BOTS will continue to evaluate crash behavior and assessed risk from the state level to the lowest municipal level. BOTS will incorporate and overlay other relative data to identify underserved and over-represented communities in Wisconsin based on the completion of the NHTSA Technical Assistance National Roadway Safety Strategy.

BOTS realizes that we have further steps to take to identify meaningful outcomes. BOTS is leveraging existing relationships to help identify local contacts for engaging underserved communities based on the data deep dive results. These events will not simply be meeting attendance, but rather a focused recognition and discussion of traffic safety issues int he community. BOTS will utilize the following groups and opportunities to reach the identified communities. This is not an extensive list; more opportunities will be included.

- Metropolitan planning organizations
- Tribal communities
- Public forums
- Private entities
- Traffic Safety Commissions
- Governor’s Traffic Safety Council

Public engagement will be implemented through direct conversations with the public. This will foster an exchange of information where the BOTS will strive to bring in diverse data sets and the community to shares their experiences and ideas.

Steps

- BOTS will continue to develop, implement, and evaluate outreach efforts throughout FY2024-FY2026.
- Public engagement meetings will continue throughout the term of the Triennial Highway Safety Plan throughout the state. Public engagement will be implemented through direct conversations with the public. This will foster an exchange of information where the BOTS brings in diverse data sets and the community shares their experiences and ideas. The exact number of events will depend on the results of the data analysis.
- BOTS will incentivize current grantees to assist with connecting with local groups or residents of underserved communities.

- BOTS will include this topic at future grant orientation meetings.
- Grantees will be encouraged to act on feedback received in their community and develop/conduct local education based on information received.

Incorporation to 3HSP

- BOTS will utilize experiences from FY2023 initial public participation and engagement to inform the three-year plan. Three areas BOTS will focus on are improving programs for distracted driving, speed, and impaired driving.
- BOTS will utilize the Safe System Approach.
- As BOTS learns about additional information regarding the results from the public participation and engagement meetings, we will amend the Triennial Highway Safety Plan appropriately. This will be a continuous process throughout the lifetime of the Triennial Highway Safety Plan.

Engagements Within Affected Communities:

- *Wisconsin Tribal Transportation Conference (WTTC) and Inter-Tribal Taskforce*
    - **Planning:**
        - **Goal:** To increase activities and partnership with the federally recognized tribal nations in Wisconsin.
        - **Problem Identification:** BOTS has not been able to connect with the Wisconsin Tribal Nations to educate and impact crashes on tribal land. The Wisconsin Tribal Nations comprise 1% (592,000) of the total state population (5.92 million).
        - Crash data on tribal land between 2020 and preliminary 2023 indicates:
            - Of all crashes that occurred on tribal land, *distracted driving* crashes comprised 33.3%, as opposed to 30.0% statewide.
            - Of all crashes that occurred on tribal land, *fatal crashes* comprised 1.7%, as opposed to 0.4% statewide.
            - Of all crashes that occurred on tribal land, *speed related fatal crashes* comprised 6.5%, as opposed to 0.9% statewide.
            - Of all crashes that occurred on tribal land, *impaired driving fatal crashes* comprised 9.1%, as opposed to 2.5% statewide.
            - BOTS utilized FARS and state crash data, U.S. Census, and Justice 40 data to identify the tribal nations as an overrepresented as an effected community.
        - **Countermeasure Contribution:** Culturally sensitive media to promote traffic safety in Native American languages.
    - **Results of the Engagement Opportunities Conducted:**
        - In response to a request from the Tribal Nations to meet with BOTS and address concerns, the Tribal Taskforce Coordinator recommended that BOTS present Community Maps data and demonstrative tools on how to utilize the information in planning enforcement and education in their communities. Community Maps can isolate tribal boundaries and jurisdictions to identify crashes in their communities. It can also provide

predictive analytics to create heat maps in which to target crash occurrences.
    - The outcome of meeting with Onieda Nations was an assessment and a correction of the Onieda Nations Native American Tribal boundaries in crash mapping.
    - The outcome of the meeting with Inter-Tribal Taskforce was the establishment of a grant to the Wisconsin DOT Tribal Affairs Office to create educational media materials and distribute to the nations in their native language.
- **Accessibility Measures Implemented:**
    - BOTS ensured accessibility to programming and input from the tribal nations by attending the WTTC. BOTS determined that meeting in-person was the most appropriate means to ensure accessibility of community members and the WTTC followed the 1990 ADA requirements for holding the meeting. BOTS engaged with the tribal partners of the Bad River Band of Lake Superior Chippewa, Brothertown Indian Nation, Forest County Potawatomi, Ho-Chunk Nation, Lac Courte Oreilles Band of Lake Superior Chippewa, Lac Du Flambeau Band of Lake Superior Chippewa, Menominee Indian Tribe of Wisconsin, Oneida Nation, Redcliff Band of Lake Superior Chippewa, Mole Lake Sokaogon Band of Lake Superior Chippewa, Saint Croix Chippewa Indians of Wisconsin, Stockbridge-Munsee Community of Mohican Indians; and public safety and public works representatives.
- **Results of Engagement:**
    - BOTS met with Oneida Nation in person at the WTTC. Onieda Nation discussed with BOTS to correct information and to collaborate with Oneida Public Safety on developing a better process to identify the tribal boundaries by using ArcGIS mapping layers from Bureau of Indian Affairs (BIA), U.S. Census, and recognized boundaries to improve quality of crash data. In response, BOTS coordinated with the Community Maps team and updated the boundaries and developed a continuous improvement policy to maintain its accuracy. It was determined by Oneida Nation to hold in-person meetings would be the best method to engage with this community. Oneida Nation ensured all in-person meetings met all accessibility needs (including mobility, language, visual and hearing).
- **Incorporation:** In response to a request from the nations, BOTS has incorporated the following recommendations into the development of the Triennial Highway Safety Plan:
    - BOTS will establish in the mass media plan culturally competent and inclusive images for print, digital and social media, in the tribe's native language of Chippewa, Oneida and Ojibwe. These images will be available for use when printing posters for community centers, health care centers, daycare centers and other public places, and for digital and

social media on impaired driving prevention, occupant protection crash prevention, child passenger safety, and speeding.
    - Annually, BOTS will continue to engage with the 11 federally recognized tribes at the Wisconsin Tribal Transportation Conference held in October. This will aid BOTS in getting feedback on planning, programming, and projects to positively impact Native American communities.
- *TMJ4 Townhall on Reckless Driving at Marquette University in Milwaukee, WI*
    - **Planning:**
        - **Goal:** Present local traffic safety data on current efforts, future programming, and gather feedback from the community in Milwaukee.
        - **Goal:** Increase public participation in traffic safety issues with a specific focus on bicycle and pedestrian safety.
        - **Problem Identification:** Sherman Park Association, from the City of Milwaukee, has the highest number of pedestrian injuries. The racial diversity of this community is 86% African American, 5% Hispanics, and the remainder are White and Asian (source: U.S. Census). Also, 38% are under 17 years of age. The City of Milwaukee represents 29% of fatal pedestrian crashes and 36% of fatal crashes in Wisconsin (source: Crash Reporting System), with more than a third of the fatal crashes taking place within Sherman Park.
        - BOTS utilized FARS and state crash data, U.S. Census, and Justice 40 data to identify the Sherman Park area in the City of Milwaukee as an overrepresented and affected community.
        - **Countermeasure Contribution:** Create bespoke materials for public education and information to increase accessibility.
    - **Results of Engagement:**
        - BOTS was invited to attend the TMJ4 news group's townhall at Marquette University. This public meeting specifically focused on traffic safety issues in Milwaukee. Communities represented at the meeting included: the Sherman Park Association, Parents Against Distracted Driving, numerous citizens of the community, the city and county of Milwaukee Police, Fire and EMS services, the Mayor of Milwaukee, and County Executive, the state of Wisconsin Secretary of Transportation and BOTS. It was determined by TMJ and Marquette University to hold in-person meetings would be the best method to engage with this community. Marquette University ensured all in-person meetings met all accessibility needs (including mobility, language, visual and hearing). BOTS spoke directly to the Sherman Park community prior to and during the meeting.
        - **Outcome:** Using Community Maps, BOTS used live demonstration to show how to use and access traffic safety data hotspots for crash data. The forum discussed pedestrian safety issues, and historical trends.
        - **Outcome:** The audience provided feedback on solutions for local roads off the main arterials and state highway system. They requested more

educational messaging, engineering changes on Fond Du Lac Boulevard, and increased enforcement for speeding drivers.

- **Ongoing**: BOTS will continue to work with TMJ4 and Marquette University public forums to get direct feedback on the safety programs and projects affecting those participating. Marquette University has indicated they will invite BOTS to future events as they determine necessary. BOTS will incorporate public feedback received into its media plans, when possible.
- **Incorporation:** The community requested more education and engineering safety solutions. BOTS will use input received in planning and countermeasure selection for media and public education in the Triennial Highway Safety Plan.

Ongoing Engagements

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

- *Black Girls Do Bike: Madison and Milwaukee, Wisconsin Chapters*
  - **Goal:** Reduce bicycle crashes involving minority riders in Madison and Milwaukee. Increase education opportunities.
  - **Problem Identification:** The Milwaukee chapter is in an underserved cyclist community and overrepresented in bicycling crashes, ranking #1 for: bike/ped related collisions, bike/ped fatalities, impaired bike/ped crashes, total pedestrian involved crashes, and total bicyclists involved in crashes, of the top 30 counties in the state. Bicycle crashes involving African Americans comprise 25% of the fatal and serious injury crashes. This is disproportionate to the overall state population. In 2022, African Americans in Milwaukee County comprised 27.1% of the population in Wisconsin (Source: 2022 U.S. Census). African American bicyclists in Milwaukee County comprised 13.0% of all killed and seriously injured compared to 11.8% statewide.
  - BOTS will utilize FARS and state crash data, U.S. Census, and Justice 40 data to identify non-white bicyclist as an overrepresented and underserved community.
  - **Action Steps:**
    - The ped/bike State Program Manager has reached out to coordinate efforts with the Black Girls Do Bike chapters in Madison, Milwaukee, and the Wisconsin chapter.
    - Using the feedback provided by BGDB chapters. BOTS will assess accessibility to educational events and adjust programming to meet the community need.
    - BOTS will continue to collaborate with the Madison and Milwaukee chapters for discussion to incorporate minority specific media for bicycle education and safety.
  - **Incorporation:** The potential partnership, in conjunction with the Wisconsin Bike Federation, will assist BOTS in developing bike safety programs specifically for this minority community and their needs. BOTS will provide safety programming

via statewide efforts and continue the effort to assist in addressing bike safety in the minority community.

- *Inter-Tribal Taskforce*
  - **Goal:** To increase activities and partnership with the federally recognized tribal nations in Wisconsin.
  - **Problem Identification:** BOTS has not been able to connect with the Wisconsin Tribal Nations to educate and impact crashes on tribal land. The Wisconsin Tribal Nations comprise 1% (592,000) of the total state population (5.92 million).
  - Crash data on tribal land between 2020 and preliminary 2023 indicates:
    - Of all crashes that occurred on tribal land, *distracted driving* crashes comprised 33.3%, as opposed to 30.0% statewide.
    - Of all crashes that occurred on tribal land, *fatal crashes* comprised 1.7%, as opposed to 0.4% statewide.
    - Of all crashes that occurred on tribal land, *speed related fatal crashes* comprised 6.5%, as opposed to 0.9% statewide.
    - Of all crashes that occurred on tribal land, *impaired driving fatal crashes* comprised 9.1%, as opposed to 2.5% statewide.
  - Along with Inter-Tribal Taskforce leaders, BOTS will utilize FARS and state crash data, U.S. Census, and Justice 40 data to identify areas of the tribal nations that are overrepresented and underserved.
  - **Action Step:** BOTS meets quarterly with representatives of the recognized tribes and the Wisconsin DOT liaisons to discuss engineering, safety, and preservation issues. BOTS routinely reports current statewide safety numbers and tribes crash data quarterly. BOTS offers technical and programmatic support for behavioral programs, such as crash data and community traffic safety analysis, programming that is not being addressed with BIA funding.
  - **Incorporation:** As a result, there is improved communication, improved data, and some feedback on programming in communities, specifically, child passenger safety and pedestrian safety for the tribes that will participate. By continuing this activity, it ensures accessibility to data, data analysis, and subject matter expertise to assist in designing projects and programs.
  - **Action Steps:**
    - BOTS will continue to engage quarterly via virtual and in person meetings as scheduled by the tribal public safety professionals to get their feedback on planning, programming, and projects that affect each of their communities based on their identified crash issues.
    - BOTS will update traffic data boundaries and establish tribal level contacts to develop new projects specific for the communities.
  - **Incorporation:** The WisDOT Tribal Liaison will work with BOTS to craft specific surveys with consideration to address accessibility due to lack of internet and cellular access. This collaboration strives to develop a representative sample and develop projects for community feedback.

- *Motorcycle Safety Advisory Council (MOSAC)*
    - **Goal**: Present motorcycle crash data, discuss media and education programming that are currently being used and adjust programming based on MOSAC's feedback.
    - **Problem Identification:** Motorcycle crashes comprise 12% of the total crashes in the State of Wisconsin where 5% of registrations are motorcycles.
    - BOTS will utilize FARS and state crash data, U.S. Census, and Justice 40 data to identify motorcyclists as an overrepresented community.
    - **Action Steps:**
        - BOTS meets quarterly in person with MOSAC to receive public feedback on media programs and community education. To enhance public participation a virtual access is always provided to reduce accessibility barriers. BOTS reports current data reviews to the council and seeks feedback in adjusting programming to address changing conditions and types of crashes.
        - BOTS conducts data reviews and explores other indicators to assist in addressing ongoing safety needs of the motorcycle community.
        - Based on feedback from MOSAC, BOTS will work with their communication sub-committee on developing new marketing and education materials annually, to promote rider education, recruitment of riders coaches, and to update the share the road and awareness messages.
    - **Ongoing:** BOTS will continue to meet quarterly with MOSAC to report progress and receive feedback on planning, programming, and projects that affect each of their communities based on their identified crash issues.
    - **Incorporation:** BOTS will utilize the feedback from MOSAC to adjust current programming and plan future projects based their input and give due consideration.

Other Engagements

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

- *Traffic Safety Commissions; All counties quarterly meetings*
    - **Goal:** Increase public participation and involvement at the county level statewide.
    - **Problem Identification:** The lack of public participation in the established community meetings is a significant barrier to decreasing crashes in their communities. This is a barrier to have public participation in developing more effective campaigns specifically for their communities. BOTS will utilize the equity and targeting data to determine the underserved and/or overrepresented populations by county.
    - Along with the Traffic Safety Commission leaders, BOTS will utilize FARS and state crash data, U.S. Census, and Justice 40 data to help identify overrepresented and underserved communities.
    - **Action Steps:**

        - BOTS will assess accessibility issues to increase public attendance and input. Such as time of day, day of week, and location of the meeting.
        - BOTS will share the information with the TSC's and develop strategies to increase public engagement.
    - **Incorporation**: Public feedback will be utilized to aid in the development of enforcement, education, and community safety programs to affect change.
        - BOTS Law Enforcement Liaisons (LELs) attend all scheduled Traffic Safety Commission (TSC) meetings across all 72 Wisconsin counties. These meetings are public community forums where designees must discuss the prior quarter's crashes and fatalities in the county. Public attendees and commission members formulate and discuss options on enforcement, education, and responses to improve crash outcomes in the community. BOTS LELs provide feedback from the TSCs to address changes to current projects in the community or develop new projects and countermeasures to evolving issues, such as the Fond Du Lac Predictive Analytics Speed Reduction project, Portage County Speed Reduction project, and Impaired Driving Education kits.
        - BOTS will continue to attend all 72 Wisconsin county quarterly TSC meetings which will address county and municipal level safety needs. BOTS will receive public feedback and incorporate it in planning, programming, and projects that affect each of their communities based on their identified crash issues.

- *Milwaukee Public School and Children's Hospital; Low-income stipend for Driver's Education*
    - **Goal**: To increase access to drivers' education for underserved students in Milwaukee County Public Schools.
    - **Problem Identification:** Low-income families can't afford to pay for drivers' education and access in public schools is limited. Students that take drivers education are 2.6% less likely to crash their first year, and 3.0% less likely in their second year of driving. Due to the lack of access to publicly funded classes, parents have reached out to the school system for a solution.
    - BOTS will utilize FARS and state crash data, U.S. Census, and Justice 40 data to identify the low-income student driver eligible for drivers' education as an overrepresented and underserved community.
    - **Action Steps:**
        - Create a grant for low-income families for students in the Milwaukee Public School System.
        - Accessibility for the stipends will be limited in number and targeted. Using indicators based on applicants receiving any form of public or federal assistance, such as Badger Care and other forms of public assistance.
    - **Incorporation**: BOTS will evaluate the outcome of this grant by gathering participants feedback on how to improve the project and track driving history for a two-year period to determine effectiveness in Milwaukee County.

