

State of Wisconsin

Department of Transportation



WISCONSIN FY 2024 ANNUAL GRANT APPLICATION



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Annual Grant Application

Highway Safety Program Strategies

Adjustments to Countermeasures Strategy for Program Funds

The Triennial Highway Safety Plan (3HSP) was established in federal fiscal year (FFY) 2024; therefore, there are no adjustments to the countermeasure strategy for program funds.

Changes to Performance Plan

For FFY 2024, there are no changes to the performance plan. Targets for HSP performance and Highway Safety Improvement Program (HSIP) measures were coordinated between the Bureau of Transportation Safety (BOTS) and the Division of Transportation Investment Management (DTIM). BOTS will follow existing regulations until new federal regulations are established between the Federal Highway Administration (FHWA) and the National Highway Traffic Safety Administration (NHTSA).

Highway Safety Countermeasure Program Activities

Planning and Administration (PA)

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

- Grants Management Supervisor
- Program and Policy Supervisor
- Two full-time equivalent (FTE) Operations Program Associates
- One 0.5 FTE office associate
- One 0.5 FTE office operations associate

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

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

- Prepare a report of grants subject to the Federal Funding Accountability and Transparency Act

Performance Measure:

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

Countermeasure Association:

Planning and Administration (PA)

Eligible Use of Funds:

Expenditures for PA are specifically allowed under [23 CFR 1300.13.\(a\)\(1\)](#) and are effective as a countermeasure strategy.

**PA Planning and Administration
State 562 Funds**

**\$360,000.00
\$550,000.00**

Funding Source:

BIL NHTSA 402, and State 562 Funds

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$360,000.00	BOTS	2024-10-01-PA
Statewide	\$550,000.00	BOTS	2024-19-01-WI
Total	\$910,000.00		

Occupant Protection Programs

Occupant Protection (OP) Program Management

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

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$90,000.00	BOTS	2024-20-01-OP

Child Passenger Safety (CPS) Stations and CPS Tablets

This project will change the behavior of those who transport children, providing child safety seats, installation, and occupant protection education to low-income families. In addition, **\$1,000** grants will be used to provide tablets to agencies allowing them to digitally perform car safety checks while also tracking car seat data among those served. The effect of these projects will be more car seats reaching high-need families and a greater ability to perform car seat checks.



Countermeasure Association:
CPS Equipment

Eligible Use of Funds:

OP Safety Belts	\$239,000.00
CR Child Restraints	\$26,000.00
M2 CPS Low Community CPS Services	\$86,900.00

Federal Source:

BIL NHTSA 402 and BIL 405b OP Low

Required Project Information			
Location (County)	Funding Amount	Subrecipients	Project ID Number
Adams	\$5,000.00	Adams County Public Health	2024-20-06-OP
Ashland	\$4,000.00	Ashland County Fire Dept.	2024-20-06-OP
Barron	\$2,800.00	Barron County Public Health	2024-20-06-OP
Brown	\$11,000.00	Center For Childhood Safety	2024-20-06-OP
Burnett	\$3,500.00	Burnett County Family Resource Center	2024-20-06-OP
Calumet	\$3,000.00	Calumet County Health Division	2024-20-06-OP
Chippewa	\$3,500.00	Chippewa County Health Dept.	2024-25-06-M2
Clark	\$3,700.00	Clark County Health Dept.	2024-25-06-M2
Columbia	\$4,000.00	Prairie Ridge Health	2024-20-06-OP
Dane	\$4,000.00	Safe Kids Madison Area - Special Needs	2024-20-06-OP
Dane/Sauk/St. Croix	\$24,700.00	Safe Kids Madison Area	2024-20-06-OP
Dodge	\$8,000.00	Dodge County Health Dept.	2024-20-06-OP
Dunn	\$3,000.00	Dunn County Health Dept.	2024-25-06-M2
Eau Claire	\$5,000.00	Eau Claire City/County Health Dept.	2024-20-06-OP
Forest	\$3,000.00	Forest County Health Dept.	2024-20-06-OP
Grant	\$5,500.00	Grant County Health Dept.	2024-25-06-M2
Green Lake	\$2,000.00	Green Lake Health and Human Services	2024-20-06-OP
Jefferson	\$4,500.00	Jefferson County Health Dept.	2024-20-06-OP
Juneau	\$4,000.00	Juneau County Public Health Dept.	2024-25-06-M2
Kewaunee	\$3,000.00	Kewaunee County Public Health Dept.	2022-20-06-OP
Kenosha	\$12,000.00	NJM Management Services, Inc.	2024-25-06-M2
La Crosse	\$4,200.00	La Crosse County Health Dept.	2024-20-06-OP



Lafayette	\$4,000.00	Lafayette County Health Dept.	2024-20-06-OP
Manitowoc	\$5,000.00	Manitowoc Co Human Services Dept.	2024-20-06-OP
Marathon	\$7,000.00	Aspirus Health Foundation - Safe Kids Marathon County	2024-20-06-OP
Marinette	\$4,000.00	Marinette County Public Health	2024-20-06-OP
Milwaukee	\$4,000.00	Children's Hospital and Health System	2024-25-06-M2
Milwaukee	\$12,000.00	Children's Hospital and Health System	2024-20-06-OP
Milwaukee	\$10,000.00	COA Youth & Family Centers	2024-25-06-M2
Milwaukee	\$10,000.00	Cudahy Health Dept.	2024-25-06-M2
Milwaukee	\$10,000.00	City of Greenfield Health Dept.	2024-20-06-OP
Milwaukee	\$11,000.00	Oak Creek Health Dept.	2024-20-06-OP
Milwaukee	\$10,000.00	City Of South Milwaukee Public Health	2024-25-06-M2
Milwaukee	\$11,000.00	West Allis Health Dept.	2024-20-06-OP
Milwaukee	\$11,000.00	Lola's New Beginnings	2024-20-06-OP
Milwaukee	\$11,000.00	Bellies And Babees	2024-20-06-OP
Milwaukee	\$4,000.00	Jewish Community Center	2024-20-06-OP
Milwaukee	\$10,000.00	Milwaukee Police Dept.	2024-20-06-OP
Waukesha	\$5,000.00	Waukesha Family Practice	2024-20-06-OP
Monroe	\$4,500.00	Monroe County Health Dept. Mccoey	2024-20-06-OP
Oneida	\$3,200.00	Oneida County Health Dept.	2024-25-06-M2
Outagamie	\$9,000.00	Outagamie County Dept. of Health and Human Services	2024-25-06-M2
Washington/Ozaukee	\$10,000.00	Washington/Ozaukee Public Health Dept.	2024-20-06-OP
Pierce	\$4,000.00	Pierce County Health Dept.	2024-20-06-OP
Rock	\$8,000.00	Janesville Fire Dept.	2024-20-06-OP
Portage	\$5,000.00	Stevens Point Child Safety Center, Inc.	2024-20-06-OP
Racine	\$6,000.00	City of Racine	2024-20-06-OP
Sheboygan	\$1,000.00	St. Nicholas Hospital	2024-20-06-OP
St. Croix	\$4,000.00	Hudson Hospital	2024-20-06-OP
Trempealeau	\$3,000.00	Trempealeau County Health Dept.	2024-20-06-OP
Vernon	\$4,000.00	Vernon County	2024-20-06-OP
Walworth	\$5,000.00	Walworth County Health and Human Services	2024-25-06-M2



Waupaca	\$4,000.00	Waupaca County Health and Human Services	2024-25-06-M2
Waushara	\$1,800.00	Waushara County Health Dept.	2024-20-06-OP
Winnebago	\$7,000.00	Winnebago County Health Dept.	2024-20-06-OP
Wood	\$5,000.00	Wood County Health Dept.	2024-20-06-OP
Tribal	\$5,000.00	Lac Courte Oreilles Health Center	2024-20-06-OP
Total	\$351,900.00		

Child Passenger Safety Programming

Funding will provide support and administrative costs for statewide CPS 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 Wisconsin.

Countermeasure Association:
CPS Programming and CPS Equipment

Eligible Use of Funds:
CR Child Restraint **\$250,000.00**

Federal Source:
BIL NHTSA 402

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$250,000.00	Children’s Hospital of Wisconsin	2024-20-03-CR

High-Visibility Enforcement (HVE), Saturation Patrols, and Integrated Occupant Protection Driving Enforcement

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

All grantees are required to participate in the National *Click It or Ticket* (CIOT) HVE mobilization.

Countermeasure Association:
Occupant Protection Sustained, Saturation and HVE

Eligible Use of Funds:
OP Safety Belts
M2 HVE Low

\$1,980,310.28
\$238,863.12

Federal Source:
BIL NHTSA 402 and BIL 405b OP Low

Required Project Information			
Location (County)	Funding Amount	Subrecipients	Project ID Number
Adams	\$19,152.00	Adams County Sheriff's Office	2024-20-05-OP
Brown	\$124,944.56	Green Bay Police Dept.	2024-20-05-OP
Chippewa	\$49,500.00	Chippewa County Sheriff's Office	2024-20-05-OP
Milwaukee	\$60,000.00	Cudahy Police Dept.	2024-20-05-OP
Florence	\$10,912.00	Florence County Sheriff's Office	2024-20-05-OP
Fond du Lac	\$74,994.48	Fond du Lac County Sheriff's Office	2024-20-05-OP
Jackson	\$59,904.00	Jackson County Sheriff's Office	2024-20-05-OP
Kenosha	\$34,200.00	Kenosha Police Dept.	2024-25-05-M2
Kewaunee	\$35,360.00	Kewaunee County Sheriff's Office	2024-20-05-OP
Lincoln	\$59,673.60	Lincoln County Sheriff's Office	2024-20-05-OP
Marinette	\$31,968.00	Marinette County Sheriff's Office	2024-20-05-OP
Menominee	\$22,368.00	Menominee County Sheriff's Office	2024-20-05-OP
Outagamie	\$224,985.60	Outagamie County Sheriff's Office	2024-20-05-OP
Shawano	\$50,000.00	Shawano Police Dept.	2024-25-05-M2
Winnebago	\$49,991.04	Winnebago County Sheriff's Office	2024-20-05-OP
Columbia	\$29,952.00	Columbia County Sheriff's Office	2024-20-05-OP
Crawford	\$100,013.28	Crawford County Sheriff's Office	2024-20-05-OP
Dane	\$114,534.00	Dane County Sheriff's Office	2024-20-05-OP
Dane	\$59,997.60	Monona Police Dept.	2024-20-05-OP
Grant	\$25,002.24	Grant County Sheriff's Office	2024-20-05-OP
Iowa	\$14,400.00	Iowa County Sheriff's Office	2024-25-05-M2
Jefferson	\$39,865.20	Jefferson County Sheriff's Office	2024-25-05-M2
Milwaukee	\$39,991.60	Franklin Police Dept.	2024-20-05-OP
Milwaukee	\$99,000.00	Milwaukee Police Dept.	2024-20-05-OP
Milwaukee	\$89,984.00	River Hills Police Dept.	2024-20-05-OP



Milwaukee	\$24,440.00	West Milwaukee Police Dept.	2024-25-05-M2
Monroe	\$24,997.92	Monroe County Sheriff's Office	2024-25-05-M2
Racine	\$50,960.00	Racine County Sheriff's Office	2024-25-05-M2
Racine	\$64,995.84	Mount Pleasant Police Dept. - Village Of	2024-20-05-OP
Richland	\$24,960.00	Richland County Sheriff's Office	2024-20-05-OP
Rock	\$52,891.44	Rock County Sheriff's Office	2024-20-05-OP
Sauk	\$59,994.00	Sauk County Sheriff's Office	2024-20-05-OP
Walworth	\$49,998.96	Walworth County Sheriff's Dept.	2024-20-05-OP
Washington	\$14,124.00	Germantown Police Dept.	2024-20-05-OP
Waukesha	\$29,997.00	Waukesha County Sheriff's Office	2024-20-05-OP
Waukesha	\$20,400.00	New Berlin Police Dept.	2024-20-05-OP
Waukesha	\$30,000.24	Summit Police Dept. - Village of	2024-20-05-OP
Statewide	\$214,982.88	Wisconsin State Patrol	2024-20-05-OP
Iron	\$17,496.00	Iron County Sheriff's Dept.	2024-20-05-OP
Bayfield	\$18,241.92	Bayfield County Sheriff's Office	2024-20-05-OP
Total	\$2,219,173.40		

Click It or Ticket (CIOT) Mobilization Post Observational Surveys

The contract for CIOT Mobilization Post Observational Surveys will include June Observational Surveys. Participation in CIOT national enforcement mobilization is a requirement for receiving federal funds, and the survey conducted as a result of this project will provide more information on the effectiveness of this mobilization that will inform future mobilizations.

Countermeasure Association:

CIOT Mobilization Post Observational Surveys: are allowable under [23 CFR 1300.21\(g\)\(1\)\(vi\)](#)

Eligible Use of Funds:

M2 OP Low OP Information System

\$133,038.00

Federal Source:

BIL 405b OP Low

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$133,038.00	UW-Whitewater	2024-25-09-M2



Occupant Protection Media

The goal of this program is increased awareness of occupant protection efforts. The anticipated impact of this countermeasure strategy is a decrease in unbelted fatalities. Paid advertising brings with it the ability to control message content, timing, placement, and repetition.

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

Heatstroke/Unattended Passenger education will be done in May 2024 during the national awareness month. This is required to use BIL NHTSA 402 funds.

Countermeasure Association:
Occupant Protection Media

Eligible Use of Funds:

OP Safety Belts	\$535,000.00
M2 PE Low Public Education	\$258,000.00
UNATTD Heatstroke/Unattended Passenger Education	\$100,000.00

Federal Source:
BIL NHTSA 402 and BIL 405b OP Low

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$258,000.00	BOTS- Contract Vendors Affirm Marketing, TBD	2024-20-07-OP
Statewide	\$535,000.00	BOTS- Contract Vendors Affirm Marketing, TBD	2024-25-07-M2
Statewide	\$100,000.00	BOTS- Contracted Vendor Affirm Marketing, TBD	2024-20-07- UNATTD
Total	\$893,000.00		

Impaired Driving Programs

Impaired Driving Program Management

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

Countermeasure Association:
Impaired Driving Program Management



Eligible Use of Funds:
M5 IDC Mid Impaired Driving Coordinator **\$92,000.00**

Federal Source:
BIL 405d Impaired Driving Low

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$92,000.00	BOTS	2024-31-01-M5

Tavern League Safe-Ride Program

Collaborate with the Tavern League of Wisconsin in administering WisDOT’s Safe-Ride grant program throughout the state. State funding also allows for the advertising of the Safe-Ride program. All advertising is reviewed and approved prior to placement.