- BOTS has met with Children's Hospital Milwaukee to create a stipend program for teenagers in low-income families to take driver's education that will include in-class and behind-the-wheel driving time. This program is intended to target high crash areas involving teenagers that are overrepresented in the known low-income neighborhoods or communities.
- BOTS has reached out to Milwaukee Public Schools and Children's Wisconsin Hospital in Milwaukee to continue working on this strategy to provide access to training for unlicensed teen drivers from low-income, high minority, lower than average drivers licensing in high poverty communities throughout Milwaukee County.

Performance Measures and Plan Chart

		DATA	2018	2019	2020	2021	2022	5 YR AVG	2024	2025	2026	FY2024 -2026 3HSP Target
C-1/HSIP Aligned	Traffic Fatalities	FARS and State	589	567	614	620	596	597	**585**	**574**	**562**	**562.1**
Reduce total fatalities by 2% per year to 562.1 from a current level of 597 by December 31, 2026												
C-2/HSIP Aligned	Serious Injuries in Traffic Crashes	State	3,005	2,938	3,030	3,292	3,213	3096	**3034**	**2973**	**2914**	**2913.6**
Reduce total serious injuries by 2% per year to 2,913.6 from a current level of 3,096 by December 31, 2026												
HSIP Aligned	Serious Injury Rate	State	4.56	4.43	5.26	5.52	4.78	4.91	**4.81**	**4.71**	**4.62**	**4.62**
Reduce total Serious Injury Rate by 2% per year to 4.62 from a current level of 4.91 by December 31, 2026												
C-3/HSIP Aligned	Fatalities/ 100M VMT	FARS and State	0.89	0.85	1.06	0.95	0.89	0.93	**0.91**	**0.89**	**0.87**	**0.87**
Reduce total fatalities/100M VMT by 2% per year to 0.879 from a current level of 0.93 by December 31, 2026												
HSIP Aligned	Non-motorized Fatal and Serious Injury	FARS and State	367	371	343	401	415	379	**372**	**364**	**357**	**357.1**
Reduce non-motorized fatal and serious injury crashes by 2% per year to 357.1 from a current level by 379 by December 31, 2026												
C-4	Un-restrained Passenger Vehicle Occupant Fatalities, All Seat Positions	FARS and State	154	142	178	164	165	161	157	154	151	**151**
Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 2% per year to 151 from a current level of 161 by December 31, 2026												
C-5	Alcohol Impaired Driving Fatalities	FARS and State	206	186	207	199	143	188	184	181	177	**177**
Reduce Alcohol Impaired Driving Fatalities by 2% per year to 177 from a current level of 188 by December 31, 2026												
C-6	Speeding Related Fatalities	FARS and State	186	173	214	212	162	189	186	182	178	**178**
Reduce Speeding Related Fatalities by 2% per year to 178 from a current level of 189 by December 31, 2026												
C-7	Motorcycle Fatalities	FARS and State	83	85	116	121	81	97	95	93	91	**91**
Reduce Motorcycle Fatalities by 2% per year to 91 from a current level of 97 by December 31, 2026												

C-8	Unhelmeted Motorcycle Fatalities	FARS and State	53	54	83	83	63	**67**	66	65	63	**63**
Reduce Unhelmeted Motorcycle Fatalities by 2% per year to 63 from a current level of 67 by December 31, 2026												
C-9	Drivers 20 and younger involved in Fatal Crashes	FARS and State	57	81	67	93	64	**72**	71	70	68	**68**
Reduce Drivers 20 and younger involved in Fatal Crashes by 2% per year to 68 from a current level of 72 by December 31, 2026												
C-10	Pedestrian Fatalities	FARS and State	56	59	50	48	73	**57**	56	55	54	**54**
Reduce Pedestrian Fatalities by 2% to 57 from a current level of 54 by December 31, 2026												
C-11/ HSIP Aligned	Bicycle Fatalities	FARS and State	4	14	12	9	14	**10.6**	10.4	10.2	10.0	**10.0**
Reduce Bicycle Fatalities by 2% to 10.0 from a current of 10.6 by December 31, 2026												
B-1/HSIP Aligned	Observed Seatbelt Usage	State Annual Observed Count	89.3	90.2	89.2	88.1	87.5	**88.9**	88.9	89.5	90.0	**90.0**
Increase Observed Seatbelt usage to 90.0 from a current level of 88.9 by December 31, 2026												
A-1	Number of seat belt citations issued during grant-funded enforcement activities (FFY 2022)	State Citations					13,246					
A-2	Number of impaired-driving arrests made during grant-funded enforcement activities (FFY 2022)	State Citations					4,133					
A-3	Number of speeding citations issued during grant-funded enforcement activities (FFY 2022)	State Citations					32,063					

The five (5) key performance measures defined by the FHWA for use in states' SHSPs are:

(1) Number of fatalities
(2) Fatality rate
(3) Number of serious injuries
(4) Serious injury rate
(5) Number of non-motorized fatalities and serious injuries

Performance Report 2023

	FFY 2023 HSP				
Performance Measure:	**Target Period**	**Target Year(s)**	**Target Value FY23 HSP**	**Data Source*/ FY23 Progress Results**	**On Track to Meet FY23 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)**
C-1) Total Traffic Fatalities	5 year	2018-2022	599	2018-2021 FARS, 2022 State, 614	In progress, Trending up
C-2) Serious Injuries in Traffic Crashes	5 year	2018-2022	3,106	2018-2022 State, 3,213	In progress, Trending up
C-3) Fatalities/VMT	5 year	2018-2022	0.96	2018 FARS,2022 State, 0.91	In progress, Trending down
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2018-2022	164	2018-2021 FARS, 2022 State, 163	In progress, Trending down
C-5) Alcohol-Impaired Driving Fatalities	5 year	2018-2022	194	2018-2021 FARS, 2022 State, 155	In progress, Trending down
C-6) Speeding-Related Fatalities	5 year	2018-2022	188	2018-2021 FARS, 2022 State, 162	In progress, Trending down

C-7) Motorcyclist Fatalities	5 year	2018-2022	96	2018-2021 FARS, 2022 State, 80	In progress, Trending down
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2018-2022	64	2018-2021 FARS, 2022 State, 59	In progress, Trending down
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2018-2022	77	2018-2021 FARS, 2022 State, 68	In progress, Trending down
C-10) Pedestrian Fatalities	5 year	2018-2022	54	2018-2021 FARS, 2022 State, 72	In progress, Trending up
C-11) Bicyclist Fatalities		2018-2022	9	2018-2021 FARS, 2022 State, 14	In progress, Trending up
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2023	89.2	NHTSA Certified State Survey 87.5	In progress, Trending down
S-1) Serious Injury Rate	5 year	2018-2022	4.86	2018-2021 FARS, 2022 State, 4.79	In progress, Trending down
S-2) Non-motorized Fatalities and Serious Injuries	5 year	2018-2022	364.6	2018-2021 FARS, 2022 State, 415	In progress, Trending up

Performance Report

The Wisconsin Highway Safety program has seen an increase of crashes over the course of the prior five-year trend. The Triennial Highway Safety Plan (3HSP) aligns the countermeasures of the HSP to the Wisconsin SHSP emphasis areas. The selected countermeasures for the 3HSP have been the core of programming for highway safety based on best practices and innovative strategies. There will be a greater emphasis on equity, collaboration, and community input for selection of countermeasures and program selection when applicable.

The impact of the selected fiscal year 2022 countermeasures did not meet the expectations of the selected performance measures. BOTS increased public outreach via the TSCs and has incorporated the Safe Systems Approach in planning, coordination or projects, and collaboration. BOTS sought new partnerships through schools and local safety advocates; and incorporated new strategies. As the year progressed, it failed to achieve the expected reduction of crashes, fatalities, and injuries.

Based on the outcomes of fiscal year 2022 and the adjustment in programming, mid-year analysis does indicate that we are below the five-year trend at the time of planning and countermeasure selection for the triennial HSP.

A challenge BOTS is facing, based on budget and program analysis, is the contraction of law enforcement participation in traffic safety programs. This is subjectively a result of social change and the perception of enforcement.

BOTS will be adding new countermeasures to increase the number of opportunities to connect with the communities, expand education and communication, and bring in new partners to address safety needs at the local level.

III Highway Safety Countermeasure Programs

Planning and Administration

Funding used for Planning and Administration is allowed under 23 CFR § 1300 (13)(a)

The overall planning, management and public engagement of BOTS activities are made possible through state and federal funds. Federal funds also cover salaries and benefits, in-state and out-of-state travel, and administrative materials.

Estimated Three-Year Funding

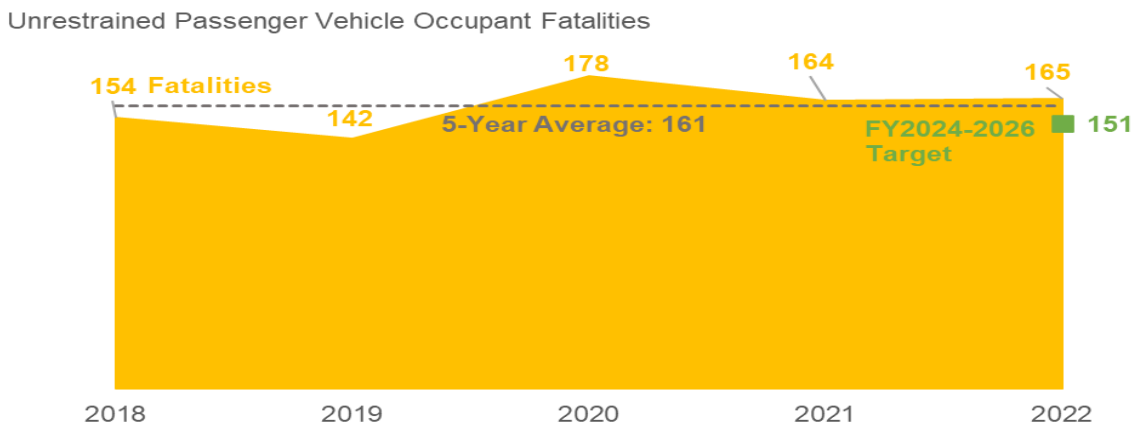
$1,500,000 402PA
$1,660,000 State 562

Occupant Protection Program

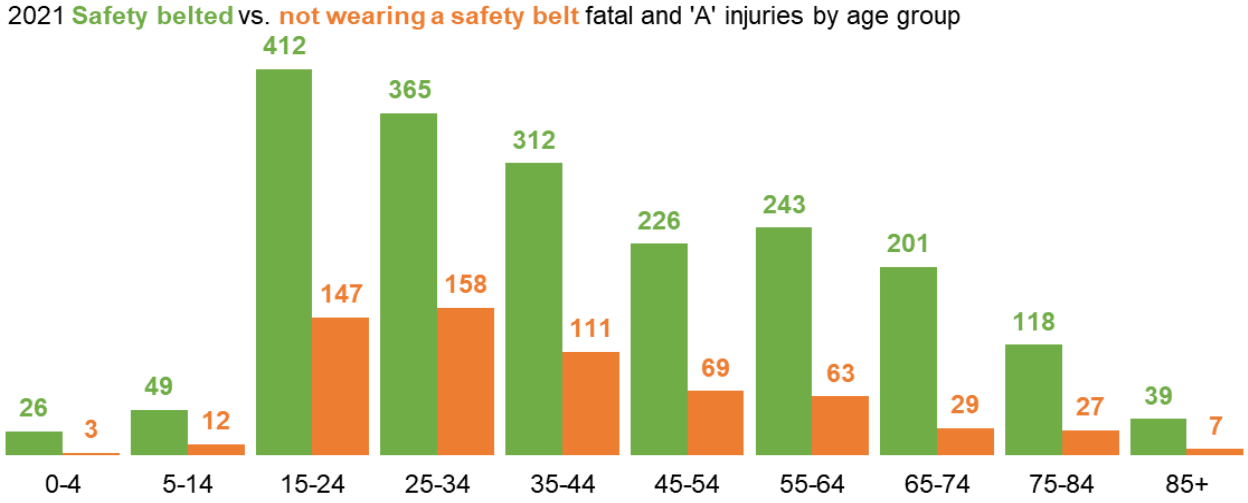
Occupant Protection Problem Identification

This section serves as Wisconsin's occupant protection program plan as required under the BIL Act. In 2000 (base year), Wisconsin's observed statewide seat belt use was very low at 65.4%. That year, 1,148 people were ejected or partially ejected in crashes and 40.5% of crash victims who were not belted were either killed or incapacitated.

In 2022, Wisconsin's observed average statewide seat belt use was 87.5%. Despite our progress over the last 20 years, the state still trails the national average usage rate of 91.6%. The 12.5% of our population that does not buckle up accounts for almost 39% of our vehicle occupant fatalities. Unrestrained passenger vehicle occupants are performance measure **C-4**. Below is the graph of the prior five years and the goal for 2023.



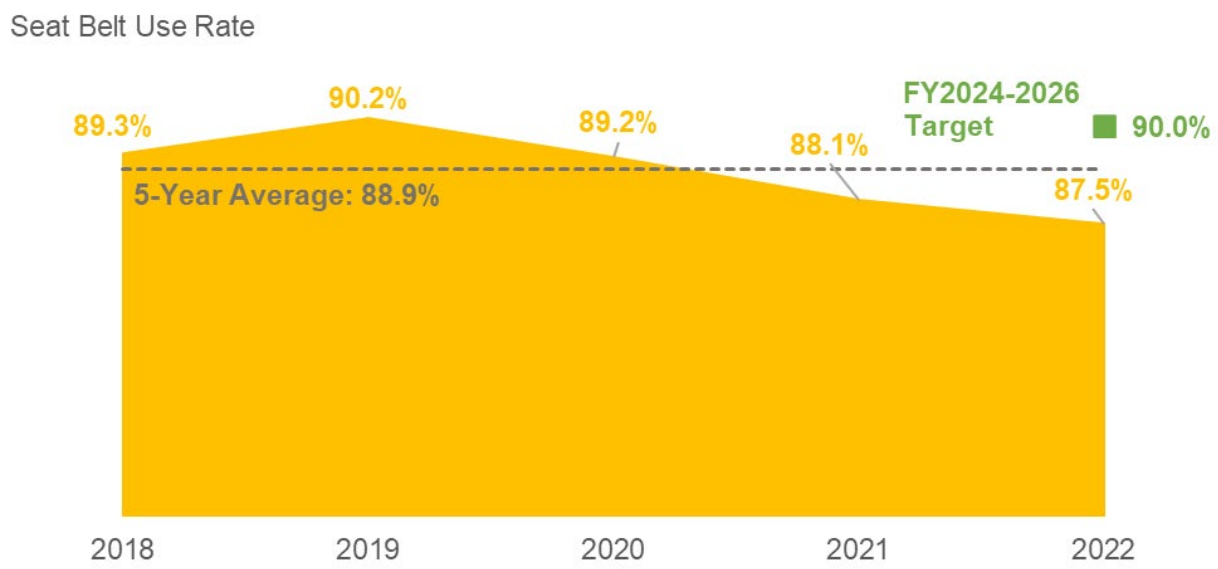
Seat belt usage lags with our most inexperienced drivers, those between ages 15 and 34.



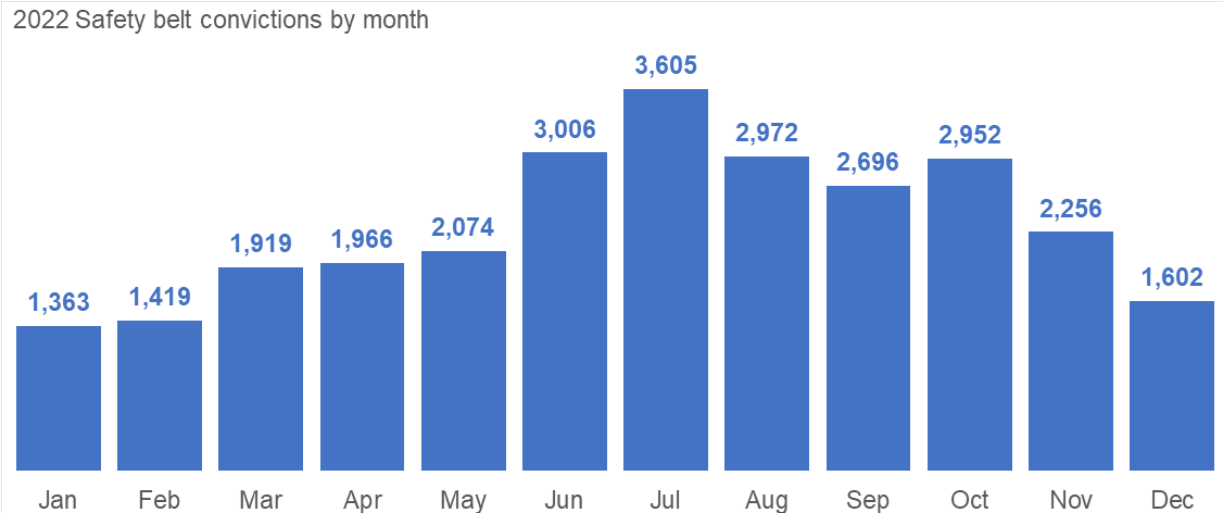
Under the criteria for funding Wisconsin is required to:

- Provide an occupant protection plan
- Participate in the Click-It-or-Ticket (CIOT) national mobilization
- Provide information on our child restraint inspection stations
- Have a program for recruiting, training, and maintaining technicians
- Maintain our state level of effort

Performance measure **B-1** and our goal are in the chart below.



Wisconsin law enforcement agencies sustain their enforcement of seat belt and child restraint laws throughout the year. This graph reports the year-long effort.



In 2022, there were 27,830 convictions for failure to fasten seat belts, a 7% decrease from 2021; and there were 1,862 convictions for child restraint violations, a 0.6% decrease over 2021.

For the period 1994 to 2022, individuals not wearing a seat belt were 56 times more likely to be ejected from their vehicle. In addition, they were 11 times more likely to be killed than someone wearing a shoulder and lap belt at the time of the crash. A 14.4% fatality rate equates to approximately a one in seven chance of being killed.

Linkage Between Problem ID and Countermeasures

NHTSA's Countermeasures That Work, 10th Edition

Occupant Protection Countermeasure Strategy

Decrease unrestrained injuries, fatalities, and crashes.

Occupant Protection Countermeasures

Occupant Protection Program Management

Funding used for program management is allowed under 23 CFR § 1300.13(a)(2)

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

Performance Targets

The Occupant Protection performance targets are **C-1**, **C-2**, **C-4**, and **B-1**.

Estimated Three-Year Funding

$310,000

Occupant Protection Sustained, Saturation and High-Visibility Enforcement

Linkage Between Problem ID and Countermeasures

NHTSA's Countermeasures That Work, 10th Edition; 2. Seat Belts and Child Restraints; 2.1, HVE 2.2 Nighttime, 2.3 Sustain

Funding used for Occupant Protection is allowed under 23 CFR § 1300.21(g)(1)(i)

Enforcement provides a deterrent effect impacting a person's decision to operate a motor vehicle without a seat belt. Enforcement increases the perception of the risk of being arrested. This strategy will decrease the incidence of fatalities and unbelted crashes.

Short-term, high-visibility seat belt law enforcement programs (Chapter 2, Section 2.1) require substantial funding and law enforcement resources. In addition, some States have experienced smaller gains in seat belt use associated with enforcement campaigns after conducting them for several years (Nichols & Ledingham, 2008). These programs also have been conducted almost exclusively during daytime, and the available data suggest that belt use is lower at night (Chaudhary et al., 2005; Hedlund et al., 2004; Nichols & Ledingham, 2008).

The most common high-visibility seat belt law enforcement method consists of short (typically lasting 2 weeks), intense, highly publicized periods of increased belt law enforcement, frequently using checkpoints (in States where checkpoints are permitted), saturation patrols, or enforcement zones. This short-duration seat belt enforcement method was developed in Canada in the 1980s (Boase et al., 2004) and demonstrated in several U.S. communities (Williams & Wells, 2004). It was implemented statewide in North Carolina in 1993 using the Click It or Ticket slogan (Reinfurt, 2004), and subsequently adopted in other States under different names and sponsors (Solomon et al., 2004). NHTSA's Click It or Ticket HVE model is described in detail in Solomon et al. (2003 and 2007).

Performance Targets

Program evaluation will help the state in reaching performance targets **C-1, C-2, C-3,** and **C-4.**

Estimated Three-Year Funding
$5,000,000 402 OP
$3,000,000 405B

Child Passenger Safety (CPS) Equipment

Linkage Between Problem ID and Countermeasures
NHTSA's Countermeasures That Work, 10th Edition; 2. Seat Belts and Child Restraints; 7.2 Inspection Stations.

Funding used for eligible agencies to distribute child restraints is allowed under 23 CFR § 1300.21(g)(1)(v)(C) & 23 CFR § 1300.21(g)(1)(vi)

The effect of this program will be increased awareness of occupant protection efforts. The anticipated impact of this countermeasure strategy is a decrease in child fatalities.

The misuse of child restraints has been a concern for many years. Some programs have been implemented to provide parents and other caregivers with "hands-on" assistance and tips about the proper installation and use of child restraints to combat widespread misuse. CPS inspection stations, sometimes called "fitting stations," are places or events where parents and caregivers can receive this assistance from certified CPS technicians. Certification courses for child safety seat checks are available through the National Child Passenger Safety Certification Program (http://cert.safekids.org).

One of the issues identified when child passenger safety laws were being considered was the costs associated with obtaining child restraints. Because of this, many State and local organizations initiated programs to make child restraints available at low or no cost to parents through child restraint loan or rental programs (Zaza et al., 2001). Since then, the popularity of these programs has decreased significantly as child restraints have become more readily available and funding for such programs scarce. A recent study by CDC, however, found that child safety seat distributions—in combination with other evidence-based practices—may have contributed to significant increases in proper child restraint use in five American Indian/Alaskan Native tribal communities (Billie et al., 2016; West & Naumann, 2014). From 2010 to 2014 all five communities conducted distribution of child safety seats along with educational programs and enhanced enforcement practices. All communities reported increases in observed use of child safety seats (ranging from 6% to 40%) with four communities exceeding their initial goals. A meta-analysis of five studies (four from the United States conducted from 2000 to 2005 and one from Australia conducted in 1987) assessed the effectiveness of interventions in increasing the use of booster seats for children between 4 and 8 years old (Ehiri et al., 2006). Offering incentives such as free booster seats or discount coupons combined with education on the risk of using adult seat belts instead of booster seats, as well as education-only interventions, were all found to be effective in increasing use when compared to no interventions. An Australian study (Bowman et al., 1987) found no evidence of increased Chapter 2. Seat Belts and Child Restraints 2-43 use in booster seats due to law enforcement practices. Zaza et al. (2001) conducted a systematic review of evidence of effectiveness for five interventions, including child restraint distribution programs.

Evidence suggests child restraint distribution coupled with education can be effective.

Performance Targets

The CPS Equipment Grants will help in reaching performance targets **C-1, C-2, C-4.**

Estimated Three-Year Funding

$700,000	402 OP	CPS Car Seat Grant
$120,000	402 OP	CPS Tablet Grant
$250,000	405B	CPS Car Seat Grant

Child Passenger Safety (CPS) Programming

NHTSA's Countermeasures That Work, 10th Edition; 2. Seat Belts and Child Restraints; 6.1 Strategies for Older Children,6.2 Strategies for Child Restraint and Booster Seat Use, & 7.2 Inspection Stations

Funding used for the implementation of the Child Passenger Safety Program is allowed under 23 CFR § 1300.21(g)(1)(ii), (iii), and (iv).

Support and administrative costs for statewide Child Passenger Safety Advisory Committee. Enter a partnership with a contractor named through a state-sanctioned request for proposal to support and administer statewide CPS Technician Training including recruitment, training, education, and retention rates that will address the level of need in the state of Wisconsin.

The number of older children killed in traffic fatalities has decreased substantially since 2007. For children 8 to 12, there has been a 16% decrease from 402 fatalities in 2009 to 339 fatalities in 2018 (NCSA, 2021). Similarly, for children 13 and 14 there has been a 38% decrease from 254 fatalities in 2009 to 158 fatalities in 2018. While increased seat belt use has undoubtedly contributed to these improvements, there is still room to improve seat belt use in these age groups. The 2017 NSUBS found that more children 8 to12 were using restraints, and only 14% were unrestrained in 2017, which is an improvement from 16% unrestrained in the 2015 NSUBS (Li & Pickrell, 2018b). While older children are using restraints more often, those who were unrestrained made up a higher proportion of deaths in fatal crashes (NCSA, 2021). For children 8 to 12, some 43% of the children killed were unrestrained, whereas only 12% of the children who survived were unrestrained. Similarly, for children 13 to 14, about 51% of the children killed were unrestrained, whereas only 21% of the children who survived were unrestrained.

Both the American Academy of Pediatrics and NHTSA recommend children stay rear facing as long as possible until they outgrow the height or weight limits of the seats, and then use forward-facing harnesses for as long as possible (Durbin et al., 2018; NHTSA, 2019). However, observational data from the 2017 National Survey of the Use of Booster Seats (NSUBS) show that 5.2% of children under age 1 were moved prematurely to forward-facing child restraints. Similarly, 14.9% of children 1 to 3 were not in a rear- or forward-facing child restraints but were instead in booster seats, the seat belts alone, or were unrestrained (Li & Pickrell, 2018b). Note, however, that some 4-year-olds may meet the requirement of a booster seat, so while it is not best practice, it also is not technically "misuse."

Inspection stations in urban communities may be effective in reaching households that improperly use child restraints. One study conducted in Los Angeles that reached out to parents and caregivers using advertisements found that vehicles visiting the inspection stations had a rate of child restraint misuse of 96.2% (Bachman et al., 2016). Examples of misuse included inappropriate use of the top tether, older children prematurely restrained in front seats, and seat belts routed incorrectly. While this rate was substantially higher than the 46% misuse rate observed in the nationally representative NCRUSS sample (Greenwell, 2015), some of this difference likely reflects a broader definition of misuse in the Los Angeles study as the determination of misuse was based on American Academy of Pediatrics (AAP) best practice recommendations. It is also possible that the households targeted in this community study had particularly high misuse rates. The Los Angeles inspection station study found that factors such as child age, child weight, and vehicle year led to systemic instances of child restraint misuse and should be considered when conducting inspections and addressing deficiencies in restraint use (Bachman et al., 2016).

Performance Targets
The CPS Equipment Grants will help in reaching performance targets **C-1, C-2, C-4.**

Estimated Three-Year Funding
$800,000 402 OP CPS Programming

CIOT Mobilization Post Observational Surveys
Funding used for CIOT Mobilization post observational surveys is allowed under 23 CFR § 1300.21(g)(1)(vi)

The effect of this program will be increased awareness of occupant protection efforts. The anticipated impact of this countermeasure strategy is a decrease in unbelted fatalities. The observational data and outcome of the report will be utilized to develop new programming such as a county level observation in above average crash and low usage counties at time of crash, adjust marketing and education messages, and build community awareness. This will also inform BOTS which communities to seek out participation and engagement.

Participation in the Click It or Ticket national enforcement mobilization is a requirement for receiving federal funds, and the survey that is conducted as a result of this project will provide us with more information on the effectiveness of this mobilization that will inform future mobilizations.

Performance Targets
This program will allow us to assess performance target **B-1**

Estimated Three-Year Funding
$500,000 405B Seat Belt Observational Survey

Occupant Protection Media
NHTSA's Countermeasures That Work, 10th Edition; 2. Seat Belts and Child Restraints, 2-3. Communication and Outreach, Enforcement, 2-6. Communication and Outreach for Child

Restraints; 3.2 Strategies for Low-Belt-Use-Groups; 6.1 Strategies for Older Children; 6.2 Strategies for Child Restraint and Booster Seat Use

The effect of this program will be increased awareness of occupant protection efforts. The anticipated impact of this countermeasure strategy is a decrease in unbelted fatalities. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004).

The effectiveness of communication and outreach strategies has been examined in various ways. Will et al. (2009) used a threat-based message to increase booster seat use among attendees of two large daycare/after-school programs in Eastern Virginia. The intervention included a video made with images to invoke emotions, crash test footage, well-respected experts, and personal stories to convey a message of high-threat consequences without using graphic, "gory" images. The study found significant increases in overall restraint use and booster seat use following exposure to the intervention and concluded that applying messages of high-threat consequences (without gore) to booster seat interventions is a promising approach. Similarly, some studies have also used a different threat-based message ("No Regrets") with some success (Bryant-Stephens et al., 2013; Winston et al., 2007). Another study found that the strongest predictors of booster seat use among Canadian parents of 4- to 9-year-olds was the parents' knowledge of the purpose and benefit of booster seat use as well as perceived community norms (Bruce et al., 2011)

All HVE programs include communications and outreach strategies that use some combination of earned media (news stories, social media) and paid advertising. Communications and outreach will be conducted at local, county and state level.

Performance Targets

This countermeasure's performance will be tracked by performance measures **C-1** and **C-4**.

Estimated Three-Year Funding

$2,300,000 405B
$2,000,000 402 OP PM

Funding Considerations

- Public Participation and Engagement
- Location
- Affected/Potentially Affected Communities
- Partnerships
- Uniform Guidelines for State Highway Safety Programs: Highway Safety Program Guideline No. 20

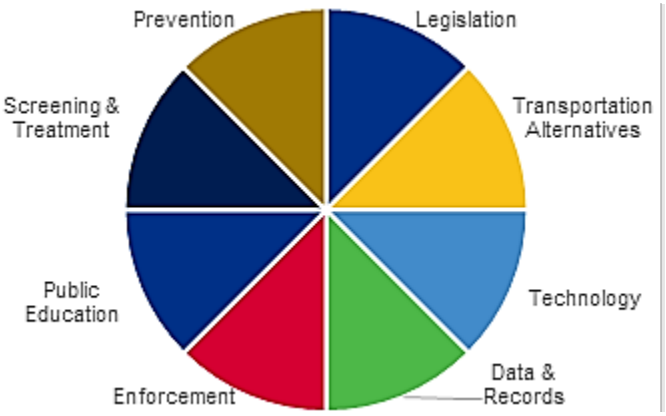
Program is in accordance with 23 U.S.C. 402(a)(2) under the following sections: (A)(ii) to encourage the proper use of occupant protection devices (including the use of safety belts and child restraint system) by occupants of motor vehicles; (iv) to prevent accidents and reduce injuries and deaths resulting from accidents involving motor vehicles and motorcycles; (vi) to reduce accidents resulting from unsafe driving behavior (including aggressive or fatigued driving

and distracted driving arising from the use of electronic devices in vehicles); (B)(i) driver education.

Impaired Driving Program

Impaired Driving Problem Identification

Based on experience, WisDOT understands that no single solution for this problem exists. The pie chart below illustrates the comprehensive approach that needs to be considered in each community. The size of the pie pieces does not reflect their relative importance, which varies depending on where a community is located within the state.



Impaired driving has a high economic cost to the state, as determined using national cost estimates obtained from the National Safety Council. Applying this approach to 2021 crash statistics demonstrates the significant cost to the state. See performance measure **C-5** in the introduction for a performance measure and goal for this program.