Countermeasure Association:
Promotion of Transportation Alternatives

Eligible Use of Funds:
State Funded Appropriation 53100 **\$1,200,000**

Funding Source:
State Funds

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$1,200,000	Tavern League of Wisconsin	2024-39-04-WI

Bar Buddies Safe Ride Program

Promoting transportation alternatives for intoxicated persons from establishments licensed to sell alcohol beverages to their home will result in a decrease in alcohol-related crashes. Funds will be provided to nonprofit organizations or law enforcement to coordinate alternative transportation in communities without access to sustained public transportation. By expanding this program outside of the current recipients, funding will be offered for the Bar Buddies Safe Ride program to support communities statewide with limited public transportation. This will help reduce impaired driving in their community and surrounding area.

Countermeasure Association:
Promotion of Transportation Alternatives

Eligible Use of Funds:
AL Impaired Driving **\$50,000.00**

Federal Source:

BIL NHTSA 402

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Baraboo, WI	\$4,000.00	Baraboo Police Dept.	2024-30-04-AL
Lodi, WI	\$6,400.00	Lodi Police Dept.	2024-30-04-AL
Sauk City, WI	\$9,000.00	Sauk Prairie Police Dept.	2024-30-04-AL
Spring Green, WI	\$6,400.00	Spring Green Police Dept.	2024-30-04-AL
Reedsburg, WI	\$6,400.00	Reedsburg Police Dept.	2024-30-04-AL
Statewide	\$17,800.00	Planned Unobligated Activity	2024-30-04-AL
Total	\$50,000.00		

Safe Ride Event Grants

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

Funds will be provided to expand this program outside the current recipients, offering funding for Safe Ride Event grants to communities statewide and year-round with the need for short-term alternative transportation during events to help reduce impaired driving in their community and surrounding area.

Countermeasure Association:

Promotion of Transportation Alternatives

Eligible Use of Funds:

AL Impaired Driving

\$75,000.00

Federal Source:

BIL NHTSA 402

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Arlington, WI	\$2,000.00	Arlington Fire Dept.	2024-30-04-AL
Seymour, WI	\$5,000.00	Seymour Police Dept.	2024-30-04-AL

Watertown, WI	\$6,000.00	Watertown Police Dept.	2024-30-04-AL
Barron County	\$5,000.00	Barron County Sheriff's Office	2024-30-04-AL
Crawford County	\$12,000.00	Crawford County Sheriff's Office	2024-30-04-AL
Ashland, WI	\$5,000.00	Ashland Police Dept.	2024-30-04-AL
Darlington, WI	\$6,000.00	Darlington Police Dept.	2024-30-04-AL
Statewide	\$34,000.00	Planned Unobligated Activity	2024-30-04-AL
Total	\$75,000.00		

Holiday Safe Ride Event

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

Countermeasure Association:

Promotion of Transportation Alternatives

Eligible Use of Funds:

AL Impaired Driving

\$100,000.00

Federal Source:

BIL NHTSA 402

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$100,000.00	BOTS- Contract with Uber and Lyft	2024-30-04-AL

HVE, Saturation Patrols, and Integrated Impaired Driving Enforcement

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

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



impaired drivers often speed or fail to wear seat belts. The goal of this strategy is to decrease the incidence of OWI.

Targeting methodology can be found in the Appendices. In addition, a law enforcement agency that wants to gauge the size of the drugged driving population can include roadside collection in their impaired driving enforcement. Due to the new, expanded method of targeting enforcement grants, agencies that may not have qualified in the past may now qualify for impaired driving enforcement funding.

The current list of subrecipients is based on 2023 grantees. The subrecipients and funding amounts will likely change due to targeting, number of task force members, and rising costs for the agencies.

Countermeasure Association:

High-Visibility, Saturation Patrols, and Integrated Enforcement

Eligible Use of Funds:

M5 HVE Mid High-Visibility Enforcement

\$2,347,000.00

Federal Source:

BIL 405d Impaired Driving Mid

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Brown County	\$249,993.00	Green Bay Police Dept.	2024-31-05-M5
Milwaukee County	\$60,000.00	Cudahy Police Dept.	2024-31-05-M5
Kenosha County	\$34,200.00	Kenosha Police Dept.	2024-31-05-M5
Marinette County	\$37,296.00	Marinette County Sheriff's Office	2024-31-05-M5
Outagamie County	\$125,000.00	Outagamie County Sheriff's Office	2024-31-05-M5
Polk County	\$7,200.00	Polk County Sheriff's Office	2024-31-05-M5
Shawano County	\$30,000.00	Shawano Police Dept.	2024-31-05-M5
Waukesha County	\$51,703.00	Oconomowoc Police Dept.	2024-31-05-M5
Waupaca County	\$44,928.00	Waupaca County Sheriff's Office	2024-31-05-M5
Winnebago County	\$124,999.00	Winnebago County Sheriff's Office	2024-31-05-M5
Waukesha County	\$7,480.00	New Berlin Police Dept.	2024-31-05-M5
Sauk County	\$79,992.00	Sauk County Sheriff's Office	2024-31-05-M5



Rock County	\$75,504.00	Beloit Police Dept.	2024-31-05-M5
Racine County	\$89,960.00	Racine County Sheriff's Office	2024-31-05-M5
Racine County	\$99,984.00	Mount Pleasant Police Dept - Village Of	2024-31-05-M5
Monroe County	\$24,998.00	Monroe County Sheriff's Office	2024-31-05-M5
Milwaukee County	\$45,177.00	Greenfield Police Dept.	2024-31-05-M5
Milwaukee County	\$196,800.00	Milwaukee Police Dept.	2024-31-05-M5
Milwaukee County	\$109,991.00	River Hills Police Dept.	2024-31-05-M5
Milwaukee County	\$39,989.00	Wauwatosa Police Dept.	2024-31-05-M5
Iowa County	\$14,400.00	Iowa County Sheriff's Office	2024-31-05-M5
Rock County	\$16,320.00	Brodhead Police Dept.	2024-31-05-M5
Dane County	\$199,980.00	Dane County Sheriff's Office	2024-31-05-M5
Dane County	\$24,374.00	Middleton Police Dept.	2024-31-05-M5
Dane County	\$59,998.00	Monona Police Dept.	2024-31-05-M5
Columbia County	\$39,936.00	Columbia County Sheriff's Office	2024-31-05-M5
Buffalo County	\$11,872.00	Buffalo County Sheriff's Office	2024-31-05-M5
Crawford County	\$20,000.00	Crawford County Sheriff's Office	2024-31-05-M5
Statewide	\$168,000.00	Wisconsin State Patrol	2024-31-05-M5
Richland County	\$9,360.00	Richland County Sheriff's Office	2024-31-05-M5
Juneau County	\$6,150.00	Wisconsin State Patrol	2024-31-05-M5
Sheboygan County	\$4,920.00	Wisconsin State Patrol	2024-31-05-M5
Lincoln County	\$14,432.00	Wisconsin State Patrol	2024-31-05-M5
Milwaukee County	\$9,184.00	Wisconsin State Patrol	2024-31-05-M5
Statewide	\$212,880.00	Planned Unobligated Activity	2024-31-05-M5
Total	\$2,347,000.00		

Drug Recognition Expert (DRE) State Coordinator Position

BOTS will support a contracted DRE State Coordinator position to provide the professional and technical services of a DRE coordinator. The coordinator will manage the efforts of the statewide Drug Evaluation and Classification (DEC) program, and provide oversight and coordination of the DEC program following current International Association of Chiefs of Police



program standards. This position will also oversee the continuous training and re-certification for new and existing DREs.

Countermeasure Association:

Drug Evaluation and Classification Program

Eligible Use of Funds:

M5 PEM Mid Media/Impaired Driving Training/Enforcement

\$78,000.00

Federal Source:

BIL 405d Impaired Driving Mid

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$78,000.00	BOTS – Current Contracted DRE State Coordinator	2024-31-03-M5

DRE Program

BOTS will support expenses and instructor costs related to programs, including Advanced Roadside Impaired Driving Enforcement (ARIDE), Drugs That Impair Driving (eight-hour block), Drug Impairment Training for Educational Professionals (DITEP), and Standard Field Sobriety Testing (SFST). Expenses will include continuous training and re-certification for existing DREs. DRE expenses, including instructor wages, travel to conferences, supplies, printing, postage, lodging, and meals for students and instructors are covered. BOTS will also support DRE callouts to assist other agencies where a DRE evaluation is needed. When synthetic cannabinoids are suspected, BOTS will pay for the cost of the test. BOTS will provide a grant to agencies sending participants to ARIDE training or a DRE School.

Funds will cover the participants’ time, travel costs, and other contractual costs during training, to lessen the burden on the agency.

Countermeasure Association:

Drug Evaluation and Classification Program

Eligible Use of Funds:

M5 PEM Mid Media/Impaired Driving training/Enforcement

\$400,000.00

Federal Source:

BIL 405d Impaired Driving Mid

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number

Statewide	\$400,000.00	BOTS – Current Certified DRE Instructor and their agencies	2024-31-03-M5
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DRE Program - DRE Schools

BOTS will support program expenses to train new DREs during DRE school. Expenses covered include instructor wages, travel cost (such as lodging for instructors and students), supplies (including DRE kits and classroom supplies) and printing. BOTS is planning to hold three DRE Schools per year with a minimum of 12 students per class. As a result, Wisconsin has been able to continue to increase the number of DREs, avoiding decreasing numbers due to retirements and/or attrition. All expenses and supplies will be purchased according to state contract requirements and follow state purchasing guidelines for allowable costs.

Countermeasure Association:
Drug Evaluation and Classification Program

Eligible Use of Funds:
M5 PEM Mid Media/Impaired Driving training/Enforcement **\$425,000.00**

Federal Source:
BIL 405d Impaired Driving Mid

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$425,000.00	BOTS – Contract suppliers, instructors, and participating agencies	2024-31-03-M5

Comparing DRE Opinions to Toxicology Results

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

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

Countermeasure Association:
Drug Evaluation and Classification Program

Eligible Use of Funds:

M5 PEM Mid Media/Impaired Driving training/Enforcement

\$73,000.00

Federal Source:

BIL 405d Impaired Driving Mid



Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$73,000.00	Wisconsin State Laboratory of Hygiene	2024-31-09-M5

Toxicology State Coordinator

A contracted Toxicology State Coordinator position will be created to provide professional and technical services, oversight, and coordination for toxicologists statewide. This position will provide the DRE program with technical support and education of best practices and standards. This position will develop and establish best practices and workflows for the Law Enforcement Phlebotomy program. It will also oversee the continuous training of toxicologists on the most current industry standards.

Per state purchasing guidelines, the contracted Toxicology State Coordinator will be required to complete the bid process. Until the process is over, a specific coordinator cannot be named.

Countermeasure Association:

Drug Evaluation and Classification Program

Eligible Use of Funds:

M5 PEM Mid Media/Impaired Driving training/Enforcement **\$120,000.00**

Federal Source:

BIL 405d Impaired Driving Mid

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$120,000.00	BOTS – Contracted State Coordinator	2024-31-03-M5

Wisconsin DUID Phlebotomy Program

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

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

Countermeasure Association:

Drug Evaluation and Classification Program

Eligible Use of Funds:
M5 PEM Mid Media/Impaired Driving training/Enforcement **\$71,000.00**

Federal Source:
BIL 405d Impaired Driving Mid

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$71,000.00	BOTS – MATC	2024-31-03-M5

Toxicology Testing Results

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

Countermeasure Association:
Drug Evaluation and Classification Program

Eligible Use of Funds:
M5 BAC Mid BAC Testing/Reporting **\$12,000.00**

Federal Source:
BIL 405d Impaired Driving Mid

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$12,000.00	Wisconsin State Laboratory of Hygiene	2024-31-09-M5

Traffic Safety Resource Prosecutors

This planned activity includes salary and fringe for two statewide Traffic Safety Resource Prosecutors acting as a resource on legal issues surrounding OWI and the prosecution of those offenders. They will provide specialized training to prosecutors, judges, law enforcement, and others in the state. They will also conduct outreach at county traffic safety commissions. These positions also provide technical assistance to a wide variety of professionals such as law enforcement officers, DREs, blood and alcohol testing staff, and policy development staff.

Countermeasure Association:
Prosecution and Adjudication

Eligible Use of Funds:
TC Judicial and Court Services **\$380,000.00**

Federal Source:
BIL NHTSA 402



Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$380,000.00	Wisconsin DOJ	2024-30-03-TC

OWI Court Training Travel

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

Countermeasure Association:
Prosecution and Adjudication

Eligible Use of Funds:
M5 CS Mid Court Support **\$25,000.00**

Federal Source:
BIL 405d Impaired Driving Mid

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$25,000.00	BOTS – Agencies that apply to NCDC for training	2024-31-03-M5

Judicial Outreach Liaison Program

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

Countermeasure Association:
Prosecution and Adjudication

Eligible Use of Funds:
ABA Other Funding – American Bar Association **\$120,000.00**

Federal Source:
American Bar Association funding provided by NHTSA Headquarters



Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$120,000.00	BOTS – American Bar Association/Contracted JOL	2024-31-03-ABA

Impaired Driving Traffic Professional Training

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

Countermeasure Association:

Impaired Driving Issue Area Training and Education

Eligible Use of Funds:

M5 OT Mid Other Based on Problem ID

\$50,000.00

Federal Source:

BIL 405d Impaired Driving Mid

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$50,000.00	BOTS-WisDOT-Chem Test Section, State Lab of Hygiene	2024-31-03-M5

Medication Education

Funds will support the development of informational display and printable material to be provided to pharmacies and communities that discuss the potential risk of operating a vehicle while under the influence of certain prescription medications.

Countermeasure Association:

Public Information and Education

Eligible Use of Funds:

M5 PEM Mid Media/Impaired Driving Training/Enforcement

\$25,000.00

Federal Source:

BIL 405d Impaired Driving Mid



Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$25,000.00	BOTS- WisDOT Creative Services	2024-31-07-M5

Section Sober/Sober Green Bay

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

Countermeasure Association:
Public Information and Education

Eligible Use of Funds:
M5 PEM Mid Media/Impaired Driving Training/Enforcement \$30,000.00

Federal Source:
BIL 405d Impaired Driving Mid

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Brown County	\$30,000.00	Section Sober, Inc.	2024-31-07-M5

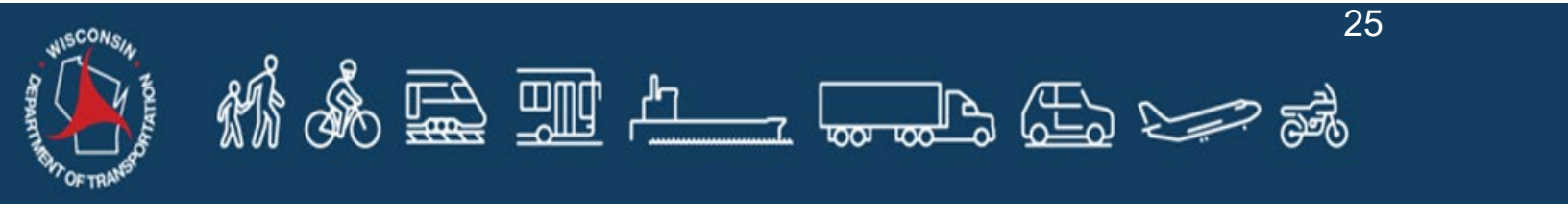
MADD Wisconsin Prevention Specialist

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

Countermeasure Association:
Public Information and Education

Eligible Use of Funds:
M5 PEM Mid Media/Impaired Driving Training/Enforcement \$65,000.00

Federal Source:
BIL 405d Impaired Driving Mid



Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$65,000.00	MADD Wisconsin	2024-31-04-M5

Impaired Driving Media

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

BOTS will:

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

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

Countermeasure Association:

Impaired Driving Mass Media Campaigns

Eligible Use of Funds:

M5 PEM Mid Media/Impaired Driving Training/Enforcement	\$1,085,000.00
PM Paid Advertising	\$170,000.00

Federal Source:

BIL 405d Impaired Driving Mid and BIL NHTSA 402

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$1,085,000.00	BOTS- Contract Suppliers Affirm Marketing and Wisconsin Broadcasters	2024-31-07-M5
Statewide	\$170,000.00	BOTS- Contract Suppliers Affirm Marketing	2024-30-07-PM
Total	\$1,255,000.00		

Impaired Driving Media - Creative

BOTS will work with the current contracted vendor to develop new statewide public information and education campaigns to reduce impaired driving injuries and fatalities based on NHTSA's



goals and objectives. New campaigns will focus on providing messaging that will resonate with more diverse populations, influence the influencers, and speak to the communities at a community level. The current contracted media suppliers are listed below. Per state purchasing guidelines, the available suppliers may change based on state purchasing contracts.

Countermeasure Association:
Impaired Driving Mass Media Campaigns

Eligible Use of Funds:
M5 PEM Mid Media/Impaired Driving Training/Enforcement **\$50,000.00**

Federal Source:
BIL 405d Impaired Driving Mid

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$50,000.00	BOTS - Contract Suppliers Affirm Marketing	2024-31-07-M5

Police Traffic Safety Program

HVE, Sustained, Saturation and Integrated Enforcement

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

Countermeasure Association:
High-Visibility, Sustained and Saturation Patrols

Eligible Use of Funds:
PT Traffic Enforcement Services **\$2,426,000.00**

Federal Source:
BIL NHTSA 402

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number



Milwaukee County	\$35,000.00	Wisconsin State Patrol	2024-40-05-PT
Waukesha County	\$20,000.00	New Berlin Police Dept.	2024-40-05-PT
Milwaukee County	\$49,950.00	River Hills Police Dept.	2024-40-05-PT
Milwaukee County	\$19,950.00	West Allis Police Dept.	2024-40-05-PT
Iowa County	\$10,050.00	Iowa County Sheriff's Office	2024-40-05-PT
Racine County	\$35,000.00	Mount Pleasant Police Dept. - Village of	2024-40-05-PT
Sauk County	\$25,000.00	Sauk County Sheriff's Office	2024-40-05-PT
Dunn County	\$29,000.00	Dunn County Sheriff's Office	2024-40-05-PT
Portage County	\$45,000.00	Portage County Sheriff's Office	2024-40-05-PT
Monroe County	\$25,000.00	Monroe County Sheriff's Office	2024-40-05-PT
Racine County	\$71,000.00	Racine County Sheriff's Office	2024-40-05-PT
Walworth County	\$50,000.00	Walworth County Sheriff's Dept.	2024-40-05-PT
Waukesha County	\$40,000.00	Oconomowoc Lake Police Dept.	2024-40-05-PT
Milwaukee County	\$158,500.00	Milwaukee Police Dept.	2024-40-05-PT
Jackson County	\$15,000.00	Jackson County Sheriff's Office	2024-40-05-PT
Marathon County	\$43,500.00	Marathon County Sheriff's Office	2024-40-05-PT
Eau Claire County	\$74,500.00	Altoona Police Dept.	2024-40-05-PT
Statewide	\$410,500.00	Wisconsin State Patrol	2024-40-05-PT
Wood County	\$23,500.00	Wood County Sheriff's Office	2024-40-05-PT
Columbia County	\$10,000.00	Columbia County Sheriff's Office	2024-40-05-PT
Dane County	\$20,000.00	Monona Police Dept.	2024-40-05-PT
Dodge County	\$14,500.00	Dodge County Sheriff's Office	2024-40-05-PT
Rock County	\$61,500.00	Janesville Police Dept.	2024-40-05-PT
Fond du Lac County	\$50,000.00	Fond du Lac County Sheriff's Office	2024-40-05-PT



Winnebago County	\$30,000.00	Winnebago County Sheriff's Office	2024-40-05-PT
Manitowoc County	\$29,500.00	Manitowoc Police Dept.	2024-40-05-PT
Langlade County	\$48,000.00	Langlade County Sheriff's Office	2024-40-05-PT
Lincoln County	\$15,000.00	Lincoln County Sheriff's Office	2024-40-05-PT
Outagamie County	\$125,000.00	Outagamie County Sheriff's Office	2024-40-05-PT
Sheboygan County	\$30,000.00	Sheboygan County Sheriff's Office	2024-40-05-PT
Waupaca County	\$15,000.00	Waupaca County Sheriff's Office	2024-40-05-PT
Shawano County	\$30,000.00	Shawano Police Dept.	2024-40-05-PT
Dane County	\$18,500.00	Middleton Police Dept.	2024-40-05-PT
Jefferson County	\$39,500.00	Jefferson County Sheriff's Office	2024-40-05-PT
Kenosha County	\$20,000.00	Kenosha Police Dept.	2024-40-05-PT
Ozaukee County	\$28,000.00	Ozaukee County Sheriff's Office	2024-40-05-PT
Richland County	\$9,500.00	Richland County Sheriff's Office	2024-40-05-PT
Door County	\$12,500.00	Door County Sheriff's Office	2024-40-05-PT
Kewaunee County	\$10,000.00	Kewaunee County Sheriff's Office	2024-40-05-PT
Marinette County	\$25,000.00	Marinette County Sheriff's Office	2024-40-05-PT
Chippewa County	\$8,500.00	Chippewa County Sheriff's Office	2024-40-05-PT
Dane County	\$125,000.00	Dane County Sheriff's Office	2024-40-05-PT
Oconto County	\$30,000.00	Oconto County Sheriff's Office	2024-40-05-PT
Dane County	\$24,500.00	Belleville Police Dept.	2024-40-05-PT
Polk County	\$2,500.00	Polk County Sheriff's Office	2024-40-05-PT
La Crosse County	\$25,000.00	Campbell Police Dept.	2024-40-05-PT
Washington County	\$15,000.00	Germantown Police Dept.	2024-40-05-PT
Waukesha County	\$30,000.00	Waukesha County Sheriff's Office	2024-40-05-PT



Milwaukee County	\$70,000.00	Cudahy Police Dept.	2024-40-05-PT
Green Lake County	\$14,000.00	Green Lake County Sheriff's Office	2024-40-05-PT
Washburn County	\$10,000.00	Washburn County Sheriff's Office	2024-40-05-PT
Brown County	\$60,000.00	Green Bay Police Dept.	2024-40-05-PT
Vernon County	\$10,000.00	Hillsboro Police Dept.	2024-40-05-PT
Statewide		Planned Unobligated Activity	2024-40-05-PT
Totals	\$2,426,000.00		

Predictive Analytics

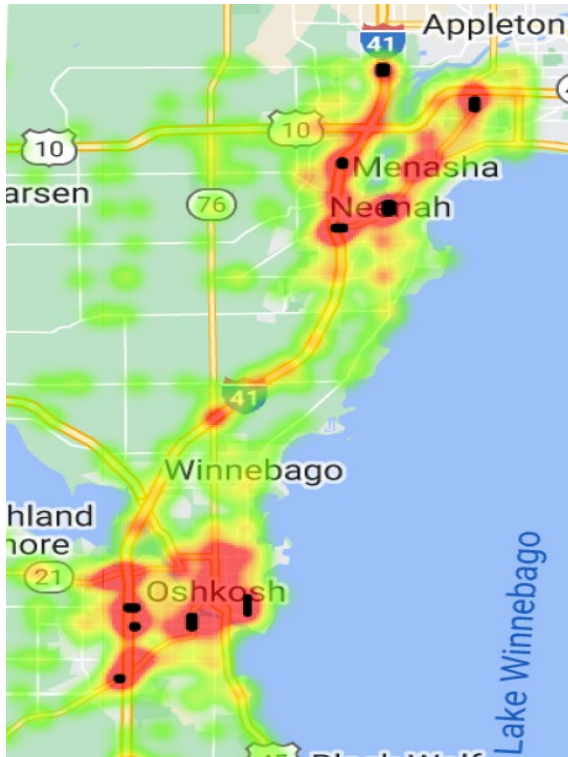
Recent advances in crash data collection and management in Wisconsin have afforded the opportunity to improve the effectiveness of traffic safety enforcement activities through data driven resource allocation. Initial predictive analytics decision support capabilities were developed and rolled out statewide during the 2017 project year in the form of a new heat map enabled crash analysis interface in the Community Maps system and as user selectable crash map layers in the Wisconsin State Patrol MACH system. Building on this initial set of tools, an automated hot spot detection algorithm was developed during 2018 and rolled into the Community Maps crash analysis interface in early 2019 to complement the heat map capability. The hot spot detection capability has been continually improved since the initial rollout to provide a highly scalable and accessible tool that now serves as an integral component of Wisconsin's strategy for law enforcement traffic safety resource allocation. BOTS will identify counties for a full predictive analytics, using community maps and the predictive analytics elements. The counties will use that information and data to:

- Inform the county Traffic Safety Commission (TSC) of areas of concern and collaboratively develop local strategies to address the areas.
- Plan law enforcement details in the recommended hot spot target areas, coordinating deployments with local, county and State Patrol assets.
- Use TSCs membership to conduct outreach, and education.
- Use local traffic safety engineers to assess areas that law enforcement and TSC members identify for proposing low-cost/high impact traffic safety mitigations.

Winnebago County

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





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

Countermeasure Association:
Predicative Analytics and Community Outreach

Eligible Use of Funds:
PT Traffic Enforcement Services \$200,000.00

Federal Source:
BIL NHTSA 402

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Winnebago County	\$110,000.00	Winnebago County Sheriff's Office	2024-40-05-PT
Statewide	\$90,000.00	Planned unobligated project	2024-40-05-PT
Total	\$200,000.00		

Traffic Records Improvement Program

BOTS Data Analysts

Highway safety analysts are an essential component to improve traffic safety in the state of Wisconsin. These positions work with partner agencies, including but not limited to law enforcement, technical colleges, private businesses, advocacy groups and other BOTS staff to coordinate traffic safety awareness efforts that aim to reduce fatalities and injuries as indicated by crash and injury data. Management of the community traffic safety program will be of service to the state of Wisconsin to help achieve performance target **C1**, to decrease traffic fatalities. These positions are essential for continuing coordination of Wisconsin's programs, associated grants, and outreach efforts.

This project supports three, federally funded analysts and two state-funded analysts. They work to improve highway safety by providing statistics to local TSCs, the wider population, and federal, state, and local partners. Funded activities include wage and fringe, data processing costs, materials and supplies, training, travel, printing, and postage.

Countermeasure Association:
Traffic Records System Management

Eligible Use of Funds:
TR Traffic Records **\$280,000.00**

Federal Source:
402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$280,000.00	BOTS	2024-50-01-TR

Traffic Safety Records Project Summary

Project Title	Database	Attribute	Budget
CODES-Crash Outcomes and Data Evaluation System	EMS	Completeness	\$140,000
WisTransPortal Safety Data Warehouse	Crash	Integration	\$145,000
WisTransPortal Predictive Crash and Research & Development	Crash	Accessibility	\$110,000
TOPS Lab Traffic Records Systems Planning and Coordination	Roadway	Integration	\$250,000
Estimating Bicycle Volumes in Wisconsin Using Crowdsource Data	Roadway	Completeness	\$100,000
Community Maps	Crash	Accessibility	\$110,000
Bicycle and Pedestrian Count Program	Roadway	Completeness	\$150,000
A Large-scale Automated Non-Motorist Data Collection Process through Deep Learning, Image Processing & Spatial Analytics (DLIPSA)	Roadway	Completeness	\$125,000
AccSafety: Bridging Research and Practice - Cloud-Based Implementation of Safety Research for Real-World Application	Roadway	Accessibility	\$175,000
Total			\$1,305,000

Crash Outcomes and Data Evaluation System (CODES)

The availability of data that combines crash-related information with health outcomes data is critical for the evaluation of the traffic safety related efforts by federal and state transportation

agencies, as well as for state and local public health and law enforcement officials. Without linked traffic/health outcomes data, it is difficult to fully evaluate the impact of motor vehicle crashes on the health and safety of communities, and the success of traffic safety projects and demonstrations.

One of the 2023 TRCC CODES project objectives is to improve data completeness and uniformity by extending record linkages to include the matching of Hospital Inpatient and Emergency Department records to Wisconsin Ambulance Run Data System (WARDS) for 2021 linked records. No ambulance records have been linked to 2020 data and back. This project will increase the linked Ambulance Run Data from one year to three years of linked data.

Attribute

- The core database improved is Injury Surveillance System. The Attribute improvement making data program improvements relating to quantifiable, measurable progress in the completeness of data in a core highway safety database.

Quantifiable Measure

- Complete matching of hospital and trauma records to crash records, 2022 from 80% to 100%, and 2023 from 0% to 25%. The hospital runs data resets annually.

Countermeasure Association:
Data and Information Quality Projects

Eligible Use of Funds:
M3 DA Data Program **\$140,000.00**

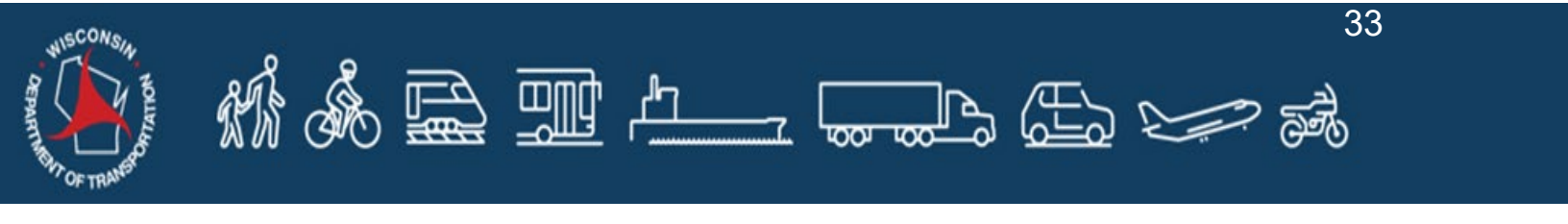
Federal Source:
BIL 405C Data Program and FAST Act 405C Data Program

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$140,000.00	UW Madison; TOPS Lab	2024-58-03-M3

WisTransPortal Safety Data Warehouse

Recent improvements to crash data collection and management in Wisconsin have afforded the opportunity to develop linkages from the Wisconsin crash database to external data sources to enhance overall safety analysis capabilities. The underlying conceptual model for these linkages forms the basis for an idealized Traffic Records System whereby crash data is at the center of a honeycomb of integrated or linked core datasets consisting of vehicle, driver, roadway, citation/adjudication, and EMS/injury surveillance data.