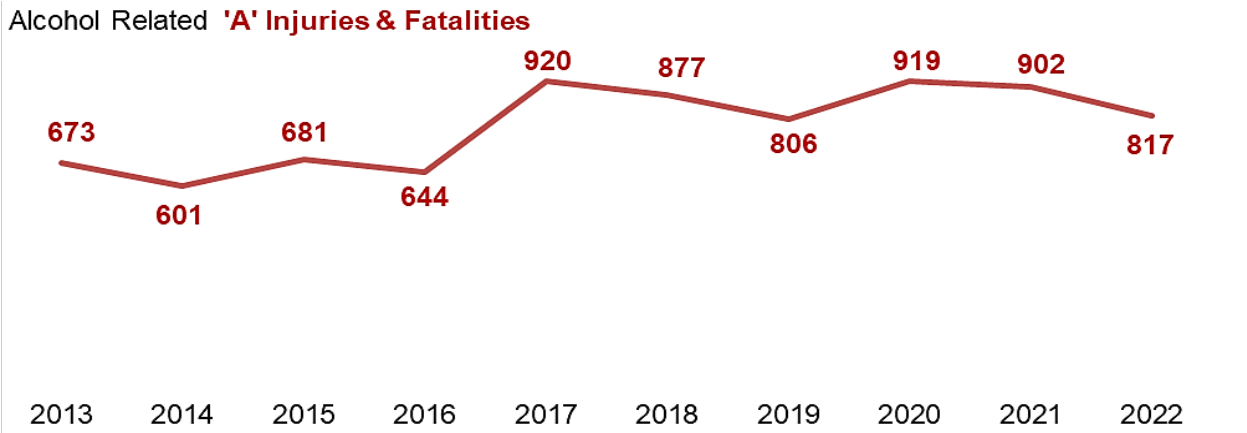
Table. Economic Loss from Traffic Crashes, 2022

Crash Severity	Total Persons	Cost per Person	Total Cost
Fatality (K)	156	$1,778,000	$277,368,000
Incapacitating (A)	661	$155,000	$102,455,000
Non-incapacitating (B)	1480	$40,000	$59,200,000
Possible C	868	$24,000	$20,832,000
Property Damage (Total Vehicles)	8954	$5,700	$51,037,800
Total Economic Loss			**$510,892,800**

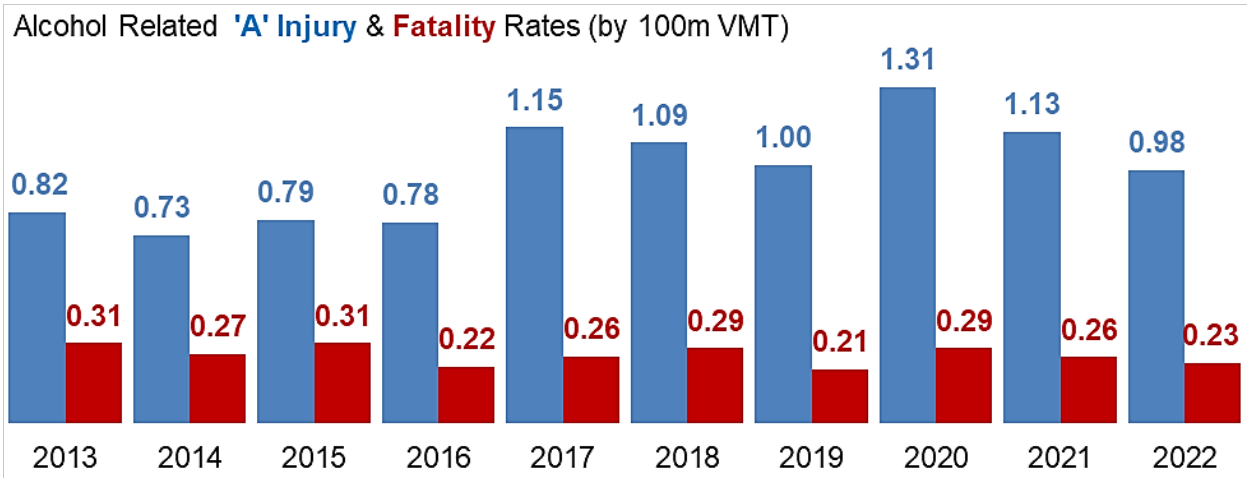
National Safety Council. “Estimating the Costs of Unintentional Injuries, 2022.”

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

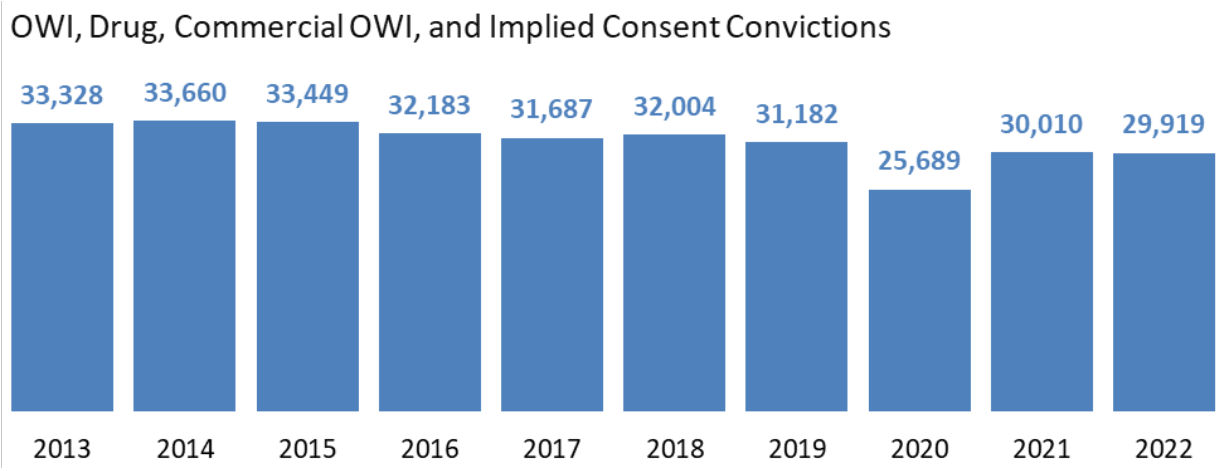
In 2003 (Wisconsin's base year), 9,007 alcohol-related crashes resulted in 348 deaths (42% of all deaths) and 6,445 injuries. Since then, Wisconsin has seen significant improvement. In 2022, 6,232 alcohol-related crashes resulted in 156 deaths and 3,009 injuries—but alcohol remains a factor in 26.2% of all traffic-related deaths.



As the first graph illustrates, combined alcohol-related fatalities and incapacitating ('A') injuries have increased since 2013, with a significant decrease in fatalities between 2012 and 2022. In 2012, the alcohol fatality rate was 0.38 per 100 million VMT compared to 0.23 per 100M VMT in 2022, a 25 percent decrease.



In 2022, 29,919 convictions for operating a motor vehicle while intoxicated were entered into driver records, compared to 30,010 in 2021.



Under the FAST Act, Wisconsin is considered a low-range state with a 0.30 alcohol impaired driving fatality rate per 100 million VMT. Prior to becoming a low-range state, Wisconsin was a mid-range state and was required to convene a statewide impaired driving task force and develop a Statewide Impaired Driving Plan.

Wisconsin's task force convened on August 6, 2013, established a charter, set priorities, and submitted its first report by September 1, 2013. The task force approved a new Statewide Impaired Driving Plan, dated May 23, 2016, and has submitted in prior HSPs.

This report identifies six signature initiatives:

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

While no longer required, BOTS continues to convene this work group quarterly and it serves as the Impaired Driving Work Group for our state's SHSP issue area.

The impaired driving performance countermeasures are **C-1, C-2, C-3, C-5, C-7, C-10, C-11**

Impaired Driving Countermeasure Strategy

Decrease impaired driving injuries, fatalities, and crashes.

Impaired Driving Countermeasures

Impaired Driving Program Management

Funding used for hiring a full-time impaired driving coordinator is allowed under 23 CFR § 1300.13(a)(ii), 23 CFR § 1300.23(j)(1)(ii)

This activity will fund wage, fringe, data processing, materials and supplies, training and travel, printing, and postage for the work of this position.

The position will work with regional program managers, law enforcement liaisons, and law enforcement agencies of all sizes to coordinate impaired driving efforts, encourage safe and effective sustained enforcement and participation in mobilizations. It will also work directly with the drug recognition expert (DRE) program coordinator to provide support of the Wisconsin Drug Evaluation and Classification program.

Performance Targets
The impaired driving performance targets are **C-1, C-2, C-3, C-4, C-5, C-7, C-10, C-11**.

Estimated Three-Year Funding
$285,000.00 405D

Promotion of Transportation Alternatives
NHTSA's Countermeasures That Work, 10th Edition; 5. Prevention; 5.4 Alternative Transportation

The WisDOT administers a state-funded, safe-ride grant program and supports other federally funded transportation alternative programs to bolster efforts to reduce the incidence of operating a motor vehicle while intoxicated in local communities.

Performance Targets
Wisconsin's transportation alternatives programs provide support to the state in reaching performance target **C-5**.

Estimated Three-Year Funding
$3,672,500 531 State Funding
$685,600 402AL

High-Visibility, Saturation Patrols, and Integrated Impaired Driving Enforcement
NHTSA's Countermeasures That Work, 10th Edition; 5. Deterrence: Enforcement; 2.2 High-Visibility Saturation Patrols and 2.5 Integrated Enforcement

A saturation patrol (also called a blanket patrol or dedicated DWI patrol) consists of many law enforcement officers patrolling a specific area looking for impaired drivers. These patrols usually take place at times and locations where impaired-driving crashes commonly occur. The primary purpose of publicized saturation patrol programs is to deter driving after drinking by increasing the perceived risk of arrest. Saturation patrols should be publicized extensively and conducted regularly as part of an ongoing saturation patrol program.

Impaired drivers are detected and arrested through regular traffic enforcement and crash investigations as well as through special impaired-driving checkpoints and saturation patrols. Special enforcement directed primarily at other offenses such as speeding or seat belt nonuse, offer an additional opportunity to detect impaired drivers, especially at night, as impaired drivers often speed or fail to wear seat belts.

Performance Targets
The impaired driving performance targets are **C-1, C-2, C-3, C-4, C-5, C-7, C-10, C-11**.

Estimated Three-Year Funding
$7,185,000 405D

Prosecution and Adjudication

NHTSA's Countermeasures That Work, 10th Edition; 3.1 Deterrence, DWI Courts

Based on the drug court model, DWI courts are specialized courts dedicated to changing the behavior of DWI offenders through intensive supervision and treatment. A dedicated DWI court provides a systematic and coordinated approach to prosecuting, sentencing, monitoring, and treating DWI offenders. Prosecutors and judges in DWI courts specialize in DWI cases. The underlying goal is to change offender behavior by identifying and treating alcohol abuse problems and by holding offenders accountable for their actions.

Traffic Safety Resource Prosecutors - DWI cases can be highly complex and difficult to prosecute, yet they are often assigned to the least experienced prosecutors. In one survey, about half of prosecutors and judges said the training and education they received prior to assuming their positions were inadequate for preparing them to prosecute and preside over DWI cases. Traffic Safety Resource Prosecutors (TSRPs) are professionals with prosecutorial experience who specialize in the prosecution of traffic crimes, and in particular, DWI cases. They provide training, education, and technical support to prosecutors and law enforcement agencies (LEAs) in their States.

Judicial Outreach Liaisons (JOLs) - These are current or former judges experienced in adjudicating DWI cases. Many JOLs have presided over DWI or drug courts. They share information and provide education to judges and other court personnel about DWI cases. NHTSA has developed guidelines for creating State JOLs and Wisconsin is fortunate to have one through collaborations with the American Bar Association.

Performance Targets

The OWI Courts and Adjudication will support the state in attaining performance target **C-5**.

Estimated Three-Year Funding

$75,000	405D	OWI Courts
$1,165,000	402AL	Traffic Safety Resource Prosecutor
$350,000	405D	JOL

Drug Evaluation and Classification Program

NHTSA's Countermeasures That Work, 10th Edition; 7. Drug-Impaired Driving 7.1 Enforcement and 7.3 Education

Enforcement of drug-impaired driving laws can be difficult. Typically, drug-impaired driving is only investigated when a driver is obviously impaired, but the driver's BAC is low. If drivers have BACs over the illegal limit, many officers and prosecutors do not probe for drugs, as in many States drug-impaired driving carries no additional penalties.

Many LEAs employ drug recognition experts to assist in investigating potential drug-impaired-driving cases. NHTSA recommends that DREs participate in HVE and respond to serious and fatal crashes. DREs use a standardized procedure to observe a suspect's appearance,

behavior, vital signs, and performance on psychophysical and physiological tests to determine whether and what type of drug or drug category may have been used (Talpins et al., 2018). If drug intoxication is suspected, a blood or urine sample is collected and submitted to a laboratory for confirmation. NHTSA has developed the Advanced Roadside Impaired Driving Enforcement training, which bridges the gap between the Standardized Field Sobriety Test (SFST) and the DRE training programs. This program is available to those who are already certified to conduct the SFST and requires 16 hours of pre-classroom instruction and 56 hours of classroom instruction (International Association of Chiefs of Police, 2020b).

Performance Targets
The impaired driving performance targets are **C-1, C-2, C-3, C-5, C-7, C-10, C-11**

Estimated Three-Year Funding

$2,750,000	405D	DRE Program, DRE Schools, State Coordinator
$650,000	405D	Toxicology and Testing
$220,000	405D	DUID Phlebotomy

Impaired Driving Issue Area Training and Education

Funding used for training traffic safety professionals is allowed under 23 CFR § 1300.23(j)(1)(ii)

Providing training and education of traffic safety professionals involved with the Impaired Driving program to ensure they are provided with up to data standards and practices within their program area.

Performance Targets
The impaired driving performance targets are **C-1, C-2, C-3, C-5, C-7, C-10, C-11**

Estimated Three-Year Funding

$150,000	405D

Public Information and Education

Funding used for educating and informing the public through traffic safety programs is allowed under 23 CFR § 1300.23(j)(1)(ii).

Creating and cultivating partnerships to provide programs and information to the public through community partnerships, awareness campaigns, and displays.

Performance Targets
The impaired driving performance targets are **C-1, C-2, C-3, C-5, C-7, C-10, C-11**

Estimated Three-Year Funding

$365,000	405D

Impaired Driving Mass Media Campaigns

NHTSA's Countermeasures That Work, 10th Edition; 5. Prevention, 5.2 Mass-Media Campaigns

Promoting impaired driving programs will help to decrease impaired driving among the traveling public. A mass media campaign consists of intensive communication and outreach regarding alcohol-impaired driving that use radio, television, print, social, and other mass media, both paid and/or earned. Mass media campaigns are a standard part of every State's effort to reduce alcohol-impaired driving. Some campaigns publicize deterrence or prevention measures such as changes in a State's DWI laws, checkpoints or other highly visible enforcement. Other campaigns promote specific behaviors such as the use of designated drivers, illustrate how impaired driving can injure and kill, or simply urge the public not to drink and drive.

Performance Targets

Mass media performance will impact the outcomes of performance measures **C-1** and **C-5**.

Estimated Three-Year Funding

$3,550,300 405D
$1,000,000 402AL

Funding Considerations

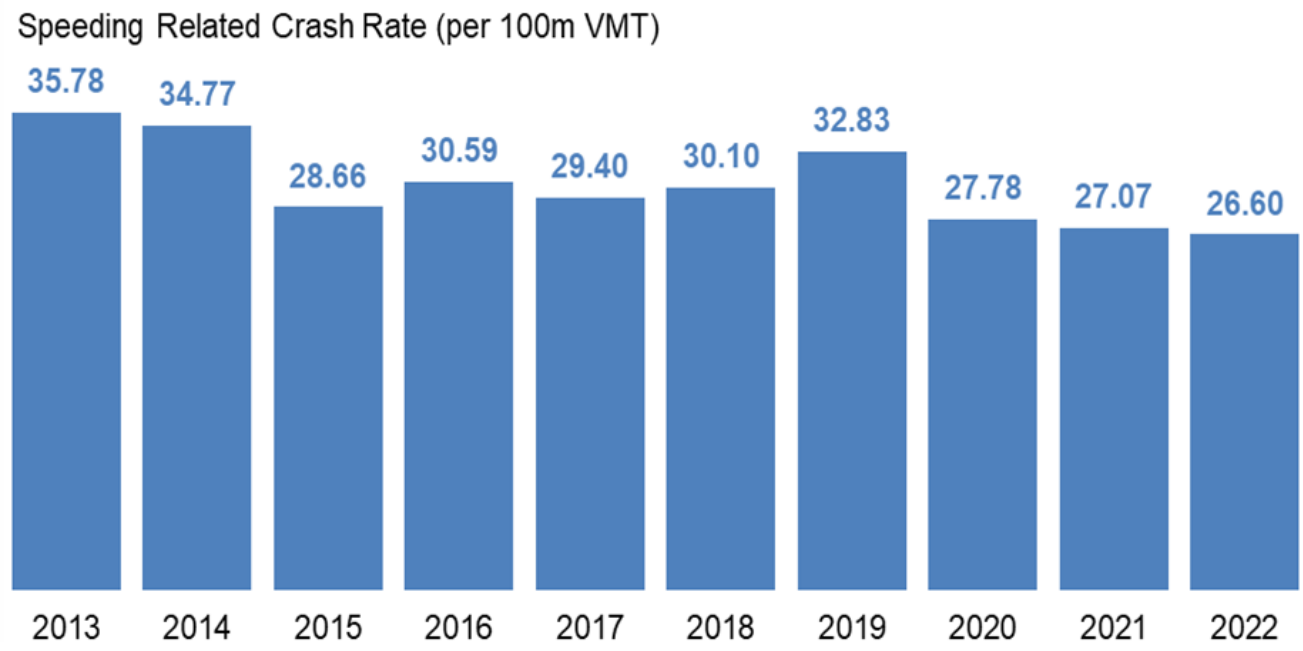
- Public Participation and Engagement
- Location
- Affected/Potentially Affected Communities
- Partnerships
- Uniform Guidelines for State Highway Safety Programs: Highway Safety Program Guideline No. 8