Realizing the full potential of this opportunity is a multiyear undertaking that will require planning, agency coordination, and iterative development. This project will build upon technical planning and development from project periods by linking citation/adjudication data, which represents an important first step towards building longer term traffic records data warehouse capabilities to support traffic safety analysis and research in Wisconsin.



This project will link crash and citation data, two of the core state safety datasets, within the WisTransPortal system at the University of Wisconsin-Madison. This linkage will support proactive traffic safety planning and research across all levels of government in Wisconsin. The 2021 project laid the groundwork for this effort by implementing a new statewide crash data archiving system and deploying a secure database server platform for safety data warehouse research and development. Current efforts are focused on technical development of the database and application components to capture and store three law enforcement agency datasets - citations, warnings, and contact summaries from the Wisconsin Badger Traffic and Criminal Software (TraCS) system – within the new safety data warehouse.

A parallel effort to finalize data sharing and security requirements through a data governance agreement is also underway. The FY24 project will pilot the new data warehouse system with a small set of law enforcement agency partners, leading to a future buildout of a complete, statewide linkage of crash and citation data in subsequent years.

Attribute

- The core database improved is Roadway. The attribute improvement making data program improvements relating to quantifiable, measurable progress in the integration of data in a core highway safety database.

Quantifiable Measure

- This project will link three law enforcement agencies to Community Maps and establish citation data for predictive analytics from a benchmark of zero by end of fiscal year.

Countermeasure Association:

Data and Information Quality Projects

Eligible Use of Funds:

M3DA Data Program

\$145,000.00

Federal Source:

BIL 405C Data Program and FAST Act 405C Data Program

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$145,000.00	UW Madison; TOPS Lab	2024-58-03-M3

WisTransPortal Predictive Crash, Research, and Development

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



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

The heat map and hot spot detection algorithms are now available to all law enforcement agencies statewide and have been used to generate targeted enforcement areas for several predictive analytics pilots conducted by the Wisconsin State Patrol and local law enforcement agencies. Important objectives going forward are to refine the detection algorithm and reporting capabilities based on further experience and user feedback from law enforcement and traffic safety stakeholders.

Additionally, there is a need to demonstrate the effectiveness of the predictive analytics tools and program through quantitative and qualitative measures. When completed, this project will establish a critical feedback loop between crash reporting and LEAs. LEAs will be enabled to act more proactively to prevent crashes, rather than merely responding.

Attribute

- The core database improved is Crash. Attribute improvement making data program improvements relating to quantifiable, measurable progress in the accessibility of data in a core highway safety database.

Quantifiable Measure

- Increase number of users accessing the data via Community Maps by 15% from a base line of 55 monthly average users to 64 monthly average users.

Countermeasure Association:

Data and Information Quality Projects

Eligible Use of Funds:

M3DA Data Program

\$110,000.00

Federal Source:

BIL 405C Data Program and FAST Act 405C Data Program

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$110,000.00	UW Madison; TOPS Lab	2024-58-03-M3

TOPS Lab Traffic Records Systems Planning and Coordination

Each year thousands of Wisconsin residents are injured and killed in traffic crashes. To help work towards Wisconsin’s vision of a safer transportation system with zero preventable fatalities, the TOPS Laboratory at the University of Wisconsin-Madison has partnered with

BOTS on various transportation safety planning and coordination efforts that advance the TRCC strategic plan and promote a Safe System approach to roadway safety in Wisconsin. Efforts cover a range of technical investigation, coordination, and planning activities in collaboration with the BOTS Program and Policy Section that fall outside the scope of current TRCC funded technical projects.

This project will support ongoing activities in three key areas:

- *Roadway Classification Technical Development* – The TOPS Lab has been leading an effort to incorporate urban / rural classification, roadway functional class, roadway ownership, and related roadway classification elements into the crash database. These are critical data elements for safety analysis, program planning, and federal reporting. This effort has brought together stakeholders from across the department to identify data needs for this integration. This project will cover offline prototyping and analysis related to linking geo-coded crash **Location** from the Badger TraCS DT4000 crash report TLT locator tool to roadway attributes from WisDOT’s STN and WISLR linear referencing systems. The results of this prototype will provide input into the design of a future, automated data integration process.
- *TRCC Planning and Organization* – The TOPS Lab currently serves as a co-chair with BOTS for the Wisconsin TRCC. This involves ongoing coordination with BOTS regarding the TRCC mission and strategic plan, outreach to NHTSA, and co-leading the TRCC quarterly meetings. This project will cover ongoing activities of the TOPS Lab to support the TRCC.
- *Safety Data System Management, Planning, and Outreach* – Many of these and other TOPS Lab TRCC based activities are oriented towards a larger vision of an integrated traffic records system and coordinating framework to support research, analysis, and safety programming at the statewide level. This project will cover conceptual planning in coordination with the BOTS Program and Policy Section for a technical and coordinating framework for the effective management and governance of statewide traffic safety records. It will also cover ongoing coordination and outreach for important safety initiatives.

Attribute

- The core database improved is Roadway. The attribute improvement making data program improvements relating to quantifiable, measurable progress in the completeness of data in a core highway safety database.

Quantifiable Measure

- Integrating Roadway data to crash data, Functional Federal Roadway Class, Roadway Ownership, and National Highway System. Increasing the integration from zero integrated data elements to three by end of project.

Countermeasure Association:

Data and Information Quality Projects



Eligible Use of Funds:
M3DA Data Program

\$250,000.00

Federal Source:
BIL 405C Data Program and FAST Act 405C Data Program

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$250,000.00	UW Madison; TOPS Lab	2024-58-03-M3

Estimating Non-motorist Volumes Using Crowdsourced Data

Crashes involving pedestrians, bicyclists, and other non-motorists usually result in severe injuries or even fatalities. With the increasing popularity of active transportation modes, such as cycling for work and recreation, it is crucial to understand the causes and patterns of these crashes to identify cost-effective safety measures. For instance, with bicyclists and motorists sharing roadway space, there are safety concerns for bikers because of high-speed traffic and reckless drivers.

In Wisconsin, crash statistics from 2017-2021 show 1.29% of bicycle crashes are fatal and 10.58% are serious injuries, as compared to 0.45% of motor vehicle occupant crashes producing fatalities and 2.23% producing serious injuries.

To protect VRU and promote a safe traveling environment for all, it is crucial to identify dependable data sources while developing methods for measuring, estimating, and analyzing non-motorist injury risk. This objective is within the scope of “Improve Non-Motorist Safety”, one of the ten “Highest Priority Issue Areas” in the Wisconsin SHSP, 2017-2020.

Attribute

- The core database improved is Roadway. Attribute improvement making data program improvements relating to quantifiable, measurable progress in the completeness of data in a core highway safety database.

Quantifiable Measure

- Develop annual non-motorized volume estimates for 2,000 state highway intersection from a base of zero by end of fiscal year.

Countermeasure Association:

Data and Information Quality Projects

Eligible Use of Funds:
M3DA Data Program

\$100,000.00

Federal Source:
BIL 405C Data Program and FAST Act 405C Data Program



Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$100,00.00	UW Milwaukee	2024-58-03-M3

Community Maps

In support of the TSC mission, the Community Maps system was developed by BOTS in partnership with the Wisconsin TOPS Laboratory at the University of Wisconsin-Madison to provide an accessible and timely map of traffic crashes for each county. Community Maps is updated on a nightly basis from the WisDOT crash database management system and includes a record of all police reported crashes in Wisconsin for which geo-coded **Location** are available. Crash records that have not been geo-coded are included in the total number of crashes for a given jurisdiction but are not displayed on the map. The Community Maps system serves as an integral component of the county TSC quarterly meetings and as a vital information resource for ongoing collaborative efforts at all levels of government and within local communities to address traffic safety needs.

A major update to the Community Maps system was rolled out in January 2018 to integrate the WisTransPortal DT4000 crash data as the primary data source in Community Maps. This roll out was coordinated with a significant outreach effort to the county TSCs and Wisconsin State Patrol regional dispatch centers. Community Maps is now updated on a nightly basis and includes crash records for all crash severity levels. The DT4000 data source integration represented a significant update to Community Maps in terms of the quantity of crash data available through the system, as well as the size, frequency, and complexity of queries that were subsequently required by stakeholders.

Ongoing enhancements include improvements to the Basic and Advanced Search interfaces to sustain overall performance and to further enhance the analysis capabilities of Community Maps to meet stakeholder needs. Specific objectives for FY24 will include continued outreach and training activities and modernization of the Community Maps system to support new analysis and data layer capabilities.

Attribute

- The core database improved is Crash. The Attribute improvement making data program improvements relating to quantifiable, measurable progress in the accessibility of data in a core highway safety database.

Quantifiable Measure

- Increase number of users accessing the data via Community Maps by 15% from a base line 55 monthly average users to 64 monthly average users.

Countermeasure Association:

Data and Information Quality Projects

Eligible Use of Funds:

M3DA Data Program

\$110,000.00



Federal Source:

BIL 405C Data Program and FAST Act 405C Data Program

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$110,000.00	UW Madison; TOPS Lab	2024-58-03-M3

Pilot Pedestrian and Bicycle Count Program

In this pilot, at least three new permanent count stations along sidewalk, bike lane, and trail segments will be installed. In addition, two communities will be chosen to perform short duration counts at up to 20 **Location**. These count stations will provide total annual non-motorist volumes and non-motorist activity patterns throughout the year and within different land use contexts. These new count data can then be integrated with reported crash data at each of the **Location** to provide crash risk estimates.

“Improve Non-Motorist Safety” is one of ten “Highest Priority Issue Areas” in the Wisconsin SHSP, 2023-2027. To prioritize **Location** for VRU safety improvements and select the most appropriate and cost-effective safety countermeasures to reduce their crash risk in different contexts (e.g., pedestrian crossing volume, bicycles on the roadway, daytime vs. nighttime, roadways, trails, and shared paths), we must address the fundamental problem of not having non-motorist counts in most **Location**.

Attribute

- The core database improved is Roadway. Attribute improvement making data program improvements relating to quantifiable, measurable progress in the completeness of data in a core highway safety database

Quantifiable Measure

- Using three new permanent count stations, complete 20 short duration counts in two communities and produce 1,000 recorded counts from a base of 50 by end of fiscal year.

Countermeasure Association:

Data and Information Quality Projects

Eligible Use of Funds:

M3DA Data Program

\$150,000.00

Federal Source:

BIL 405C Data Program and FAST Act 405C Data Program

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$150,000.00	UW Milwaukee	2024-58-03-M3



A Large-scale Automated Non-Motorist Data Collection Process through Deep Learning, Image Processing & Spatial Analytics (DLIPSA)

The Model Inventory of Roadway Elements (MIRE) program, administered by the FHWA, has underscored the importance of non-motorist data inventory in traffic safety. This importance is further highlighted by the 37 state DOTs that have prioritized the collection of non-motorist facilities data using road markings. Although "Improve Non-Motorist Safety" is constantly considered as one of the ten "Highest Priority Issue Areas" in the Wisconsin SHSP, there is a lack of inventory data for non-motorist facilities at the intersection and roadway level.

The project team will develop a model for automating the collection of intersection images on a large scale for Wisconsin. The team will evaluate the performance of the model by conducting a manual review on a sample dataset. This framework will serve as a tool for future data collection. To facilitate the detection and extraction of non-motorist facilities, the team will develop a series of AI-based image processing and deep learning models. These models will build upon existing publicly available models that have been trained on vast datasets comprising millions of images for various general applications. The team will select the best pretrained models as a baseline to develop models and assess their performance. The team will further investigate the model performance using standard evaluation measures and manual review.

Attribute

- The core database improved is Roadway. Attribute improvement making data program improvements relating to quantifiable, measurable progress in the completeness of data in a core highway safety database

Quantifiable Measure

- Using automated non-motorist data collection, process and validate non-motorist data inventory of 5,000 recorded intersection from the state highway trunk and local roads from a base of zero. This will be completed by end of fiscal year.

Countermeasure Association:

Data and Information Quality Projects

Eligible Use of Funds:

M3DA Data Program

\$125,000.00

Federal Source:

BIL 405C Data Program and FAST Act 405C Data Program

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$125,000.00	UW Milwaukee	2024-58-03-M3

AccSafety: Bridging Research and Practice - Cloud-Based Implementation of Safety Research for Real-World Application

One of the key obstacles is the complex implementation process. These algorithms are typically characterized by intricate models and coding requirements, which may prove daunting for non-technical stakeholders. Consequently, the valuable outcomes derived from research algorithms remain underutilized, and opportunities for innovation and progress in transportation projects may be missed.

Another challenge lies in the integration of research outcomes within a unified system. Often, research algorithms are not standardized for easy deployment, or operate as standalone applications or software packages, making it difficult to seamlessly integrate them with the established infrastructure and workflows within a single platform. This lack of integration further hinders the efficient use of available resources and research outcomes, as the research benefits cannot be fully utilized within the existing project framework.

Converting research algorithms into a web-based tool improves accessibility for DOT professionals and stakeholders through a user-friendly interface. The interface will enable them to easily access and interact with the tool and other external traffic safety databases, overcoming the barriers posed by complex implementation processes and technical requirements. As a result, more individuals within the safety community can benefit from the research outcomes effectively.

Furthermore, the web-based tool will enhance the usability of the core state traffic safety database by allowing DOT professionals to incorporate the outcomes of research algorithms directly into their decision-making processes. They will be able to access valuable insights and data-driven recommendations derived from the algorithms, enabling them to make informed decisions and develop evidence-based safety initiatives.

Attribute

- The core database improvement is for Roadway. Attribute improvement making data program improvements relating to quantifiable, measurable progress in the accessibility of data in a core highway safety database.

Quantifiable Measure

- Establish AccSafety platform to implement pedestrian and bicycle catalog for query and publicly accessible data sets in Wisconsin. This is an innovative integration project for non-motorized data. 100 users from a base of zero by end of fiscal year.

Countermeasure Association:

Data and Information Quality Projects

Eligible Use of Funds:

M3DA Data Program

\$175,000.00

Federal Source:

BIL 405C Data Program and FAST Act 405C Data Program



Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$175,000.00	UW Milwaukee	2024-58-01-M3

Emergency Medical Services

Rural EMS Retention and Recruitment

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

Countermeasure Association:

Rural Emergency Medical Services Education, Retention, Recruitment

Eligible Use of Funds:

PS Public Safety

\$100,000.00

Federal Source:

BIL NHTSA 402

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$100,000.00	Department of Health Services; Office of Preparedness and Emergency Health Care	2024-60-02-PS

First Responder Roadside Digital Alerting

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. Digital alerts transverse terrain barriers that emergency lighting cannot, such as road grade, road elevation, and other hazards on the route of travel not within line of sight. Alerts are received inside vehicles through a growing number of systems, including popular vehicle and application navigation systems, and cellular connected vehicle dashboards from manufacturers. Many of these systems require no specific actions or registrations from motorists for alerts to be received. Digital alerting has been found to be an effective countermeasure at reducing motorist speed and hard braking events near roadside incidents.

This is an innovative project for the state. The bureau will analyze crash data involving first responders (fire, EMS, and law enforcement) to assess the number of crashes per agency in a three-year period (2019-2021). The data will follow the weighting and scaling from the master

targeting. Agencies with more than the mean average number of crashes will be targeted for this grant. Rural agencies will be given higher priority.

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

Countermeasure Association:
Crash Prevention by Digital Alerting

Eligible Use of Funds:
M12B DAT Digital Alert Technology \$80,000.00
PM Paid Media \$120,000.00

Federal Source:
Supplemental BIL NHTSA 402
BIL 405H

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$120,000.00	BOTS – Contracted Vendor Affirm Marketing	2024-62-07-PM
Statewide	\$80,000.00	BOTS	2024-65-06-DAT
Total	\$200,000.00		

Wisconsin Motorcycle Safety Program (WMSP)

Motorcycle Safety Program Management

This state program manager position will coordinate, plan, and manage the WMSP to include assisting the Wisconsin rider education program and WMSP through continued clerical support to training sites. This activity will include wage and fringe, data processing costs, materials and supplies, training and travel, printing and postage, and National Association of State Motorcycle Safety administrator membership dues.

Countermeasure Association:
Motorcycle Safety Program Planning and Administration

Eligible Use of Funds:
State Funded 562 \$90,000.00

Federal Source:
State funded

Required Project Information



Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$90,000.00	BOTS	2024-79-04-WI

Motorcycle Rider Training

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

Countermeasure Association:
Motorcycle Rider Licensing and Training

Eligible Use of Funds:

M9MT Motorcyclist Training	\$ 35,000.00
State 562	\$ 500,000.00

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

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$35,000.00	WisDOT; Division of Motor Vehicles	2024-72-03-M9
Marathon County Wood County	\$40,000.00	Mid-State Technical College	2024-79-04-WI
Ashland County Barron County Douglas County St Croix County	\$55,000.00	Northwood Technical College	2024-79-04-WI
Brown County Door County	\$30,000.00	Northeast Wisconsin Technical College	2024-79-04-WI
Dane County Sauk County	\$80,000.00	Madison Area Technical College	2024-79-04-WI
Eau Claire County	\$35,000.00	Chippewa Valley Technical College	2024-79-04-WI
Fond du Lac County	\$60,000.00	Moraine Park Technical College	2024-79-04-WI
Grant County	\$40,000.00	Southwest Technical College	2024-79-04-WI
Jackson County	\$45,000.00	ABATE of WI Safe Rider	2024-79-04-WI
Kenosha County	\$40,000.00	Gateway Technical College	2024-79-04-WI
Manitowoc County	\$45,000.00	Lakeshore Technical College	2024-79-04-WI



Langlade County Marathon County Price County Taylor County	\$65,000.00	Northcentral Technical College	2024-79-04-WI
Oneida County	\$30,000.00	Nicolet Area Technical College	2024-79-04-WI
Outagamie County	\$35,000.00	Fox Valley Technical College	2024-79-04-WI
Rock County	\$20,000.00	Blackhawk Technical College	2024-79-04-WI
Waukesha County	\$30,000.00	Waukesha County Technical College	2024-79-04-WI
Total	\$535,000.00		

Motorcycle Mass Media and Outreach

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

Countermeasure Association:

Motorcycle Communications and Outreach

Eligible Use of Funds:

PM Paid Advertising	\$10,000.00
MC Motorcycle Safety	\$75,000.00
M9MA Motorcyclist Awareness	\$150,000.00
State 535 Paid Media	\$205,000.00

Federal Source:

402 BIL

BIL 405F Motorcycle Programs and FAST Act 405F Motorcycle Programs

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$75,000.00	BOTS; MC Safety Assessment	2024-70-09-MC
Statewide	\$10,000.00	BOTS: Contracted vendor Affirm Marketing	2024-70-07-PM
Statewide	\$150,000.00	BOTS: MC Share the Road	2024-72-07-M9
Statewide	\$205,000.00	BOTS, contracted vendors: Affirm Marketing and Wisconsin Broadcasters Association (WBA)	2024-79-07-WI



Total	\$440,000.00		
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Motorcycle Safety Program Evaluation

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

The Motorcycle Safety Program was last reviewed in 2010.

Countermeasure Association:

Motorcycle Program Evaluation and Quality Assurance

Eligible Use of Funds:

M9MC Motorcyclist Curricula

\$90,000.00

Federal Source:

BIL 405F Motorcycle Programs and FAST Act 405F Motorcycle Programs

Location	Funding Amount	Subrecipients	Project ID Number
Ashland County Barron County Brown County Columbia County Dane County Door County Douglas County Eau Claire County Fond Du Lac County Grant County Jackson County Jefferson County Kenosha County Langlade County Manitowoc County Marathon County Milwaukee County Oneida County Outagamie County Ozaukee County Price County Rock County Shawano County Sheboygan Sheboygan County	\$90,000.00	BOTS, qualified consultants	2024-72-09-M9



St Croix County Taylor County Waukesha County Winnebago County Wood County			
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Motorcycle Safety Quality Assurance Certification Course

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

Programs shall be subject to a comprehensive WMSP administered Quality Assurance (QA) program comprised of systematic mechanisms that are consistent with policies and procedures, and that foster continuous quality improvement in administrative, curricular, instructional, and evaluative areas.

QA standards will consistently assess student skill and knowledge progress and outcomes and shall encompass all stakeholders in the rider education system, holding parties accountable for compliance, while providing opportunities for professional development focused on improvements in range and classroom performance for the benefit of the learners. All performance standards shall be consistently communicated to stakeholders via multiple channels, both formally and informally, to encourage and accommodate formal and peer mentoring.

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

Countermeasure Association:

Motorcycle Program Evaluation and Quality Assurance

Eligible Use of Funds:

M9MC Motorcyclist curricula **\$20,000.00**

Federal Source:

BIL 405F Motorcycle Programs and FAST Act 405F Motorcycle Programs



Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$20,000.00	BOTS; certified consultants	2024-72-09-M9

MOSAC & MSF Motorcycle Safety Rider Training Summits

MOSAC Rider Safety Summit

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

MSF Rider Education and Training System (RETS)

Most of the studies reviewed a training program that essentially consisted of a single course. Most government and insurance company involvement in the U.S. is through the licensing function, and therefore, limited primarily to a basic novice course. Assuring the minimum riding skills for initial entry into the motorcycling environment, while an important goal and achieved at an 85-90% success rate in basic courses, it cannot meet all the needs of the wide variety of new riders in the system. Moreover, when we consider the various contributing factors to overall motorcycle safety as a complex, integrated system that must work together to achieve an overall goal, the fallacy of a single training course serving as an in-total countermeasure becomes apparent.

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

Countermeasure Association:

Motorcycle Program Evaluation and Quality Assurance

Eligible Use of Funds:

MC Motorcycle Safety

\$125,000.00

Federal Source:

402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$125,000.00	BOTS	2024-70-09-MC

Motorcycle Safety Assessment

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

Countermeasure Association:

Motorcycle Program Evaluation and Quality Assurance

Eligible Use of Funds:

MC Motorcycle Safety

\$60,000.00

Federal Source:

402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$60,000.00	BOTS	2024-70-09-MC

Vulnerable/Non-Motorized Safety Program

Vulnerable Road Users Program Management

This state program manager position will positively impact traffic safety in Wisconsin by coordinating, planning, and managing the bicycle and pedestrian program. The purpose of this position is to develop meaningful relationships with communities, educate communities on 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.

Countermeasure Association:

Vulnerable Road Users Program Management

Eligible Use of Funds:

State 562

\$90,000.00

Federal Source:

State 562

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$90,000.00	BOTS	2024-89-01-WI

Bicycle and Pedestrian Mass Media

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

Countermeasure Association:

Bicycle and Pedestrian Safety Education, Outreach, and Engagement

Eligible Use of Funds:

PS Pedestrian/Bicycle Safety

\$135,000.00

Federal Source:

402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$75,000.00	Affirm Media	2024-80-02-PS
Counties: Milwaukee Dane Winnebago Waukesha Outagamie Brown	\$60,000.00	Wisconsin Bike Federation	2024-80-02-PS
TOTAL	\$135,000.00		

Teaching Safe Cycling (TSB) Classes

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

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

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

Countermeasure Association:

Bicycle and Pedestrian Safety Education, Outreach, and Engagement

Eligible Use of Funds:

PS Pedestrian/Bicycle Safety

\$95,000.00



Federal Source:
402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Counties: Milwaukee Dane Eau Claire Rock Sheboygan Winnebago	\$95,000.00	Wisconsin Bike Federation	2023-80-03-PS
Total	\$95,000.00		

MilWALKee Walks

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

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

Eligible Use of Funds:
PS Pedestrian/Bicycle Safety **\$130,000.00**

Federal Source:
402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Milwaukee County	\$130,000.00	Wisconsin Bike Federation	2023-80-04-PS

Training for Planners and Engineers

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

Countermeasure Association:



Bicycle and Pedestrian Safety Education, Outreach, and Engagement

Eligible Use of Funds:

PS Pedestrian/Bicycle Safety

\$20,000.00

Federal Source:

402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Virtual	\$10,000.00	BOTS	2023-80-03-PS
Milwaukee and Madison	\$10,000.00	BOTS	2023-80-03-PS
TOTAL	\$20,000.00		

Temporary Traffic Calming Pop-Ups

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

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

Countermeasure Association:

Bicycle and Pedestrian Safety Education, Outreach, and Engagement

Eligible Use of Funds:

PS Pedestrian/Bicycle Safety

\$50,000.00

Federal Source:

402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$50,000.00	BOTS	2024-80-03-PS

Bicycles for Bike Rodeos and Kid's Bike Education

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

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

Countermeasure Association:

Bicycle and Pedestrian Safety Education, Outreach, and Engagement

Eligible Use of Funds:

PS Pedestrian/Bicycle Safety

\$25,000.00

Federal Source:

402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
TBD Statewide	\$25,000.00	BOTS	2024-80-04-PS

Vulnerable Road User Enforcement

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

These grants should only be used to supplement existing enforcement related to pedestrian and bicyclist safety. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

The current list of grantees is based on historical targeting for Ped/Bike enforcement as well as crash data. BOTS will continue to utilize targeting/crash data and may find additional grantees.

Countermeasure Association:

Vulnerable Road User Enforcement Strategies

Eligible Use of Funds:

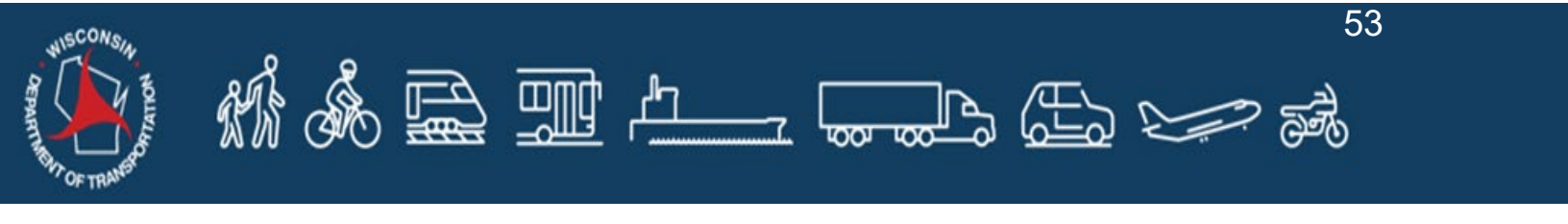
PS Pedestrian/Bicycle Safety

\$265,000.00

Federal Source:

402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Madison	\$50,000.00	Madison PD	2024-80-05-PS
Milwaukee	\$25,000.00	Milwaukee PD	2024-80-05-PS



Sheboygan	\$20,000.00	Sheboygan PD	2024-80-05-PS
West Allis	\$20,000.00	West Allis PD	2024-80-05-PS
Appleton	\$10,000.00	Appleton PD	2024-80-05-PS
Mt. Pleasant	\$7,500.00	Mt. Pleasant PD	2024-80-05-PS
Green Bay	\$7,500.00	Green Bay PD	2024-80-05-PS
Racine	\$7,500.00	Racine PD	2024-80-05-PS
Kenosha	\$7,500.00	Kenosha PD	2024-80-05-PS
Manitowoc	\$7,500.00	Manitowoc PD	2024-80-05-PS
Oshkosh	\$7,500.00	Oshkosh PD	2024-80-05-PS
Janesville	\$5,000.00	Janesville PD	2024-80-05-PS
Wauwatosa	\$5,000.00	Wauwatosa PD	2024-80-05-PS
Ashwaubenon	\$5,000.00	Ashwaubenon PD	2024-80-05-PS
De Pere	\$5,000.00	De Pere PD	2024-80-05-PS
Fond du Lac	\$5,000.00	Fond du Lac PD	2024-80-05-PS
Beloit	\$5,000.00	Beloit PD	2024-80-05-PS
Superior	\$5,000.00	Superior PD	2024-80-05-PS
Greenfield	\$5,000.00	Greenfield PD	2024-80-05-PS
Wausau	\$5,000.00	Wausau PD	2024-80-05-PS
Eau Claire	\$5,000.00	Eau Claire PD	2024-80-05-PS
Oconomowoc	\$5,000.00	Oconomowoc PD	2024-80-05-PS
Brookfield	\$5,000.00	Brookfield PD	2024-80-05-PS
Pleasant Prairie	\$5,000.00	Pleasant Prairie PD	2024-80-05-PS
Neenah	\$5,000.00	Neenah PD	2024-80-05-PS
Waukesha	\$5,000.00	Waukesha PD	2024-80-05-PS
Sun Prairie	\$5,000.00	Sun Prairie PD	2024-80-05-PS
Middleton	\$5,000.00	Middleton PD	2024-80-05-PS
Stevens Point	\$5,000.00	Stevens Point PD	2024-80-05-PS
Whitefish Bay	\$5,000.00	Whitefish Bay PD	2024-80-05-PS
TOTAL	\$265,000.00		

Community Traffic Safety

Grants Management System

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



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

Countermeasure Association:
Grants Management System

Eligible Use of Funds:
RS Roadway Safety **\$100,000.00**

Federal Source:
402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$100,000.00	BOTS	2024-90-04-RS

Law Enforcement Liaisons (LELs) and Regional Program Managers (RPMs)

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

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

Countermeasure Association:
Law Enforcement Liaisons and Regional Program Managers

Eligible Use of Funds:
RS Roadway Safety **\$560,000.00**

Federal Source:
402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$560,000.00	BOTS	2024-90-01-RS



Governor's Conference on Highway Safety

The Governor's Conference on Highway Safety is an annual opportunity to network with law enforcement and other transportation safety stakeholders and partners. Sharing best practices, discussing 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.