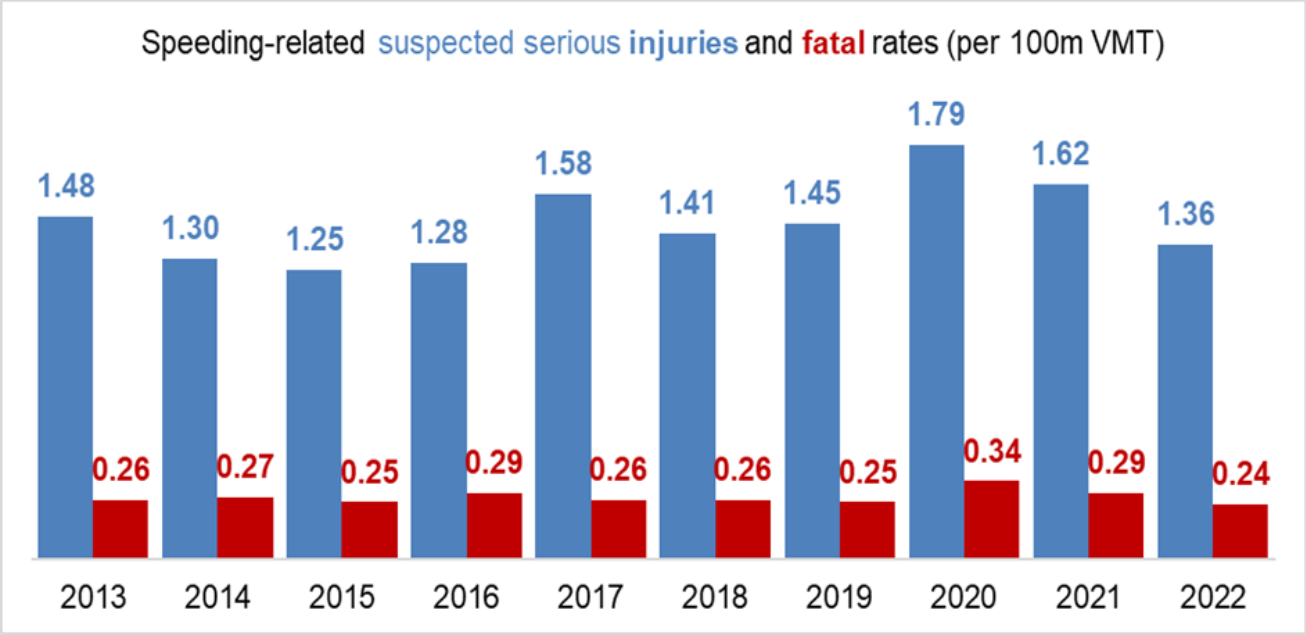
Police Traffic Safety Program

Police Traffic Safety Problem Identification

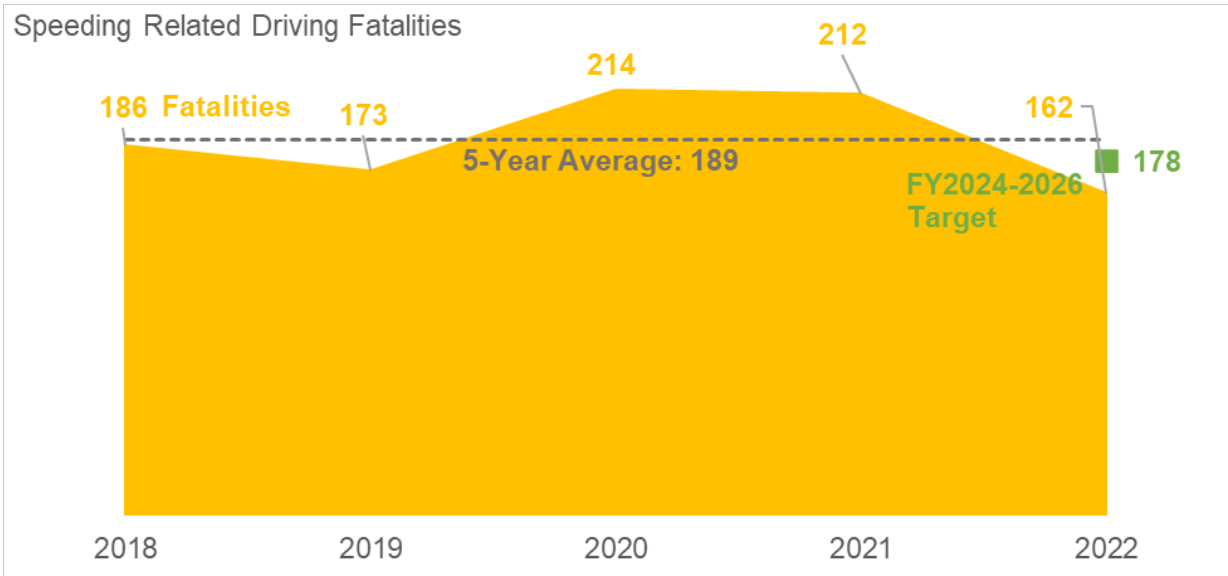
The number of crashes for which speed is a possible contributing circumstance (PCC) is assumed to be far fewer than the number of crashes for which speed played a factor. This assumption is based on data indicating that speeding is the most cited driver behavior.

Speed-related crashes resulted in 27% of all deaths and 19% of all injuries in 2022 (preliminary). In addition, 162 people died and 6,703 were injured in 17,879 speed-related crashes. In total, there were 156,694 convictions for speeding violations in 2022.


Speeding Related Crash Rate (per 100m VMT)
35.78
34.77
28.66
30.59
29.40
30.10
32.83
27.78
27.07
26.60
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022


Speeding-related suspected serious injuries and fatal rates (per 100m VMT)
1.48
0.26
1.30
0.27
1.25
0.25
1.28
0.29
1.58
0.26
1.41
0.26
1.45
0.25
1.79
0.34
1.62
0.29
1.36
0.24
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022

Performance measure **C-6** and the goal are illustrated in the graph below.



In 2022, there were 39 fatalities and 305 incapacitating injuries because of distracted driving. Distracted driving results in an economic cost of over $330 million to the state annually.

According to Wisconsin State Statutes, writing or sending emails or text messages while driving is illegal - “No person may drive… any motor vehicle while composing or sending an electronic text message or an electronic mail message,” Wis. Stats. §346.89(3)(a). In November 2012, a state law went into effect that prohibits drivers with an instruction permit or probationary license, which includes many teenagers, from “using a cellular or other wireless telephone except to report an emergency” while driving.

Additionally, inattentive driving is also illegal according to Wisconsin law - “No person while driving a motor vehicle may be engaged or occupied with an activity, other than driving the vehicle, that interferes or reasonably appears to interfere with the person’s ability to drive the vehicle safely,” §346.89(1), Wis. Stats. Furthermore, using a cellular telephone that is not hands-free or voice-operated is prohibited “where persons engaged in work in a highway maintenance or construction area or in a utility work area are at risk from traffic, except to report an emergency,” §346.89 (4m), Wis. Stats.

Table. Economic Loss from Distracted Driving Traffic Crashes, 2022

Crash Severity	Total Persons	Cost per Person	Total Cost
Fatality (K)	39	$1,778,000	$69,342,000
Incapacitating (A)	305	$155,000	$47,275,000
Non-incapacitating (B)	1719	$40,000	$68,760,000
Possible C	1795	$24,000	$43,080,000
Property Damage (Total Vehicles)	17903	$5,700	$102,047,100
Total Economic Loss			**$330,504,100**

National Safety Council. “Estimating the Costs of Unintentional Injuries, 2020.” (Adjusted for inflation)

Link between Problem ID and Countermeasures
Police Traffic Safety's performance will impact **C-1, C-2, C-3, C-4, and C-6**.

Police Traffic Safety Countermeasure Strategy
Decrease speeding and distracted driving injuries, fatalities, and crashes.

Police Traffic Safety Countermeasures

High-Visibility, Sustained and Saturation Patrols
NHTSA's Countermeasures That Work, 10th Edition; 2. Speed Management, 2.2 High-Visibility Enforcement, 2.3 Other Enforcement Methods; Highway Safety Program Guidelines No. 15 Traffic Enforcement Services

High-visibility enforcement campaigns have been used to deter speeding and aggressive driving through specific and general deterrence. In the HVE model, law enforcement targets certain high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. The objective is to convince the public that speeding and aggressive driving actions are likely to be detected and that offenders will be arrested and punished.

The presence of law enforcement provides a deterrent effect upon a person's decision to break the law. Enforcement increases the perception of the risk of being ticketed. This strategy will decrease the incidence of fatalities.

Performance Targets
Enforcement of the law prohibiting speeding and inattentive driving will provide support to the state in reaching performance target **C-1, C-2, and C-6**.

Estimated Three-Year Funding
$3,250,000 402PT

Predictive Analytics and Community Outreach
NHTSA's Countermeasures That Work, 10th Edition; 4. Communications and Outreach, 4.1 Communication and Outreach Supporting Enforcement; A3 Speeding and Speed Management, 2.3 Other Enforcement Methods

Many traffic enforcement operations help to deter speeding and aggressive driving as well as other traffic offenses. In addition to HVE campaigns (Chapter 3, Section 2.2) and automated enforcement (Section 2.1), new technologies have been recommended to address speeding and aggressive driving (NHTSA, 2001a). LEAs around the country have also conducted innovative and effective aggressive driving enforcement programs (NHTSA, 2000).

Unstaffed speed display devices, also known as speed trailers, can show drivers that they are speeding and may encourage some drivers to slow down, but effects may last only as long as the devices are in place (Donnell & Cruzado, 2008). They may also suggest to drivers that speeds are being monitored or enforcement is nearby. Signs that provided either an implication

that speeds were being monitored or a social norms message (average speed at the site; your speed) were effective at reducing speeds in a zone although not as much as in earlier studies.

Performance Targets
Program evaluation will help the state in reaching performance target **C-1 and C-4**.

Estimated Three-Year Funding
$700,000 402PT

Funding Considerations
- Public Participation and Engagement
- Location
- Affected/Potentially Affected Communities
- Partnerships
- Uniform Guidelines for State Highway Safety Programs: Highway Safety Program Guideline No. 21

Program is in accordance with 23 U.S.C. 402(a)(2) under the following sections:(A) (vi) to reduce accidents resulting from unsafe driving behavior (including aggressive or fatigued driving and distracted driving arising from the use of electronic devices in vehicles); (B)(i) driver education.

Traffic Records Improvement Program
This countermeasure program is allowable under Uniform Guidelines for Highway Safety Programs, specifically Highway Safety Program Guideline No. 10 – Traffic Records.

Traffic Records Countermeasure Strategy
Increase accessibility to injuries, fatalities, and crash data.

Traffic Records System Information Components
A Traffic Records System (TRS) has been defined as a virtual set of independent real systems (e.g., driver conviction records, crash records, roadway data, etc.), which collectively form the information base for the management of the highway and traffic safety activities of a State. An updated concept of a TRS encourages States to take a global approach and work toward compiling data into a unified, accessible resource. Sharing and integrating data makes such a system possible, without necessarily duplicating costly and time-consuming tasks such as data entry.

Achieving integrated access to data without bringing all the data into a single database is a goal of the TRS. The traffic records system should consist of the following major components: Members of the TRCC include owners, operators, collectors, and users of traffic records and public health and injury control data systems. The TRCC also includes representatives from organizations related to highway safety, highway infrastructure, law enforcement, the court system, public health, EMS, and others. The TRCC meets at least quarterly (and sometimes more often, such as when plans are being formulated).

Members of the TRCC have review and approval authority with respect to state highway safety data and systems. The TRCC members make decisions concerning membership, leadership, and changes to the state's multi-year Strategic Plan and interim performance measures used to demonstrate progress.

States can use grant funds for making data program improvements to core highway safety databases related to quantifiable, measurable progress in any of the significant data program attributes of accuracy, completeness, timeliness, uniformity, accessibility, or integration.

Data and Information Quality Projects

This countermeasure program is allowable under Uniform Guidelines for Highway Safety Programs, specifically Highway Safety Program Guideline No. 10 – Traffic Records, for countermeasure justification with the traffic records program area. Standard traffic records countermeasures include:

(i) *Timeliness* – information should be available within a timeframe to be meaningful for effective analysis of a state's highway safety programs, and for efficient conduct of each custodial agency's business and mission.

(ii) *Consistency* – information should be consistent with nationally accepted and published guidelines and standards (e.g., the Model Minimum Uniform Crash Criteria, the National EMS Information System) and data should be collected on uniform forms that are prescribed by the State for use by all jurisdictions. The ANSI D16.1-2007 is the standard for statistical classification of motor vehicle traffic crashes and is the primary reference for classifying motor vehicle crashes. This standard promotes consistency of motor vehicle traffic accident statistics. To view the standard, go to: http://www.atsip.org/index.php?/atsip/d-16.

(iii) *Completeness* – information should be complete in terms of all the people, events, things, or places represented by the records in the various components, and it should be complete in terms of all the variables required to be collected on those people, events, things, or places.

Accurate information is contained on individual reports (e.g., validity and consistency checks in the data capture and data entry processes and feedback to jurisdictions submitting inaccurate reports); Accuracy - the information should be accurate as determined by quality control methods to ensure National Highway Traffic Safety Administration 4 Highway Safety Program Guideline No. 10.

(iv) *Accessibility* – information should be readily and easily accessible to the principal users of the traffic records system components, including both direct access (automated) and the ability to obtain periodic (standard) reports as well as reports and data by special request; and

(v) *Data Integration* – information in any traffic records system component should be capable of being linked with any other component with common data variables where possible and permitted by law.

Data Integration states should integrate data and expand their linkage opportunities to track traffic safety events among data files. Data integration should be addressed through the following: Create and maintain a system inventory; Support centralized access to linked data; Meet Federal reporting requirements, such as the Fatality Analysis Reporting System (FARS), the Motor Carrier Management Information System (MCMIS/SafetyNet), the Highway Performance Monitoring System (HPMS), and others; Support electronic data sharing; and adhere to State and Federal privacy and security standards.

The TRS should support the traffic safety strategic planning process that helps state and local data owners identify and support their overall traffic safety program needs and addresses the changing needs for information over time.

Performance Targets
Traffic records coordination and management will impact **C-1 and C-3**

Estimated Three-Year Funding
$3,672,000 405C

Traffic Records System Management
Funding used for traffic records system management is allowable under 23 CFR § 1300.22(d)(6) and 23 CFR § 1300.13(a)(1)(i).

Highway safety analysts are an essential component to improve traffic safety in the state of Wisconsin. This position functions within the Bureau of Transportation Safety (BOTS) to work with partner agencies including but not limited to law enforcement, technical colleges, private business, advocacy groups and other BOTS staff to coordinate traffic safety awareness efforts to reduce fatalities and injuries as indicated by crash and injury data. These positions are essential for continuing coordination of Wisconsin's strong programs, associated grants, and outreach efforts.

Performance Targets
Traffic records coordination and management will impact **C-1 and C-3**

Estimated Three-Year Funding
$852,000 402TR

Funding Considerations
- Public Participation and Engagement
- Location
- Affected/Potentially Affected Communities
- Partnerships

- Uniform Guidelines for State Highway Safety Programs: Highway Safety Program Guideline No. 10

First Responder Program

Emergency Medical Services Problem Identification
Assess Traffic Safety Impact

Emergency Medical Services are a critical role in traffic safety outcomes. With over 45% of crashes occurring on rural local, county, and state transportation infrastructure. Medical training, policies, and equipment is necessary in saving the lives of those injured in crashes that require care. A significant portion of the population in Wisconsin is an average transport time of 51 minutes (Academic Emergency Medicine, February 2019, Vol. 26. No 2. www.aemj.org) for level I and II trauma care. Triage and stabilization are on average a 24-minute transport time.

Link between Problem ID and Countermeasures

Support of Emergency Medical Services will improve the outcomes of performance measure **C-3**.

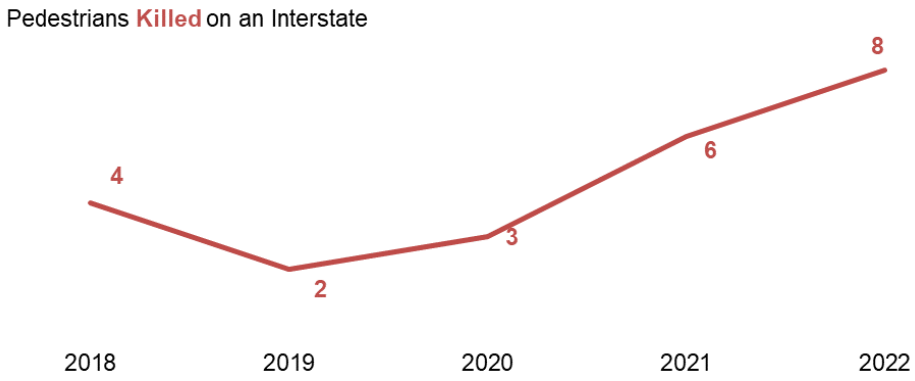
Emergency Medical Service Countermeasure Strategy

Increase Emergency Medical Services response times and prevent first responder crashes, injuries, and fatalities.

First Responder Countermeasures

Crash Prevention by Digital Alerting

Innovative Countermeasure, Digital Alerting



An innovative countermeasure equips emergency vehicles that operate roadside with digital alerting technology that provides early warning to other drivers within their vehicle. Digital alerting technology differs from all past methods utilized to notify a driver of an approaching hazard by bringing the alert to within the vehicle to gain the driver's attention.

As an alerting solution, emergency lights function as an ultra-short-range visual warning method delivered externally from the responder vehicle with no direct connection to approaching drivers. Comparatively, digital alerting functions as a medium-range warning method delivered digitally from an equipped responder vehicle directly to motorists inside their vehicles with both auditory and visual alerts. As such, digital alerts transverse terrain barriers that emergency lighting cannot, such as road grade, road elevation, and other hazards on the route of travel not within line of sight. Alerts are received inside vehicles through a growing number of systems, including popular vehicle and application navigation systems (e.g., Waze, Apple Maps) and cellular -connected vehicle dashboards from manufacturers such as Stellantis (Jeep, Dodge, Ram, Chrysler, Alfa Romeo). Many of these systems require no specific actions or registrations from motorists for alerts to be received.

Digital alerting has been found to be an effective countermeasure at reducing motorist speed and hard braking events near roadside incidents through research conducted by Purdue University. Additional research from the University of Michigan found advance warning systems like digital alerting reduced the likelihood of collision by 90% compared to traditional lights and sirens alone.

Linked Performance Target:
The impact of using digital alerting technology will aid in reducing performance measure **C-10**.

Estimated Three-Year Funding

$ 300,000	405H	1st Responder Roadside Safety
$ 200,000	402 BIL	Supplement Share *to local as a suggestion*

Rural Emergency Medical Services Education, Retention, Recruitment

Funding used for rural emergency medical services education, retention, and recruitment is allowable under Uniform Guidelines for State Highway Safety Programs: Highway Safety Program Guideline No. 11.

Link between Problem ID and Countermeasures
Emergency response coordination and training will mean improved outcomes for occupants and persons involved in crashes. A willing and able emergency response program is important for timely and expedient health care. The Department of Health Services (DHS) will collaborate and develop an EMS plan with a focus on recruitment and retention of first responders, and to educate the general population and emergency responders about the state Trauma System, and to review and duplicate highway safety materials for distribution locally by EMS/trauma care personnel. We planned to expend this amount in the HSPs of previous years in fiscal year 2021. Distance to trauma centers has been proven to have a significant role affecting the severity of injuries after a crash. This project will focus on recruitment and retention of EMTs in areas with fewer ambulance services. This will impact traffic safety by providing better EMS services in remote areas and increasing response times, which will help make it less likely that a relatively minor traffic incident would result in a fatality.

Performance Targets
Investment of recruitments, education, equipment will aid Wisconsin in achieving reducing **C-1** and **C-3**.

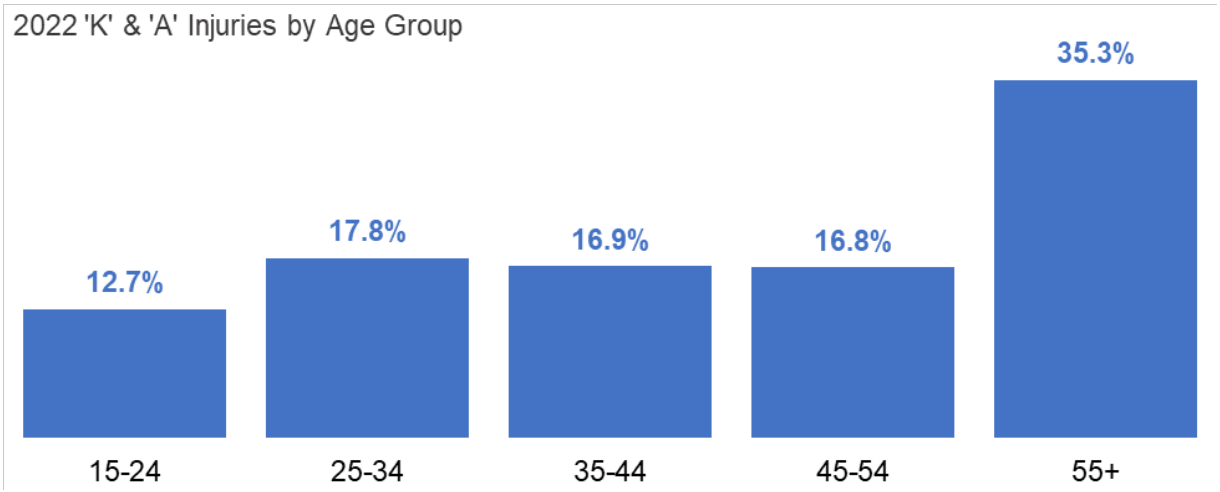
Estimated Three-Year Funding
$200,000 402 PS

Funding Considerations
- Public Participation and Engagement
- Location
- Affected/Potentially Affected Communities
- Partnerships
- Uniform Guidelines for State Highway Safety Programs: Highway Safety Program Guideline No. 11

Program is in accordance with 23 U.S.C. 402(a)(2) under the following sections: (A)(ii) to encourage the proper use of occupant protection devices (including the use of safety belts and child restraint system) by occupants of motor vehicles; (iv) to prevent accidents and reduce injuries and deaths resulting from accidents involving motor vehicles and motorcycles; (vi) to reduce accidents resulting from unsafe driving behavior (including aggressive or fatigued driving and distracted driving arising from the use of electronic devices in vehicles); (B)(i) driver education.

Motorcycle Safety Program

Motorcycle Safety Problem Identification
In 2022, 714 motorcyclists or moped users were seriously injured and 81 were killed in 1,989 reported traffic crashes. Over the prior five years, 83% of motorcycle/moped crashes resulted in a fatality or injury. In 2022, if you were a rider in a reportable motorcycle or moped crash, you were most likely injured—only 338 motorcycle and moped crashes did not result in injury. Most of these injuries are to people over 35 years old. The chart below shows that 69% of the motorcyclist and moped user fatalities and incapacitating injuries occur to individuals 35 years old and older. See performance measures **C-7** and **C-8** in the introduction for performance measures and targets for this program.

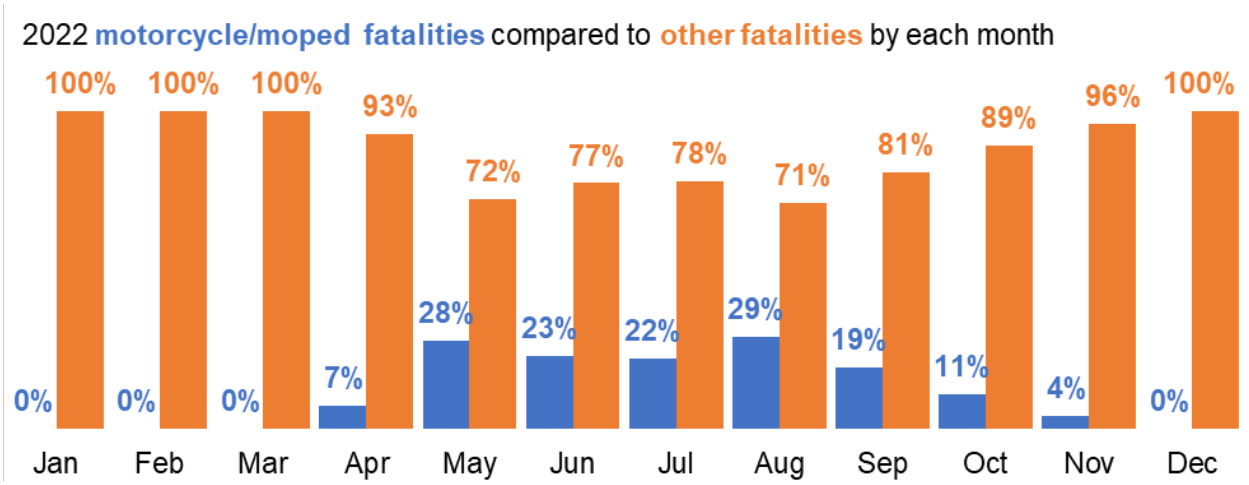


Riding motorcycles and mopeds for most riders is a seasonal endeavor. Rarely does Wisconsin have a warm enough winter for even the most avid rider to continue around-the-year use. Motorcyclist fatalities nonetheless accounted for 13.6% of total fatalities on Wisconsin roads in 2022. The following graph illustrates when those fatalities occurred and that a large share of motorcyclist fatalities typically occur during summer months.

Motorcycle crashes involving another vehicle (2022)

County	Total Crashes	Share of Crashes
Milwaukee	165	20.6%
Waukesha	61	7.6%
Dane	49	6.1%
Racine	37	4.6%
Rock	37	4.6%
Kenosha	35	4.4%
Outagamie	33	4.1%
Winnebago	31	3.9%
Brown	29	3.6%
Washington	25	3.1%
Marathon	19	2.4%
Fond du Lac	17	2.1%
Sheboygan	15	1.9%
Dodge	14	1.8%
Walworth	14	1.8%
La Crosse	13	1.6%
Manitowoc	11	1.4%
Ozaukee	11	1.4%
Jefferson	11	1.4%
Sauk	10	1.2%
St. Croix	9	1.1%
Portage	8	1.0%
Columbia	8	1.0%
Eau Claire	8	1.0%
Pierce	7	0.9%
Barron	7	0.9%
Douglas	6	0.8%
Wood	6	0.8%
Chippewa	6	0.8%
Shawano	5	0.6%
Dunn	5	0.6%
Vilas	5	0.6%
Oconto	5	0.6%
Oneida	5	0.6%
Monroe	5	0.6%
Adams	4	0.5%

County	Total Crashes	Share of Crashes
Waushara	4	0.5%
Green	4	0.5%
Juneau	4	0.5%
Door	4	0.5%
Grant	4	0.5%
Vernon	3	0.4%
Buffalo	3	0.4%
Langlade	3	0.4%
Iowa	3	0.4%
Crawford	3	0.4%
Jackson	3	0.4%
Marinette	3	0.4%
Sawyer	3	0.4%
Rusk	3	0.4%
Calumet	2	0.2%
Trempealeau	2	0.2%
Burnett	2	0.2%
Waupaca	2	0.2%
Marquette	1	0.1%
Lincoln	1	0.1%
Ashland	1	0.1%
Green Lake	1	0.1%
Taylor	1	0.1%
Washburn	1	0.1%
Pepin	1	0.1%
Bayfield	1	0.1%
Richland	1	0.1%
Clark	0	0.0%
Florence	0	0.0%
Forest	0	0.0%
Iron	0	0.0%
Kewaunee	0	0.0%
Lafayette	0	0.0%
Menominee	0	0.0%
Polk	0	0.0%
Price	0	0.0%



Riders in Fatal Crashes Not Wearing a Helmet										
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
78%	76%	71%	83%	79%	65%	64%	65%	70%	69%	76%

The chart above indicates that the percentage of riders in fatal crashes that were not wearing a helmet remains high.

Link Between Problem ID and Countermeasures

Motorcycle performance measures are **C-1**, **C-2**, **C-3**, **C-4**, **C-7**, and **C-8**.

Motorcycle Safety Countermeasure Strategy

Decrease motorcycle injuries, fatalities, and crashes.

Motorcycle Safety Countermeasures

Motorcycle Safety Planning and Administration

Funding used for program management is allowable under 23 CFR § 1300.13(a)(1)(ii)

Program management is an essential component to improve traffic safety in the state of Wisconsin. This position functions within BOTS to work with partner agencies including but not limited to law enforcement agencies, technical colleges, motorcycle dealerships, private businesses, Wisconsin Motorcycle Advisory Council, ABATE Wisconsin, BMW Riders Association, Harley Davidson Government Service Office, advocacy groups and other BOTS staff to coordinate traffic safety and rider education grants, impairment enforcement and awareness efforts to reduce fatalities and injuries among motorcycle riders as indicated by crash and injury data.

Link between Problem ID and Countermeasures

State transportation safety funds are used to support the management of the Wisconsin Motorcyclist Safety funds, which will benefit the state in reaching performance measure **C-1**, **C-2**, **C-7**, and **C-8**.

Estimated Three-Year Funding

$382,500 562 Wisconsin State Funds

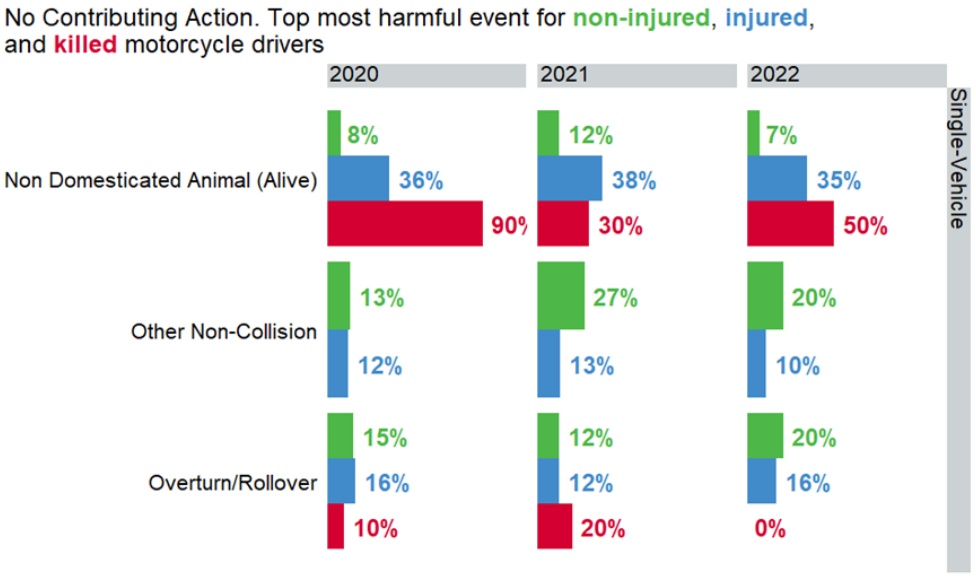
Motorcycle Rider Licensing and Training

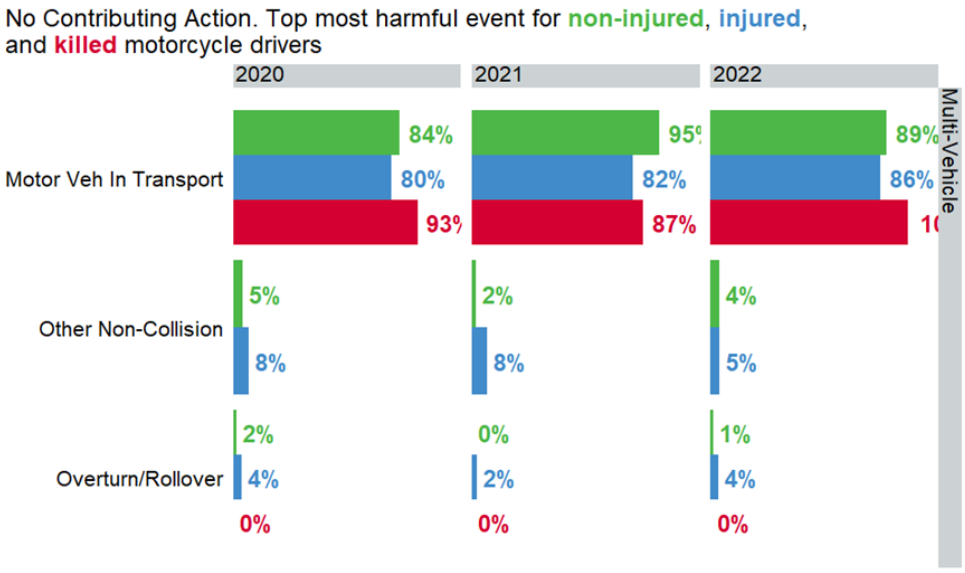
NHTSA's Countermeasures That Work, 10th Edition; 3.1 Motorcycle Rider Licensing and Training

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

Justification

Rider education and licensing training is being incorporated as a countermeasure to improve rider skills to avoid crashes and learn safer riding behaviors. It promotes the use of helmets and protective clothing, which effect outcomes in the post-crash environment. By addressing rider training and teaching basic skills, the expected safety impact would be a reduction in the overall number of single bike crashes from failures to control, excessive speeding, riding too fast for conditions, and help riders avoid crashes all together by learning technical skills and situational awareness. The Wisconsin Motorcycle Safety Education Program is based on the Motorcycle Safety Foundations curriculum.