This planned activity funds a peer led conference to promote and educate traffic safety partners on best practices, evolving issues, and general palpatory sessions to improve overall knowledge. The conference is a meeting of current and future partners. The conference has improved and will continue to improve inter-agency cooperation and collaboration. It will help the development of multi-jurisdictional HVE task forces across the state.

Countermeasure Association:
Governor's Conference on Highway Safety

Eligible Use of Funds:
RS Roadway Safety **\$130,000.00**

Federal Source:
402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$130,000.00	BOTS	2024-90-06-RS

Community Safety Messaging and Media

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

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

Countermeasure Association:
Community Safety Mass Media

Eligible Use of Funds:
PM Paid Advertising **\$2,150,950.00**

Federal Source:
402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Statewide	\$1,622,950.00	BOTS - Behavioral Norming and Enforcement	2024-90-07-PM
Statewide	\$ 358,000.00	BOTS - OP PM	2024-20-07-PM
Statewide	\$170,000.00	BOTS - ID PM	2024-30-07-PM
TOTAL	\$2,150,950.00		

Tribal Nations Traffic Safety Communications

BOTS, in conjunction with the Wisconsin DOT Office of Tribal Affairs, will use multiple formats of communication, including print, digital, radio, television, and other evolving formats. Media formats will be heavily considered to address accessibility to the message due to the rurality of the tribal nations. Media campaigns will be developed and delivered to the communities in their tribal nation's native language, and will reflect their culture. Messages will address safety needs that the tribal nations have determined as priority.

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

Countermeasure Association:

Community Safety Mass Media

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

Eligible Use of Funds:
PM Paid Advertising

\$200,000.00

Federal Source:
402 BIL

Required Project Information			
Location	Funding Amount	Subrecipients	Project ID Number
Bad River Band of Lake Superior Chippewa	\$200,000.00	WisDOT-Tribal Affairs	2024-90-07-PM
Brothertown Indian Nation			
Forest County Potawatomi			



<p>Ho-Chunk Nation</p> <p>Lac Courte Oreilles Band of Lake Superior Chippewa</p> <p>Lac du Flambeau Band of Lake Superior Chippewa</p> <p>Menominee Indian Tribe of Wisconsin</p> <p>Oneida Nation</p> <p>Red Cliff Band of Lake Superior Chippewa</p> <p>Mole Lake (Sokaogon Chippewa Community) Band of Lake Superior Chippewa</p> <p>Saint Croix Chippewa Indians of Wisconsin Stockbridge-Munsee Community Band of Mohican Indians</p>			
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Financial Plan

FY 2024 Obligations

Program Area	Project Code	Funding Source	Area Funds Amount	2024 Planned Funds
Planning and Administration				
Planning and Administration	2024-10-01-PA	402	\$360,000.00	
	2024-19-01-WI	State 562 Funds	\$550,000.00	\$910,000.00
Occupant Protection Program				
HSO Occupant Program Management	2024-20-01-OP	402	\$90,000.00	\$90,000.00
CPS Stations	2024-20-06-OP	402	\$239,000.00	
	2024-25-06-M2	405b	\$86,900.00	
	2024-20-06-OP	402	\$26,000.00	\$351,900.00
Strategies for Older Children, Strategies for Child Restraint and Booster Seat Use, School-Based Programs, Inspection Stations	2024-20-03-OP	402	\$250,000.00	\$250,000.00
Short-Term, High-Visibility Seat Belt Law Enforcement, Integrated Nighttime Seat Belt Enforcement, Sustained Enforcement	2024-20-05-OP	402	\$1,980,310.28	
	2024-25-05-M2	405b	\$238,863.12	\$2,219,173.40
	2024-25-09-M2	405b	\$133,038.00	\$133,038.00
Occupant Protection Media	2024-25-07-M2	405b	\$535,000.00	
	2024-20-07-OP	402	\$258,000.00	
	2024-25-07-UNATTD	405b	\$100,000.00	\$893,000.00
Impaired Driving Program				
Highway Safety Office Impaired Driving Program Management	2024-31-01-M5	405d	\$92,000.00	\$92,000.00
Promotion of Transportation Alternatives	2024-39-04-WI	State funded	\$1,200,000.00	\$1,200,000.00
Promotion of Transportation Alternatives	2024-30-04-AL	402	\$50,000.00	\$50,000.00
Safe Ride Event Grants (AL Impaired Driving)	2024-30-04-AL	402	\$75,000.00	\$75,000.00
Holiday Safe Ride Event (AL Impaired Driving)	2024-30-04-AL	402	\$100,000.00	\$100,000.00



High-Visibility, Saturation Patrols, and Integrated Enforcement	2024-31-05-M5	405d	\$2,347,000.00	\$2,347,000.00
Drug Evaluation and Classification Program	2024-31-03-M5	405d	\$78,000.00	\$78,000.00
DRE Program	2024-31-03-M5	405d	\$400,000.00	\$400,000.00
Drug Evaluation and Classification Program	2024-31-03-M5	405d	\$425,000.00	\$425,000.00
Drug Evaluation and Classification Program	2024-31-09-M5	405d	\$73,000.00	\$73,000.00
Drug Evaluation and Classification Program	2024-31-03-M5	405d	\$120,000.00	\$120,000.00
Wisconsin DUID Phlebotomy Program	2024-31-03-M5	405d	\$71,000.00	\$71,000.00
Toxicology Testing Results	2024-31-09-M5	405d	\$12,000.00	\$12,000.00
Prosecution and Adjudication	2024-30-03-AL	402	\$380,000.00	\$380,000.00
OWI Court Training Travel	2024-31-03-M5	405d	\$25,000.00	\$25,000.00
Judicial Outreach Liaison	2024-31-03-M5	405d	\$120,000.00	\$120,000.00
Impaired Driving Traffic Professional Training	2024-31-03-M5	405d	\$50,000.00	\$50,000.00
Public Information and Education	2024-31-07-M5	405d	\$25,000.00	\$25,000.00
Public Information and Education	2024-31-07-M5	405d	\$30,000.00	\$30,000.00
MADD Wisconsin Prevention Specialist	2024-31-04-M5	405d	\$65,000.00	\$65,000.00
Impaired Driving Media	2024-31-07-M5	405d	\$1,085,000.00	
	2024-30-07AL	402	\$170,000.00	\$1,255,000.00
Impaired Driving Media - Creative	2024-31-07-M5	405d	\$50,000.00	\$50,000.00
Police Traffic Safety				
Police Traffic Safety Program	2024-40-05-PT	402	\$2,426,000.00	\$2,426,000.00
Predictive Analytics	2024-40-05-PT	402	\$200,000.00	\$200,000.00
Traffic Safety Records				
Traffic Records Improvement Program	2024-50-01-TR	402	\$280,000.00	\$280,000.00
Data and Information Quality Projects	2024-58-01-M3	405c	\$140,000.00	\$140,000.00
WisTransPortal Safety Data Warehouse	2024-58-01-M3	405c	\$145,000.00	\$145,000.00
WisTransPortal Predictive Crash and Research and Development	2024-58-01-M3	405c	\$110,000.00	\$110,000.00



Data and Information Quality Projects	2024-58-01-M3	405c	\$250,000.00	\$250,000.00
Estimating and Modeling Non-motorist Volumes in Wisconsin using Crowdsourced Data				
Data and Information Quality Projects	2024-58-01-M3	405c	\$100,000.00	\$100,000.00
Community Maps	2024-58-01-M3	405c	\$110,000.00	\$110,000.00
Pilot Pedestrian and Bicycle Count Program	2024-58-01-M3	405c	\$150,000.00	\$150,000.00
A Large-scale Automated Non-Motorist Data Collection Process through Deep Learning, Image Processing & Spatial Analytics (DLIPSA).	2024-58-01-M3	405c	\$125,000.00	\$125,000.00
Data and Information Quality Projects	2024-58-01-M3	405C	\$175,000.00	\$175,000.00
Emergency Medical Services				
Rural EMS Retention and Recruitment	2024-60-02-PS	402	\$100,000.00	\$100,000.00
First Responder Roadside Digital Alerting	2024-52-07-PM	402	\$80,000.00	
		405H	\$120,000.00	\$200,000.00
Motorcycle Safety Program				
Motorcycle Safety Program	2024-79-04-WI	State 562 Funds	\$90,000.00	\$90,000.00
Motorcycle Rider Training	2024-72-03-M9	405f	\$35,000.00	
Motorcycle Rider Licensing and Training	2024-79-04-WI	State 562 Funds	\$500,000.00	\$535,000.00
Motorcycle Mass Media and Outreach	2024-70-09-MC	402	\$75,000.00	
	2024-70-07-PM	402	\$10,000.00	
	2024-72-07-M9	405f	\$150,000.00	
	2024-79-07-WI	State 535 Paid Media	\$205,000.00	\$440,000.00
Motorcycle Safety Program Evaluation	2024-72-09-M9	405f	\$90,000.00	\$90,000.00
Motorcycle Safety Quality Assurance Certification	2024-72-09-M9	405f	\$20,000.00	\$20,000.00
MSF Rider Education and Training System (RETS)	2024-70-09-MC	402	\$125,000.00	\$125,000.00
Motorcycle Safety Assessment	2024-70-09-MC	402	\$60,000.00	\$60,000.00



Vulnerable Road Users Program				
Vulnerable Road Users Program Management	2024-89-01-WI	State 562 Funds	\$90,000.00	\$90,000.00
Bicycle and Pedestrian Mass Media	2024-80-02-PS	402	\$135,000.00	\$135,000.00
Teaching Safe Bicycling (TSB) Classes	2023-80-03-PS	402	\$95,000.00	\$95,000.00
Milwaukee Walks	2023-80-04-PS	402	\$130,000.00	\$130,000.00
Training for Planners and Engineers	2023-80-03-PS	402	\$20,000.00	\$20,000.00
Temporary Traffic Calming Pop-Ups	2024-80-03-PS	402	\$50,000.00	\$50,000.00
Bicycles for Bike Rodeos and Kid's Bike Education	2024-80-04-PS	402	\$25,000.00	\$25,000.00
Vulnerable Road User Enforcement	2024-80-05-PS	402	\$265,000.00	\$265,000.00
Community Traffic Safety				
Grant Management System	2024-90-04-RS	402	\$100,000.00	\$100,000.00
Law Enforcement Liaisons and Regional Program Managers	2024-90-01-RS	402	\$560,000.00	\$560,000.00
Governor's Annual Conference on Highway Safety	2024-90-06-RS	402	\$130,000.00	\$130,000.00
Community Safety Mass Media	2024-90-06-PM	402	\$1,622,950.00	
	2024-90-07-PM	402	\$358,000.00	
	2024-90-07-PM	402	\$170,000.00	\$2,150,950.00
Community Safety Mass Media	2024-90-06-CP	402	\$200,000.00	\$200,000.00
	313		<u>\$21,712,061.40</u>	<u>\$21,712,061.40</u>



Appendices

Certifications and Assurances

NHTSA Appendix A to Part 1300 – See Attachments

NHTSA Appendix B to Part 1300 – See Attachments



Law Enforcement Grant Targeting Methodology: As related to Alcohol, Speed and Occupant Protection Grants

INTRODUCTION

The following is documentation for the methodology on how the targeting lists of political entities and their respective law enforcement agencies were selected for alcohol, speed, and occupant protection law enforcement grants. This methodology includes the minimum three requirements under [23 CFR 1300.23\(e\)](#), the evidence-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. At a minimum, the state shall provide for:

1. An analysis of crashes, crash fatalities, and injuries in areas of highest risk
2. Deployment of resources based on that analysis
3. Continuous follow-up and adjustment of the enforcement plan

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

This appendix also covers requirements under [23 CFR 1300.21\(e\)\(4\)](#) for high-risk population countermeasure programs. Agencies/municipalities that meet the criteria are encouraged to participate in enforcement efforts either through funded overtime grants (which require participation in national mobilizations) or through our non-overtime grant program which runs during the national mobilization periods. New targeting lists are created each year using the most recent three years of data.

Initially, Wisconsin counties were grouped by descending degree of apparent crash problem (alcohol, speed, and occupant protection), within the respective grant types (alcohol, speed, and occupant protection). The following summarizes the larger steps taken for all three types of law enforcement grants in generating the overall list.

INITIAL SCORING

The BOTS Traffic Crash files were queried for instances of alcohol, speed, and occupant protection related crashes, by crash type (fatal, injury, and property damage), as noted on the DT4000 crash report form, in Wisconsin cities, villages and townships and grouped together by county for the calendar years 2019 through 2022. Three years of data were collected to disguise some of the natural fluctuations from year to year. Not all **Location** in Wisconsin have recorded each of the three types of crashes during the three-year period; those **Location** were immediately excluded from further investigation, within their respective targeting list grant type (alcohol, speed, and occupant protection).

Reported crashes on public roads were matched with the people involved in the crashes, assigning numeric weights to reported injuries (and non-injuries). The numeric weights assigned are:

- KAB Rate per 10,000 persons= 12.5%
- Total Fatalities = 25%
- Total Incap Injuries = 25%
- KAB Rate per 100M VMT = 16.7%
- ID Ranking = 4.2%
- OP Ranking = 4.2%
- Speed Ranking = 4.2%
- Motorcycle Ranking = 4.2%
- VRU Ranking = 4.2%
- Overall Ranking Comparison
- Equity Ranking Comparison

Each of the emphasis areas Impaired Driving, Occupant Protection, Speed, Motorcycle, and Vulnerable Road Users (Bicycle, Pedestrians, and other modes) have separate ranking sheets. Numeric weights of the injuries (and non-injuries) were summed by counties and cities, villages, or townships, within a county. That value was named Calculated Score for Injuries.