Link between Problem ID and Countermeasures

Providing funding for motorcycle rider education and training will aid the state in attaining performance targets **C-1, C-2, C-3, C-4, C-7, and C-8.**

Estimated Three-Year Funding

$120,000 405F
$1,500,000 Wisconsin State Restricted Funds

Motorcycle Communications and Outreach

NHTSA's Countermeasures That Work, 10th Edition; 4.2 Communications and Outreach; Motorist Awareness of Motorcyclists

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

Providing federal highway safety funding for outreach to the motorcyclist community about safe riding, as well as spending state revenue generated from the sale of specialized Harley-Davidson license plates for automobiles and trucks.

Justification

In multi-vehicle motorcycle crashes, the other vehicle drivers are frequently cited for having violated the motorcyclists' right of way (Clarke et al., 2007; Elliott et al., 2007; NCHRP, 2008, Strategy F3; NHTSA, 2000). Motorcycles and motorcyclists are smaller visual targets than cars or trucks, resulting in low conspicuity (see Motorcycle Safety chapter, Section 4.1). Also, drivers may not expect to see motorcycles on the road (NCHRP, 2008, Strategy F3; NHTSA, 2000).

Clarke et al. (2007) reported that even when motorcyclists were using headlights and high-conspicuity clothing drivers sometimes failed to notice them. The Wisconsin Motorcycle Safety Program is carrying out media at the request and input of the Motorcycle Safety Advisory Committee.

Wisconsin uses NHTSA developed model language on sharing the road safely with motorcyclists. The model language is appropriate for traffic safety education courses, driver manuals, and other communication and outreach (NHTSA, 2007). NHTSA developed a "Share the Road" program planner for use by States, communities, and the motorcycling community.

Link between Problem ID and Countermeasures

Performance Targets **C-1, C-2, C-3, C-4, C-7**

Estimated Three-Year Funding

$780,000	402MC, 405F, State 535	Media Plan
$60,000	402MC	Motorcycle Safety Assessment

Motorcycle Program Evaluation and Quality Assurance

NHTSA's Countermeasures That Work, 10th Edition; 3.2 Motorcycle Rider Training

Funding used for motorcycle program evaluation and quality assurance is allowable under Uniform Guidelines for State Highway Safety Programs: Highway Safety Program Guideline No. 3.

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

Performance Targets

Program evaluation will help the state in reaching performance target **C-7.**

Estimated Three-Year Funding

$780,000 402MC

Funding Considerations

- Public Participation and Engagement
- Location
- Affected/Potentially Affected Communities
- Partnerships
- Uniform Guidelines for State Highway Safety Programs: Highway Safety Program Guideline No. 3

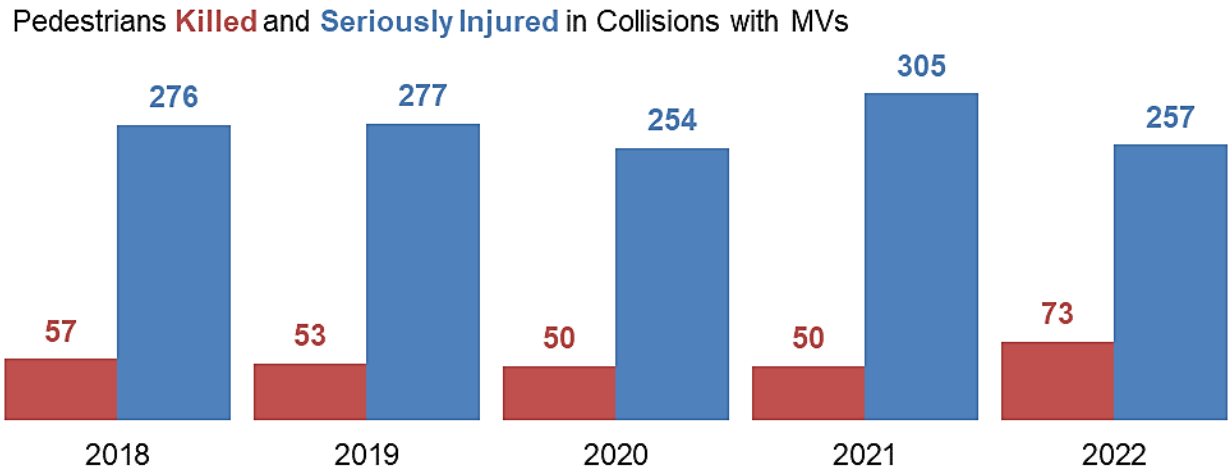
Program is in accordance with 23 U.S.C. 402(a)(2) under the following sections: (A)(ii) to encourage the proper use of occupant protection devices (including the use of safety belts and

child restraint system) by occupants of motor vehicles; (iv) to prevent accidents and reduce injuries and deaths resulting from accidents involving motor vehicles and motorcycles; (vi) to reduce accidents resulting from unsafe driving behavior (including aggressive or fatigued driving and distracted driving arising from the use of electronic devices in vehicles); (B)(i) driver education.

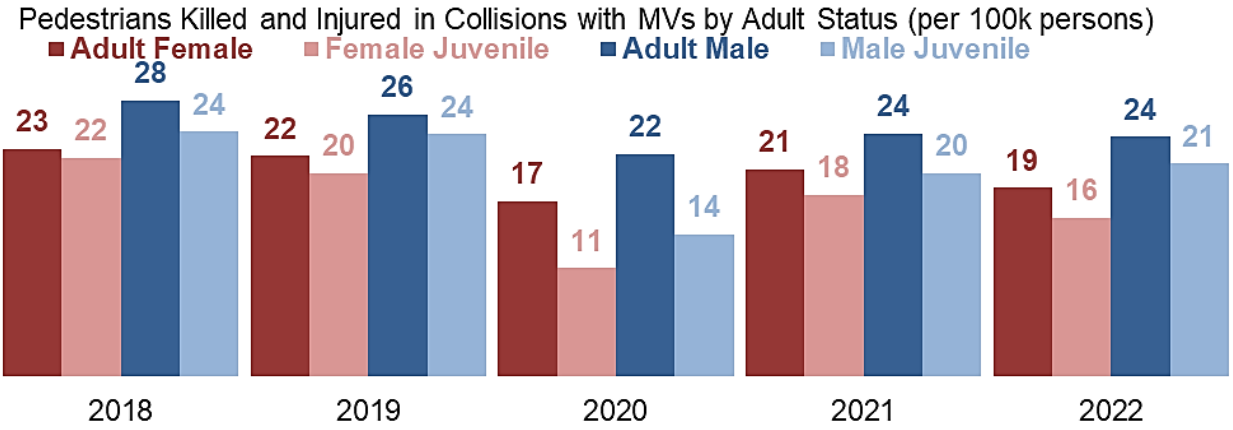
Vulnerable Road Users

Vulnerable Road Users Problem Identification

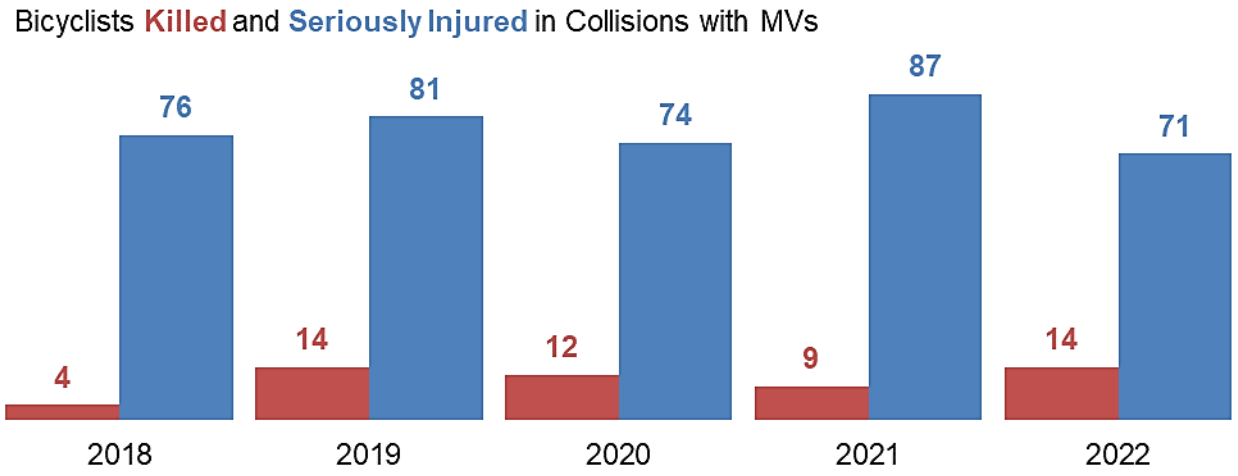
In 2022, 73 pedestrians died in pedestrian-motor vehicle crashes. As illustrated in the graph, pedestrians killed or seriously injured in 2022 totaled 330.This represents a 0.9% decrease from the 333 pedestrians killed or seriously injured in 2018.



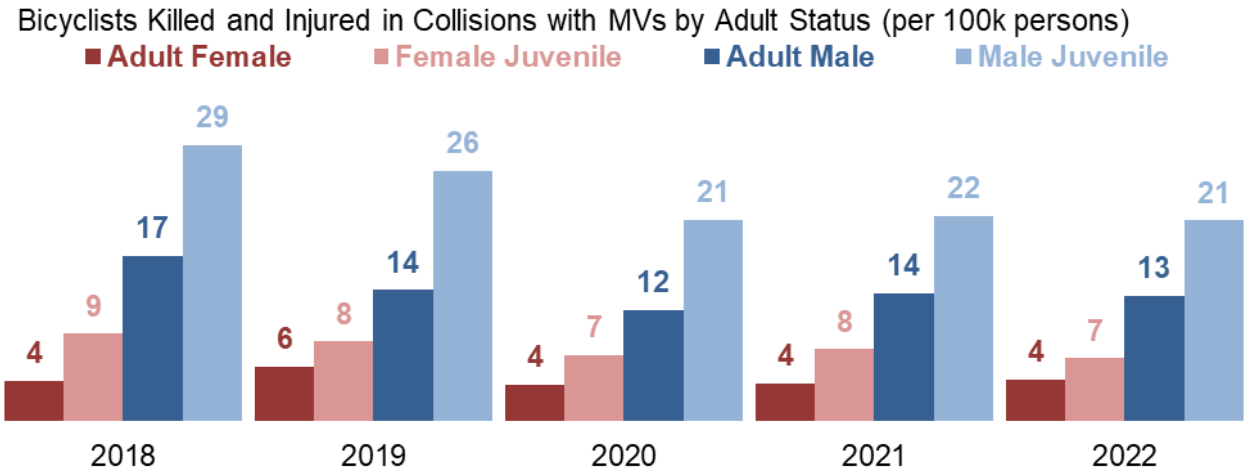
There were 1,260 pedestrian injuries reported in 2022, a 14% decrease from the 1,457 pedestrian injuries reported in 2018. Adult men and women make up the largest number of pedestrians injured in collisions.



In 2022, 14 bicyclists died in bicycle-motor vehicle crashes. As illustrated in the graph below, bicyclists killed or seriously injured in 2022 totaled 85. This represents a 3% decrease from the most recent five-year average.



There were 606 total bicyclist injuries and fatalities reported in 2022, which is a 12% decrease from the most recent five-year average. Adult (persons 18 and older) and juvenile (person younger than 18 years of age) males make up the largest number of bicyclists injured in collisions. Male juveniles are clearly overrepresented in injuries across all years in the chart below.



Performance measures and targets for this program include measure **C-1**, **C-3**, **C-10**, and **C-11**.

Vulnerable Road User Countermeasure Strategy

Decrease vulnerable road user injuries, fatalities, and crashes.

Vulnerable Road Users Countermeasures

Vulnerable Road Users Program Management

Funding for program management is allowable under 23 CFR § 1300.13(a)(1)(ii)

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

Performance Targets

Performance targets **C-1, C-3, C-10, and C-11**.

Estimated Three-Year Funding

$275,000 State 562

Bicycle and Pedestrian Safety Education, Outreach, and Engagement

NHTSA's Countermeasures That Work, 10th Edition; 2.2, Teaching Safe Bicycling; 4. Drivers and Bicyclists; 4.2 Share the Road Awareness Program. Bike Ped Assessment recommendation 2023.

The impact of this countermeasure will increase knowledge of safe bicycling and pedestrian behaviors among children and adults. The anticipated impact of this countermeasure strategy is a decrease in non-motorized traffic fatalities.

The goal of bicycle and pedestrian safety education is to engage youth and adult roadway users by improving their knowledge of laws, risks, and cycling best practices, and pedestrian best practices that lead to safer behavior, including riding predictably and use of safety materials such as reflective clothing and helmets. This countermeasure can include educational materials, safety videos, tip sheets, and a pledge program for local agencies to adopt and disseminate.

The purpose of Share the Road programs is to increase drivers' awareness of bicyclists' rights and the need for mutual respect of bicyclists on the roadway. Campaign education efforts are intended to improve the safety of all road users, including bicyclists, and to enhance the understanding and compliance with relevant traffic laws, such as speeding, oversized vehicles encroaching on bike lanes, and other exposure risks.

NHTSA's Countermeasures That Work, 10th Edition; 4.1. Pedestrian Safety Zones. Bike Ped Assessment recommendation 2023.

The impact of this countermeasure will increase knowledge of safe pedestrian facilities for engineers and planners by training them and help communities develop temporary traffic calming pop-ups. The anticipated impact of this countermeasure strategy is a decrease in non-motorized traffic fatalities.

The pedestrian safety zone concept was developed in a joint effort study by NHTSA and FHWA (Blomberg & Cleven, 1998). The idea is to strive for large decreases in pedestrian crashes and injuries by more effectively targeting resources to problem areas. Specifically, the objective of pedestrian safety zones is to increase cost-effectiveness of interventions by targeting education,

enforcement, and engineering measures to geographic areas and audiences where significant portions of the pedestrian crash problem exist (NHTSA, 2008). Pedestrian zone programs can target a full range of pedestrian crash problems in a limited geographic area or focus on types of problems that make up a large portion of the problem in a limited area.

NHTSA's Countermeasures That Work, 10th Edition; 1.1. Children's Safety Clubs. Bike Ped Assessment recommendation 2023.

The impact of this countermeasure will increase knowledge of safe walking practices for both parents and children. The anticipated impact of this countermeasure strategy is a decrease in non-motorized traffic fatalities.

This countermeasure involves sponsoring safety clubs in which parents/caregivers can enroll their children as young as age three. Children then regularly receive books or other print or electronic media that provide instruction to both the child and parents about safe walking practices.

Performance Targets

Performance targets **C-10 and C-11**

Estimated Three-Year Funding

$1,215,000 402 PS
$60,000 State 562

Vulnerable Road User Enforcement Strategies

NHTSA's Countermeasures That Work, 10th Edition; 3. All Bicyclist, 3.3 Enforcement Strategies; 4. All Pedestrians, 4.4 Enforcement Strategies. Bike Ped Assessment recommendation 2023.

This countermeasure involves promoting traffic safety laws to enhance the safety of bicyclists, including those laws expected of bicyclists and drivers around them. This includes communications and outreach campaigns and training law enforcement officers about the laws, the safety benefits of obeying the laws, and how to enforce bicycle safety-related laws. The purpose of targeted enforcement is to increase compliance with appropriate traffic laws by both bicyclists and motorists through enforcement of traffic laws for all operators.

The purpose of enforcement strategies is to increase compliance with the pedestrian and motorist traffic laws that are most likely to enhance the safety of pedestrians in areas where crashes are happening or most likely to happen due to increased pedestrian and motorist exposure.

Behavioral pedestrian safety initiatives require improvements in unsafe driver and pedestrian behaviors. Once pedestrians and drivers are informed of the behavior changes needed and why they are important, enforcement often is necessary to encourage compliance for the same reasons found with seat belt use, etc. Although enforcement was implied or stated for many earlier countermeasures, enforcement strategies and targeted enforcement deserve additional discussion in relation to pedestrian safety. Many enforcement or crosswalk operations use plainclothes officers to act as pedestrians crossing the street, typically with one or two

uniformed officers observing for violations and another giving warnings or writing citations (NHTSA, 2014).

Performance Targets
Performance targets **C-10** and **C-11**

Estimated Three-Year Funding
$795,000 402PS

Funding Considerations
- Public Participation and Engagement
- Location
- Affected/Potentially Affected Communities
- Partnerships
- Uniform Guidelines for State Highway Safety Programs: Highway Safety Program Guideline No. 14

Program is in accordance with 23 U.S.C. 402(a)(2) under the following sections: (A)(ii) to encourage the proper use of occupant protection devices (including the use of safety belts and child restraint system) by occupants of motor vehicles; (iv) to prevent accidents and reduce injuries and deaths resulting from accidents involving motor vehicles and motorcycles; (B)(i) driver education; (C) improve pedestrian performance and bicycle safety.

Community Traffic Safety

Community Traffic Safety Problem Identification
Community Traffic Safety is at the heart of BOTS' efforts to address the traffic safety needs in Wisconsin. BOTS develops safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends. This will lead WisDOT's efforts to increase participation of law enforcement, health, engineering, education, and other agencies in meaningful engagements in communities, and with outreach being conducted quarterly in the TSC in each county in Wisconsin. It is expended to give feedback, inform, and assist in programing and countermeasures to achieve Wisconsin's performance measures. In addition, BOTS provides technical skills and subject matter experts to assist grantees in planning, programming, grant applications, activity reports, reimbursement requests, and ultimately monitor federal grants. BOTS liaisons attend TSC meetings in their regions and assist with the facilitation. Predictive analytics, Community Maps, and other activities will also be used to support communities in addressing their safety needs and concerns.

Community Traffic Safety Countermeasure Strategy
Increase awareness of, and access to highway safety information.

Community Safety Countermeasures

Grants Management System

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

Justification

The use of an e-grant management system streamlines the accessibility of grant information between the state and local partners. This efficiency is a common practice and allows for accurate record keeping, easier monitoring of grants, and assists with meeting federal and state regulations. Funding is allowable under 2 CRF 200.302.

Performance Targets

Allocating funds to an e-grant management system allows BOTS to direct resources to all grantees, which will aid the state in reaching performance target **C-1** through **C-11**.

Estimated Three-Year Funding

$607,500 402

Law Enforcement Liaisons and Regional Program Managers

Wisconsin's Law Enforcement Liaisons (LELs) are a proven measure to improve traffic safety by supporting law enforcement agencies and conducting outreach to them. The Wisconsin LEL program is modeled after the recommendations of the national LEL program. The LELs, along with the Regional Program Managers (RPMs), will coordinate the community traffic safety program by conducting outreach with local partners. The RPMs and LELs develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends and they lead the WisDOT efforts to increase participation of law enforcement agencies in quarterly Traffic Safety Commission (TSC) meetings in each county in Wisconsin. In addition, the RPMs assist grantees in completing grant applications, activity reports, reimbursement requests, and ultimately monitor federal grants. LELs will attend TSC meetings in their regions and assist with the facilitation. Predictive analytics activity will also be supported by this grant.

Justification

The LELs and RPMs are utilized to assist in community outreach for technical expertise, project development, and are the conduit for meaningful public participation and engagement. They promote traffic safety initiatives to communities that have not yet been part of BOTS programs and assist those that have by analyzing data and crash issues in their community to develop new projects to address those needs.

Performance Targets

Law Enforcement Liaisons and Regional Program Managers will be of service to the state of Wisconsin to help it achieve performance target **C-1** through **C-11**.

Estimated Three-Year Funding

$1,818,967 402

Governor's Annual Conference on Highway Safety

The Governor's Conference on Highway Safety is an opportunity to network with law enforcement and other transportation safety stakeholders and partners. Sharing best practices, discussing progress, new and emerging initiatives, and coordination of efforts is the top priority. Input from local partners for the state's programs and plans are key to implementing the SHSP and formulating the Wisconsin HSP application.

Justification

Funding is allowable under 2 CRF 200.432.

Performance Targets

Providing funding for the conference and the luncheon enables transportation safety stakeholders around Wisconsin to meet and learn from each other, which will aid the state in reaching performance target **C-1**.

Estimated Three-year Funding

$400,000 402

Community Safety Mass Media

NHTSA's Countermeasures That Work, 10th Edition;

- 1. Alcohol and Drug Impaired Driving, 1.5. Prevention, Intervention, Communication and Outreach
- 2. Seatbelts and Child Restraints, 2.3. Communication and Outreach, Enforcement, 2.6. Communication and Outreach for Child Restraints
- 3. Speed Management, 3.4. Communication and Outreach
- 4. Distracted Driving, 4.2 Communications and Outreach
- 5. Motorcycle Safety, 5.4. Communications and Outreach, 4.1 Conspicuity and Protective Clothing, 4.2 Motorist Awareness of Motorcyclists
- 8. Pedestrian Safety
- 9. Bicycle Safety

BOTS will employ a strategic communications plan and support safety program activities for high visibility enforcement and behavioral norming at a state, county and municipal level using current mass media available. The media will be sensitive to the community feedback, culture, languages used, and other environmental issues.

Justification

With feedback from community stakeholders, safety stakeholders, and increases in crashes, public education through radio, television, and digital formats is more cost effective to speak to the population through targeted messaging. The use of the strategic communications plan; based on a data driven analysis that incorporates crash data, equity data, community feedback; prioritizes the identified communities' message to the appropriate media channel or channels. The expected outcome is to connect people and increase awareness through behavioral norming and/or enforcement messages. This will assist Wisconsin in achieving the safety performance targets.

All programs include communications and outreach strategies that use some combination of earned media (news stories, social media) and paid advertising. Communications and outreach will be conducted at local, county and state level.

Performance Targets
Promoting awareness and education through mass media formats will help to achieve measures **C-1, C-3, C-5, C-6, C-7, C-10, C-11**, and **B-1**.

Estimated Three-Year Funding
$6,200,775 402 PM

Young Drivers and Pre-Teen Driving
NHTSA's Countermeasures That Work, 10th Edition;

- 6. Young Driver, 3. Parents, 3.2 Electronic Technology for Parental Monitoring; 7.0 Other Strategies, 7.1 School-Based Programs
- 2. Seatbelts and Child Restraints, 6. Communications and Outreach, 6.1 Strategies for Older Children; 7. Other Strategies, 6.1 School-Based Programs

According to NHTSA, in 2020 there were 2,490 teens (ages 15-19) killed in all motor vehicle crashes and 3,325 teen drivers (15-19) were involved in fatal crashes. In Wisconsin, over 21,299 teen drivers (aged 16-19) were involved in a crash in 2018. In these crashes, 17 teen drivers were killed and 2,748 were injured. (Teen monograph 2018).

Teen drivers are more likely to be involved in a vehicle crash than members of any other age cohort. In 2018, teenagers accounted for less than 4.5 percent of all licensed drivers in Wisconsin but accounted for 10.2% of all drivers in a crash. Wisconsin data shows that drivers ages 16 - 19 who are involved in crashes are more likely than other drivers to be involved in crashes caused by exceeding the speed limit, over-correcting/over-steering, driving too fast for conditions and driving in an aggressive or erratic manner.

Performance Targets
Teen driver and pre-teen driving education will aid the state in reaching performance targets **C-1, C-2,** and **C-9.**

Estimated Three-Year Funding
$600,000 402 PS

Funding Considerations
- Public Participation and Engagement
- Location
- Affected/Potentially Affected Communities
- Partnerships
- Uniform Guidelines for State Highway Safety Programs: Highway Safety Program Guidelines 3, 7, 11, 14, 15, 19 and 20.

Program is in accordance with 23 U.S.C. 402(a)(2) under the following sections:

(i) to reduce injuries and deaths resulting from motor vehicles being driven in excess of posted speed limits;

(ii) to encourage the proper use of occupant protection devices (including the use of safety belts and child restraint systems) by occupants of motor vehicles;

(iii) to reduce injuries and deaths resulting from persons driving motor vehicles while impaired by alcohol or a controlled substance;
(iv) to prevent accidents and reduce injuries and deaths resulting from accidents involving motor vehicles and motorcycles;
(v) to reduce injuries and deaths resulting from accidents involving school buses;
(vi) to reduce accidents resulting from unsafe driving behavior (including aggressive or fatigued driving and distracted driving arising from the use of electronic devices in vehicles); and education.

IV Financial Plan

3HSP 2024-2026 Obligations

Planning and Administration	402A	$1,500,000.00	
	State 562	$1,660,000.00	
Occupant Protection Program Management		$310,000.00	
Occupant Protection Sustained Enforcement	402OP	$5,000,000.00	
	405B	$3,000,000.00	
Child Passenger Safety (CPS) Equipment	402OP	$700,000.00	CPS Car Seat Grant
	402OP	$120,000.00	CPS Tablet Grant
	405B	$250,000.00	CPS Car Seat Grant
	402OP	$800,000.00	CPS Programming
	405B	$500,000.00	Seat Belt Observational Survey
Occupant Protection Media	405B	$2,300,000.00	
	402OP PM	$2,000,000.00	
Impaired Driving Program Management	405D	$285,000.00	
Promotion of Transportation Alternative	531 State Funding	$3,672,500.00	
	402AL	$685,600.00	
High Visibility Saturation Patrols and Integrated Enforcement	405D	$7,185,000.00	
Prosecution and Adjudication	405D	$75,000.00	OWI Courts
	402AL	$1,165,000.00	Traffic Safety Resource Prosecutor
	405D	$350,000.00	Judicial Outreach Liaison
Drug Evaluation and Classification Program	405D	$2,750,000.00	DRE Program, DRE Schools, State Coordinator
	405D	$650,000.00	Toxicology and Testing
	405D	$220,000.00	DUID Phlebotomy
Impaired Driving Issue Area Training and Education	405D	$150,000.00	
Public Information and Education	405D	$365,000.00	
Impaired Driving Mass Media Campaigns	405D	$3,550,300.00	
	402AL	$1,000,000.00	
Predictive Analytics and Community Outreach	402PT	$700,000.00	
Strategic Planning	402TR	$852,000.00	
	405C	$3,672,000.00	
EMS			
First Responder Program	405H	$300,000.00	
	402BIL	$200,000.00	
Rural Emergency Medical Services Education, Retention Recruitment	402PS	$200,000.00	
Motorcycle Safety Planning and Administration	405F	$382,500.00	
Motorcycle Rider Licensing and Training	405F	$120,000.00	
	Wisconsin State Restricted Funds	$1,500,000.00	
Motorcycle Communication and Outreach	402MC 405F State 535	$780,000.00	Media Plan
	402MC	$60,000.00	Motorcycle Safety Assessment
Motorcycle Program Evaluation and Quality Assurance	402MC	$780,000.00	
Vulnerable Road Users Program Management	State 562	$275,000.00	
Bicycle Pedestrian Safety Education, Outreach and Engagement	402PS	$1,215,000.00	
	State 562	$60,000.00	
Vulnerable Road User Enforcement Strategies	402PS	$795,000.00	
Community Safety	402	$607,500.00	
Law Enforcement Liaisons and Regional Program Managers	402	$1,818,967.00	
Governor's Conference on Highway Safety	402	$400,000.00	
Community Safety Media	402PM	$6,200,775.00	
Young Drivers and Pre-Teen Driving	402PS	$600,000.00	
Total Estimated Amount		**$61,762,142.00**	

Grant Targeting by County FY 2024

County name	ESTIMATED POPULATION	KAB RATE PER 10,000 PERSONS	TOTAL CRASHES	TOTAL FATLAITIES	TOTAL INCAP INJURIES	KAB RATE PER 100M VMT	IMPAIRED RANKING	OP RANKING	SPEED RANKING	MOTORCYCLE RANKING	BIKE-PED RANKING		OVERALL RANK (1 - 72)	Overall Equity Rank 1-72
Milwaukee	1	36	1	1	1	1	5	1	2	8	41		1	1
Kenosha	8	28	5	4	6	3	2	4	3	7	30		2	6
Rock	9	26	7	3	5	6	1	3	1	1	54		3	3
Racine	5	41	4	6	4	4	4	8	8	4	52		4	3
Polk	33	9	42	20	16	8	3	7	5	5	49		5	68
Walworth	15	35	17	12	9	21	15	17	10	2	65		6	20
Sheboygan	13	5	13	16	24	14	6	22	12	15	60		7	60
Columbia	26	17	23	7	18	40	7	13	18	21	11		8	68
Dane	2	68	2	2	2	42	8	15	14	23	13		9	20
Fond du Lac	16	46	14	17	12	28	9	6	13	29	20		10	60
Outagamie	6	65	6	11	8	18	18	48	25	10	45		11	20
Dodge	19	47	22	12	21	29	14	12	16	34	14		12	60
Sawyer	56	18	60	32	18	12	59	43	4	14	58		13	6
Brown	4	70	9	10	7	51	13	16	15	32	5		14	20
Manitowoc	21	49	18	14	28	23	11	10	35	39	36		15	35
Monroe	30	11	28	27	22	35	25	60	21	11	42		16	6
Oconto	38	15	43	23	29	32	20	27	46	6	43		17	51
Wood	22	50	27	20	20	11	51	23	45	9	71		18	35
Waukesha	3	69	3	4	3	59	24	20	20	20	68		19	60
Waupaca	28	34	34	27	27	19	12	11	7	35	69		20	35

Winnebago	7	61	8	14	10	34	26	32	34	16	71		21	51
St. Croix	17	62	15	17	13	22	21	45	39	31	56		22	20
La Crosse	12	57	11	32	15	15	35	53	27	12	32		23	35
Waushara	47	7	46	32	41	17	31	24	6	24	70		24	20
Sauk	25	55	20	7	17	57	23	2	37	41	57		25	6
Clark	41	23	41	25	35	33	56	5	9	64	10		26	6
Adams	53	13	54	41	53	5	16	36	26	25	1		27	6
Jefferson	20	56	19	19	23	39	34	31	22	40	28		28	35
Marathon	11	63	12	9	14	58	29	35	43	30	37		29	35
Washington	10	64	10	22	11	45	32	18	29	17	67		30	60
Grant	27	42	26	32	30	24	42	39	28	22	22		31	60
Portage	23	53	24	23	26	53	10	19	17	36	50		32	51
Pierce	34	54	47	37	39	10	22	56	36	3	48		33	68
Barron	32	39	40	27	31	49	44	26	51	48	3		34	6
Burnett	61	6	64	51	49	27	19	33	23	38	7		35	35
Shawano	36	12	29	26	55	37	17	9	50	52	59		36	20
Iowa	48	8	48	46	43	30	47	46	52	27	25		37	60
Langlade	55	19	52	51	49	7	48	65	53	18	34		38	20
Green	39	48	36	43	54	9	39	41	11	49	23		39	51
Chippewa	24	52	25	27	32	61	43	59	40	26	9		40	68
Juneau	46	3	38	43	37	63	30	44	44	54	29		41	35
Douglas	35	44	32	37	33	48	37	57	70	19	16		42	35
Eau Claire	14	67	16	31	25	54	52	50	32	51	18		43	35
Marinette	37	27	30	37	39	70	28	14	19	50	38		44	6
Lincoln	45	21	39	37	48	62	36	38	54	33	35		45	51
Vilas	49	14	49	69	44	13	33	37	49	61	64		46	35
Buffalo	67	4	65	57	59	46	40	61	24	13	6		47	35
Pepin	69	2	69	63	64	2	55	51	72	37	47		48	51
Dunn	31	51	35	41	38	64	38	28	33	46	17		49	35

Oneida	40	40	31	48	42	41	27	62	41	47	44		50	51
Calumet	29	66	37	43	44	26	46	69	56	43	8		51	51
Trempealeau	43	29	45	51	36	52	49	21	48	53	62		52	35
Florence	72	1	70	61	70	16	68	55	42	45	19		53	20
Jackson	50	10	44	46	47	72	71	29	62	57	27		54	20
Taylor	52	32	53	57	55	20	41	58	59	56	61		55	6
Lafayette	58	25	51	63	58	38	53	34	30	58	33		56	35
Ozaukee	18	71	21	32	33	68	57	67	61	67	46		57	60
Door	44	30	33	61	46	56	60	42	38	68	15		58	51
Bayfield	64	20	61	48	57	71	58	47	47	59	4		59	20
Richland	57	33	55	55	60	44	54	30	57	55	53		60	1
Vernon	42	58	50	48	52	43	45	63	67	42	63		61	6
Kewaunee	51	59	56	57	61	36	64	25	31	69	31		62	68
Green Lake	54	45	59	63	62	25	66	54	58	63	24		63	3
Crawford	60	31	63	57	65	50	62	70	60	28	12		64	20
Marquette	59	22	58	55	63	60	72	71	63	44	39		65	35
Forest	68	24	67	71	66	47	50	49	55	65	21		66	6
Washburn	63	16	57	67	51	66	65	72	65	62	66		67	20
Rusk	65	37	66	51	69	65	69	40	68	70	55		68	20
Price	66	43	68	63	68	55	61	52	64	66	51		69	6
Menominee	71	72	72	70	72	31	70	68	66	60	40		70	6
Iron	70	38	71	71	71	67	63	66	71	71	26		71	20
Ashland	62	60	62	67	67	69	67	64	69	72	2		72	6