A Normalized Score for injuries was calculated by matching the Calculated Score for Injuries with the final January 1, 2021, population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center (Ex. Calculated Score * (1000/Population Number)) for counties, cities, villages, and towns. Population estimates are based on the 2016 census and an analysis of more current data such as housing units and automobile registrations. 2019 population data was used because it is the most recent available. An example of the formula to be used for each of the respective 72 counties in the state is the following:

- Calculated Score * (1,000/ (2021 County Population))

Each county is evaluated regarding its Calculated Score for Injuries and its Normalized Score to see if it meets the criteria for selection. The county-level criteria vary by grant type (alcohol, speed, and occupant protection) and can be found in one of the three respective subsections for grant types below. The exception to this scoring is all counties with a population of 500,000 or greater, where counties meeting this criterion will automatically be included in the three law enforcement grant types (Alcohol, Speed, and Occupant Protection).

1. Full-year Law Enforcement Grants (Alcohol and Occupant Protection Only)

Municipalities located in multiple counties have been combined, thus only appear once in the listings. The county containing the largest percentage of the municipality's population has been designated the county of record for the listings. If counties in which a municipality exists are needed, please reference the worksheet named "Master Targeting Matrix 2023".

CRITERIA AT COUNTY LEVEL

Select counties with the criteria of Weight \geq 3,000 for alcohol and speed and 1,800 for occupant protection OR Normal Score \geq 50.00 OR (Weight \geq 2,000 AND Normal Score \geq 30.00).



Select the next four counties, from those counties that are still unselected who have a Rural-Urban Continuum Code of one through six and have the next highest Normal Score scores from ALL counties per RPM Region.

CRITERIA AT MUNICIPAL LEVEL

A list of municipalities for each of the counties selected as a possible grant candidate will be generated, showing the Normal Score and Weight for each of the municipalities within a county. Municipalities within each of these counties will be selected for potential grants using the following criteria:

- Weight \geq 300
- Normal Score \geq 50.00

Each municipality will be highlighted in blue. Municipalities that have a law enforcement agency presence, besides the county sheriff, will also be highlighted using bold text.

Each county is evaluated regarding its Calculated Score for Injuries and its Normalized Score for each of the four quarters to see if it meets the criteria for selection. The county-level criteria vary by grant type (alcohol, speed, and occupant protection) and can be found in one of the three respective subsections for grant types below.

Counties with normalized scores that fall outside one or more standard deviations but less than two standard deviations from the population group's average and whose normalized score is at least 15% above the group mean are displayed against a lightly red shaded background and will be selected as grant candidates. Counties with normalized scores that fall outside two or more standard deviations from one of the six population group means are displayed against a more darkly shaded background and are automatically eligible as a grant candidate.

2. Occupant Protection Grants by County, Based Upon the Number of Unbelted Youth Drivers Aged 16-19 Years of Age in Crashes.

The selection process will also make counties eligible for Occupant Protection Grants, based upon the calculated score for injuries of unbelted youth drivers aged 16-19 in crashes in a particular county, for the years 2018 through 2020, relative to the population per county, for the state as a whole, where the county has not been previously targeted for Occupant Protection grant(s).

Counties, which have the largest normalized score of unbelted 16-19-year-old drivers statewide, will be considered for occupant protection grants. The local county sheriff's office will be the first enforcement agency contacted, for each county, given they have county-wide jurisdiction.

3. All Grant Types (Alcohol, Speed, and Occupant Protection) by County, Based Upon Population.

Counties with a population greater than or equal to 500,000 will be targeted for all three categories of law enforcement grant types (Alcohol, Speed, and Occupant Protection), regardless of the grant distribution methodology selected for a given targeting year. Please note population was used as the metric, instead of VMT, because of the ongoing regularity and timeliness of annual population estimates (both state and federal) versus the unpredictability of when VMT data will become available for a given year. After each county that has been selected for a particular type of grant (Alcohol, Speed, and Occupant Protection) we then drilled down to the municipal (City, Village, or Town) level to indicate the specific municipal entities that qualified the county for a grant. This will be achieved by measuring the Normalized Score for injuries and the Calculated Score for Injuries, for each of the municipalities against the criteria set for municipalities, in each of the grant types (Alcohol, Speed, and Occupant Protection) as described in Section I above. The county sheriff of a selected county, regardless of grant type, will always be considered for a grant, or the local law enforcement agency that has a selected municipality within its jurisdiction will be considered to implement a grant on behalf of the selected municipality.

405 B Requirements

Participation in *Click It or Ticket* National Mobilization

Wisconsin will participate in the *Click It or Ticket* high-visibility national enforcement mobilization in 2022. The mobilization will have enforcement, paid media, and earned media components. Wisconsin has had good participation from law enforcement agencies throughout the state.

Per [23 CFR § 1300.21\(d\)\(2\)](#), participating agencies include:

Adams County Sheriff's Office	Beaver Dam Police Department	Dunn County Sheriff's Office
Albany Police Department	Belleville Police Department	Durand Police Department
Altoona Police Department	Beloit Police Department	East Troy Police Department - Village of
Amery Police Department	Birchwood Police Department	Edgar Police Department
Antigo Police Department	Black Creek Police Department	Edgerton Police Department
Appleton Police Department	Chippewa County Sheriff's Office	Elk Mound Police Department
Arcadia Police Department	Cumberland Police Department	Elkhart Lake Police Department
Arena Police Department	Dane County Sheriff's Office	Elkhorn Police Department
Ashwaubenon Public Safety	De Pere Police Department	Ellsworth Police Department
Athens Police Department	DeForest Police Department	Elm Grove Police Department
Augusta Police Department	Dickeyville Police Department	Elmwood Police Department
Baldwin Police Department	Dodge County Sheriff's Office	Evansville Police Department
Baraboo Police Department	Dodgeville Police Department	Everest Metropolitan Police Department
Barneveld Police Department	Door County Sheriff's Office	Fairchild Police Department
Barron County Sheriff's Office	Douglas County Sheriff's Office	
Bayfield County Sheriff's Office		
Bayfield Police Department		



Fennimore Police Department
 Fitchburg Police Department
 Florence County Sheriff's Office
 Fond du Lac Police Department
 Fort Atkinson Police Department
 Fox Lake Police Department
 Fox Point Police Department
 Fox Valley Metro Police Department
 Geneva Police Department - Town of
 Glendale Police Department
 Grand Chute Police Department
 Grand Rapids Police Department
 Grant County Sheriff's Office
 Grantsburg Police Department
 Green Bay Police Department
 Greendale Police Department
 Greenfield Police Department
 Hales Corners Police Department
 Hammond Police Department
 Hancock Police Department
 Hartland Police Department
 Hazel Green Police Department
 Highland Police Department
 Hillsboro Police Department
 Hobart/Lawrence Police Department
 Horicon Police Department
 Hortonville Police Department
 Hudson Police Department
 Hurley Police Department
 Iowa County Sheriff's Office

Iron County Sheriff's Office
 Iron River Police Department - Town of
 Jackson County Sheriff's Office
 Jackson Police Department
 Jefferson Police Department
 Johnson Creek Police Department
 Juneau Police Department
 Kenosha Police Department
 Kewaskum Police Department
 Kiel Police Department
 Kohler Police Department
 Kronenwetter Police Department
 La Crosse County Sheriff's Office
 La Pointe Police Department
 Lafayette County Sheriff's Office
 Lake Delton Police Department
 Lake Geneva Police Department
 Lake Hallie Police Department, Village of
 Lake Mills Police Department
 Lancaster Police Department
 Lannon Police Department
 Linden Police Department
 Linn Police Department - Town of
 Lodi Police Department
 Lomira Police Department
 Luck Police Department
 Madison Police Department
 Madison Police Department - Town of
 Manitowoc Police Department
 Maple Bluff Police Department - Village of

Marathon City Police Department
 Marathon County Sheriff's Office
 Marinette County Sheriff's Office
 Marinette Police Department
 Markesan Police Department
 Marquette County Sheriff's Office
 Marquette University Police Department
 Marshall Police Department
 Marshfield Police Department
 Melrose Police Department
 Menasha Police Department
 Mequon Police Department
 Merrill Police Department
 Merrilan Police Department
 Middleton Police Department
 Milton Police Department - City of
 Milton Police Department - Town of
 Milwaukee County Sheriff's Office
 Milwaukee Police Department
 Mineral Point Police Department
 Minocqua Police Department
 Minong Police Department
 Mishicot Police Department
 Mondovi Police Department
 Monona Police Department
 Monroe County Sheriff's Office
 Montello Police Department
 Monticello Police Department
 Mosinee Police Department
 Mount Pleasant Police Department - Village of
 Mukwonago Police Department - Village of



Muscoda Police Department	Pierce County Sheriff's Office	Waterford Police Department - Town of
Muskego Police Department	Pittsville Police Department	Waterloo Police Department
Neillsville Police Department	Plain Police Department	Watertown Police Department
Nekoosa Police Department	Platteville Police Department	Waukesha County Sheriff's Office
Neosho Rubicon Ashippun Police Department	Pleasant Prairie Police Department - Village of	Waunakee Police Department
New Berlin Police Department	Plover Police Department	Waupaca County Sheriff's Office
New Glarus Police Department	Plymouth Police Department	Waupun Police Department
New Holstein Police Department	Port Edwards Police Department	Wausau Police Department
New Richmond Police Department	Port Washington Police Department	Waushara County Sheriff's Office
New Richmond Police Department	Portage County Sheriff's Office	West Allis Police Department
Newburg Police Department	Portage Police Department	Weyauwega Police Department
Nicolet Area Technical College	Shawano County Sheriff's Office	Whitefish Bay Police Department
North Fond du Lac Police Department	Shawano Police Department	Wild Rose Police Department
Mayville Police Department	Sheboygan County Sheriff's Office	Winneconne Police Department
North Hudson Police Department	Sheboygan Falls Police Department	Wisconsin Dells Police Department
Oak Creek Police Department	Shell Lake Police Department	Wisconsin Rapids Police Department
Oakland Township Police Department	Shiocton Police Department	Wood County Sheriff's Office
Oconomowoc Lake Police Department	Shorewood Hills Police Department	Woodville Police Department
Oconomowoc Police Department	Siren Police Department – Village of	Wrightstown Police Department - Village of
Oconto Falls Police Department	Slinger Police Department	Poynette Police Department
Onalaska Police Department	Somerset Police Department	Prairie du Chien Police Department
Oneida Police Department	Sparta Police Department	Princeton Police Department
Oregon Police Department	Spring Green Police Department	Rice Lake Police Department
Osseo Police Department	Spring Valley Police Department	Richland Center Police Department
Outagamie County Sheriff's Office	St. Francis Police Department	Richland County Sheriff's Office
Owen-Withee Police Department	St. Nazianz Police Department	Ripon Police Department
Ozaukee County Sheriff's Office	Stanley Police Department	Ripon Police Department - Town of
Palmyra Police Department	Star Prairie Police Department	River Hills Police Department
Pepin County Sheriff's Office	Stevens Point Police Department	Roberts Police Department
Pepin Police Department	Stoughton Police Department	Town of Hayward Police Department
Pewaukee Police Department - Village of	Superior Police Department	Trempealeau County Sheriff's Office
	Thorp Police Department	Turtle Lake Police Department
	Tomah Police Department	UW - Platteville Police Department
	Tomahawk Police Department	
	Washington Island Police Department	



UW - Eau Claire Police Department
 UW - Madison Police Department
 UW - Milwaukee Police Department
 UW - Oshkosh Police Department

UW - Parkside Police Department
 UW - Stout Police Department

CPS Inspection Stations

County	2022 Census Population	Number of Stations	Rural	Urban	Equity: Age 5-17	Equity: Below Poverty Level	Tribal Gov't Area
Adams	19,857	1	1	0	15%	22%	Yes
Ashland	15,487	1	1	0	22%	28%	Yes
Barron	45,526	0	0	0	22%	23%	Yes
Bayfield	15,066	0	0	0	17%	21%	Yes
Brown	268,673	3	0	3	23%	16%	Yes
Buffalo	12,782	0	0	0	20%	16%	
Burnett	15,534	1	1	0	17%	23%	Yes
Calumet	49,960	1	0	1	24%	11%	
Chippewa	66,305	1	0	1	21%	17%	Yes
Clark	34,981	1	1	0	29%	23%	Yes
Columbia	58,129	1	0	1	21%	13%	Yes
Crawford	15,729	0	0	0	20%	21%	Yes
Dane	560,936	6	0	6	20%	15%	Yes
Dodge	87,857	2	2	0	20%	14%	
Door	27,905	2	2	0	16%	14%	
Douglas	43,171	0	0	0	20%	19%	
Dunn	46,199	1	1	0	19%	20%	
Eau Claire	105,519	1	0	1	20%	18%	Yes
Florence	4,298	0	0	0	15%	20%	
Fond du Lac	104,609	1	0	1	21%	14%	Yes
Forest	9,085	0	0	0	20%	25%	Yes
Grant	51,424	2	2	0	21%	23%	
Green	37,068	0	0	0	22%	15%	
Green Lake	19,105	0	0	0	22%	21%	
Iowa	23,546	1	0	1	23%	14%	
Iron	5,687	1	1	0	15%	23%	Yes
Jackson	21,156	2	2	0	21%	21%	Yes
Jefferson	83,929	2	2	0	21%	14%	
Juneau	26,969	2	2	0	20%	23%	Yes
Kenosha	171,466	1	0	1	23%	18%	
Kewaunee	20,551	1	0	1	21%	12%	



La Crosse	117,941	4	0	4	20%	18%	Yes
Lafayette	16,644	0	0	0	24%	20%	
Langlade	19,048	2	2	0	20%	23%	Yes
Lincoln	27,353	2	2	0	19%	18%	
Manitowoc	78,879	1	1	0	21%	16%	
Marathon	136,505	1	0	1	23%	16%	Yes
Marinette	40,194	3	3	0	19%	21%	
Marquette	16,042	1	1	0	19%	18%	
Menominee	4,439	1	1	0	33%	36%	Yes
Milwaukee	941,997	19	0	19	24%	28%	Yes
Monroe	46,589	3	3	0	25%	19%	Yes
Oconto	38,248	1	0	1	20%	15%	Yes
Oneida	36,048	2	2	0	17%	15%	Yes
Outagamie	190,903	1	0	1	23%	13%	Yes
Ozaukee	89,707	4	0	4	21%	10%	
Pepin	7,236	1	1	0	21%	17%	
Pierce	43,240	2	0	2	20%	12%	
Polk	44,428	1	1	0	20%	16%	Yes
Portage	70,538	2	2	0	19%	18%	Yes
Price	13,333	0	0	0	17%	23%	
Racine	196,173	2	0	2	23%	20%	
Richland	16,817	0	0	0	22%	23%	Yes
Rock	164,794	2	0	2	23%	20%	
Rusk	14,382	0	0	0	20%	24%	
Saint Croix	93,684	1	0	1	23%	16%	Yes
Sauk	64,814	3	3	0	18%	24%	Yes
Sawyer	16,840	1	1	0	21%	19%	Yes
Shawano	41,283	0	0	0	22%	14%	
Sheboygan	115,661	1	0	1	24%	9%	
Taylor	20,280	0	0	0	24%	20%	
Trempealeau	30,114	1	1	0	25%	15%	Yes
Vernon	30,972	1	1	0	26%	24%	Yes
Vilas	22,996	2	2	0	16%	18%	Yes
Walworth	104,822	2	2	0	20%	16%	
Washburn	15,369	0	0	0	19%	23%	Yes
Washington	137,801	3	0	3	22%	9%	
Waukesha	409,226	4	0	4	21%	8%	
Waupaca	50,570	1	1	0	21%	16%	Yes
Waushara	24,971	1	1	0	18%	17%	
Winnebago	174,994	4	0	4	20%	18%	



Wood	73,134	3	3	0	22%	19%	Yes
Totals	5,867,518	118	52	66			
Percent of Total			44%	56%	21%	18%	

Certification

The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.

Child Passenger Safety Technician Training

An estimated total number of 12 classes and the estimated 12 technicians will be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

405C Requirements

Traffic Records Coordinating Committee

Meeting dates for the TRCC during the 12 months immediately preceding the application due date are as follows:

- 1) August 29, 2022;
- 2) February 23, 2023; and
- 3) May 25, 2023.

Traffic Records Coordinators

Name:	Title:
Andrea Bill, UW TOPS	Traffic Safety Engineer Research Program Manager
Valerie Payne, BOTS	Program and Policy Unit Supervisor

Traffic Records Coordination Committee Members

Enter a list of TRCC members by name, title, home organization and the core safety database represented, provided that at a minimum, at least one member represents each of the following core safety databases: (A) Crash; (B) Citation or adjudication; (C) Driver; (D) Emergency medical services or injury surveillance system; (E) Roadway; and (F) Vehicle.

First Name	Last Name	Agency - Bureau	Database
Valerie	Payne	WisDOT WSP BOTS – Program and Policy Unit Supervisor	A
Michael	Schwendau	WisDOT WSP BOTS – Programs Chief	A
Adam	Francour	UW TOPS Lab	
Kevin	Scopoline	WisDOT	E
Amy	Miles	UW School of Medicine and Public Health	C
David	Harvey	WisDOT WSP Technical Services	A
David	Malisch	WisDOT WSP TraCS Unit - Supervisor	A
Kelly	Scheldt	WisDOT DTIM BSHP Highway Data	E



Daniel	Brugeman	WisDOT	
Andrea	Bill	UW TOPS Lab	A, E
Steven	Parker	UW TOPS Lab	A, E
Constance	Kosetelac	Medical College of Wisconsin	A
Mark	Gessler	Federal Motor Carriers	A
Ashley	Bergeron	DHS-OPEHC	E
David	Jolicoeur	FHWA	A
Tara	Jenswold	DOJ	B
Andrea	Olson	COURTS	B
Reed	McGinn	WisDOT DMV	F
Reginald	Paradowski	WisDOT	D
Michael	Satteson	WisDOT CRU	A
Corey	Kleist	WisDOT DMV	F
Kimberly	Hicks	COURTS	B
Warren	Warrington	Menominee Indian Tribe	A
Tim	Berk	Onalaska Police Department	A
Dale	Halloway	Medical College of Wisconsin	E
Melissa	Kimball	WisDOT	C
Jeffrey	Merke	WisDOT	C
Jacquelyn	Irving	WisDOT	
Stephanie	Arduini	WisDOT	B, C
Jan	Grebel	WisDOT	C
Bob	Schneider	UW-Milwaukee Urban Planning	E
Xiao	Qin	UW-Milwaukee Urban Planning	E
Randy	Wiessinger	WisDOT WSP BOTS	C
Jamie	Burns	NHTSA	
Mike	Finkenbinder	WisDOT DTIM BSHP HSIP	E
Brad	Rollo	DOJ -Division of Management Services	B
Ann	Peacock	DOJ -Division of Management Services	B
Maureen	Busalacchi	MCW	
Jennifer	Broad	DHS	
Kristine	Palmer	DHS	
Jan	Grebel	WisDOT	

405 D Requirements

[Wisconsin Statewide Impaired Driving Plan 11/10/2015](#)



405 F Requirements

County Name	Autocycles	Motorcycle	All Registrations
ADAMS	9	1,980	33,875
ASHLAND	3	801	18,019
BARRON	6	3,208	59,149
BAYFIELD	1	1,194	22,273
BROWN	31	13,331	300,799
BUFFALO	6	1,101	19,258
BURNETT		1,341	23,101
CALUMET	11	3,334	57,019
CHIPPEWA	9	4,448	81,671
CLARK	6	1,927	41,868
COLUMBIA	16	3,877	70,911
CRAWFORD	4	1,043	19,603
DANE	49	18,516	502,656
DODGE	18	6,345	110,183
DOOR	6	3,461	44,223
DOUGLAS	2	2,442	52,611
DUNN	11	2,620	50,702
EAU CLAIRE	13	4,736	104,193
FLORENCE		377	7,543
FOND DU LAC	11	6,559	118,997
FOREST	1	658	13,381
GRANT	6	3,234	57,954
GREEN	13	2,795	45,536
GREEN LAKE	4	1,344	24,905
IOWA	2	1,499	30,529
IRON	1	544	9,229
JACKSON	3	1,525	29,741
JEFFERSON	15	6,101	100,078
JUNEAU	9	2,108	34,401
KENOSHA	30	8,657	150,321
KEWAUNEE	3	1,868	27,538
LA CROSSE	16	5,446	117,254
LAFAYETTE	5	982	25,776
LANGLADE	3	1,355	26,462
LINCOLN	5	2,279	37,115
MANITOWOC	13	6,932	97,580
MARATHON	26	8,389	159,404
MARINETTE	4	3,392	59,002
MARQUETTE	4	1,395	22,128
MILWAUKEE	81	23,967	635,507



MONROE	9	3,059	54,378
OCONTO	10	3,741	53,886
ONEIDA	7	3,074	50,839
OUTAGAMIE	33	11,676	209,314
OZAUKEE	5	5,470	90,783
PEPIN	1	547	10,338
PIERCE	5	2,861	50,301
POLK	7	3,325	58,788
PORTAGE	7	3,663	78,865
PRICE	4	1,126	19,962
RACINE	29	10,266	180,362
RICHLAND	4	1,172	20,440
ROCK	26	8,650	171,558
RUSK	5	872	18,980
ST. CROIX	26	6,226	110,497
SAUK	17	4,079	76,272
SAWYER	1	1,021	22,268
SHAWANO	5	2,893	51,045
SHEBOYGAN	19	9,304	119,536
TAYLOR	3	1,436	28,120
TREMPEALEAU	4	2,085	44,433
VERNON	6	1,749	33,897
VILAS	7	1,951	34,205
WALWORTH	34	8,218	128,551
WASHBURN		1,155	22,879
WASHINGTON	15	9,585	144,605
WAUKESHA	54	21,948	413,948
WAUPACA	28	3,987	65,296
WAUSHARA	6	2,070	35,278
WINNEBAGO	22	9,610	177,918
WOOD	9	5,311	99,175
MENOMINEE		80	1,981
OUT OF STATE	1	1,424	53,045
Total Registrations	865	320,745	6,174,238

2024 Wisconsin Communications Paid Media Plan

2024 Wisconsin Communications Plan	
Campaigns	
National HVE	
Click It or Ticket	\$ 300,000
DSOGPO	\$ 250,000
Occupant Protection	
CPS Heatstroke Prevention	\$ 100,000
Wisconsin Broadcasters Association	\$ 100,000
Donald Driver	\$ 90,000
Sports Marketing	
University of Wisconsin Badger Sports	\$ 160,000
Green Bay Packers	\$ 125,000
Post Season Buy	\$ 80,000
Milwaukee Bucks	\$ 275,000
Post Season Buy	\$ 80,000
University of Marquette	\$ 80,000
Milwaukee Brewers	\$ 250,000
Post Season Buy	\$ 80,000
Northwoods League	\$ 80,000
Forward Madison FC	\$ 15,000
MC Safety	
MC Outdoor Advertising	\$ 55,000
Twins MC Safety	\$ 10,000
Awareness	\$ 50,000
MC Summer Awareness	\$ 165,000
Share the Road	\$ 50,000
High Crash Months Share the Road Awareness	\$ 185,000
Teen Driving	
VNN Fall Sports	\$ 6,200
VNN Spring Sports	\$ 5,800
FOX 47 MSG2TEENS	\$ 75,000
Wisconsin Interscholastic Athletic Association	\$ 90,000
Wisconsin Interscholastic Athletic Association	\$ 73,000
Parents against Distracted Driving; Milwaukee	\$ 6,000
Bike & Ped	
Wisconsin Bike Fed	\$ 60,000
Bike Safety	\$ 75,000
Division BMX	\$ 10,000
Distracted Driving	
Bucks Player spokesperson; Bobby Portis	\$ 125,000



Un-Distractable	\$	60,000
Reckless Driving Run MKE market March Madness	\$	200,000
MKE Reckless Driving	\$	125,000
Fall Buckle Up, Phone Down	\$	120,000
Spring Buckle Up, Phone Down	\$	120,000
Other Media		
Tribal Nations Traffic Safety Communication	\$	200,000
Madison Capitals	\$	6,200
UMOJA; AA	\$	4,000
Milwaukee Times Journal	\$	10,000
Spanish News Journal; HA	\$	10,000
State Fair DSP/DOT	\$	6,000
Right Brain Digital Media for Affirm. CC service & TV editing	\$	5,000
Affirm Mthly Svc Fee	\$	39,000
Campaign Development	\$	240,000
Total Planned Expenditures		\$ 4,196,200

Grant Target Data

County name	ESTIMATED POPULATION	KAB RATE PER 10,000 PERSONS	TOTAL CRASHES	TOTAL FATALITIES	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

Equity Scores by County

2020 Variable Name:

Notes: Yellow Highlight Indicates Higher than Statewide Average. Teal Box in Column Indicates Highest Percentage of Category

County Details		Equity Criteria - Percentage of County Population										Equity Results		
County	Population	Age 5-17	Age 65+	With Disability	People of Color	Below Poverty Level	People without Access a Vehicle	Linguistic Isolation: Little/No English	Educational Attainment: No HS	Noncitizen, Foreign Born	Tribal Govt Area	Equity Score	Equity Criteria %	Equity Rank
Adams	19,857	15%	30%	20%	10%	22%	2%	0.89%	10%	2.5%	Yes	5	50%	6
Ashland	15,487	22%	20%	17%	17%	28%	3%	0.07%	5%	1.1%	Yes	5	50%	6
Barron	45,526	22%	22%	13%	7%	23%	2%	0.50%	7%	2.9%	Yes	5	50%	6
Bayfield	15,066	17%	28%	17%	16%	21%	2%	0.14%	3%	1.3%	Yes	4	40%	20
Brown	268,673	23%	14%	10%	19%	16%	2%	2.00%	5%	5.7%	Yes	4	40%	20
Buffalo	12,782	20%	23%	14%	5%	16%	2%	0.54%	6%	1.6%	No	3	30%	35
Burnett	15,534	17%	28%	18%	9%	23%	1%	0.18%	5%	1.4%	Yes	3	30%	35
Calumet	49,960	24%	15%	9%	9%	11%	1%	0.85%	4%	3%	No	2	20%	51
Chippewa	66,305	21%	17%	11%	7%	17%	2%	0.41%	5%	1.7%	Yes	0	0%	68



Clark	34,981	29%	16%	11%	8%	23%	3%	1.80%	11%	2.7%	Yes	5	50%	6
Columbia	58,129	21%	18%	11%	8%	13%	2%	0.64%	5%	2.5%	Yes	0	0%	68
Crawford	15,729	20%	24%	13%	6%	21%	3%	0.64%	6%	1.9%	Yes	4	40%	20
Dane	560,936	20%	13%	8%	21%	15%	3%	1.28%	2%	8.7%	Yes	4	40%	20
Dodge	87,857	20%	18%	11%	10%	14%	2%	0.54%	6%	2.6%	No	1	10%	60
Door	27,905	16%	29%	13%	6%	14%	2%	0.61%	3%	3.2%	No	2	20%	51
Douglas	43,171	20%	19%	15%	9%	19%	3%	0.40%	5%	2.7%	No	3	30%	35
Dunn	46,199	19%	15%	12%	7%	20%	2%	0.71%	4%	3%	No	3	30%	35
Eau Claire	105,519	20%	15%	13%	11%	18%	3%	0.74%	3%	3.7%	Yes	3	30%	35
Florence	4,298	15%	26%	18%	3%	20%	2%	0%	6%	0.1%	No	4	40%	20
Fond du Lac	104,609	21%	18%	12%	11%	14%	2%	0.58%	5%	3.3%	Yes	1	10%	60
Forest	9,085	20%	23%	15%	22%	25%	2%	0.15%	7%	0.7%	Yes	5	50%	6
Grant	51,424	21%	17%	11%	5%	23%	2%	0.32%	5%	1.6%	No	1	10%	60
Green	37,068	22%	19%	12%	6%	15%	2%	0.80%	5%	2.1%	No	2	20%	51
Green Lake	19,105	22%	22%	15%	8%	21%	2%	0.92%	6%	1.6%	No	6	60%	3
Iowa	23,546	23%	19%	11%	6%	14%	1%	0.14%	3%	1.7%	No	1	10%	60
Iron	5,687	15%	31%	19%	5%	23%	3%	0%	4%	1.1%	Yes	4	40%	20
Jackson	21,156	21%	18%	12%	14%	21%	2%	0.92%	7%	1.9%	Yes	4	40%	20
Jefferson	83,929	21%	17%	11%	11%	14%	2%	0.89%	6%	3.2%	No	3	30%	35
Juneau	26,969	20%	20%	16%	6%	23%	1%	0.47%	7%	2.3%	Yes	3	30%	35
Kenosha	171,466	23%	14%	13%	25%	18%	2%	1.60%	7%	7.4%	No	5	50%	6
Kewaunee	20,551	21%	20%	12%	6%	12%	2%	0.52%	4%	2.2%	No	0	0%	68
La Crosse	117,941	20%	16%	11%	11%	18%	3%	1.05%	3%	2.8%	Yes	3	30%	35
Lafayette	16,644	24%	19%	12%	6%	20%	2%	1.24%	6%	2.6%	No	3	30%	35
Langlade	19,048	20%	24%	16%	7%	23%	2%	0.22%	8%	1.5%	Yes	4	40%	20
Lincoln	27,353	19%	22%	14%	5%	18%	3%	0.15%	6%	1.2%	No	2	20%	51
Manitowoc	78,879	21%	20%	12%	10%	16%	3%	1.21%	5%	2.8%	No	3	30%	35
Marathon	136,505	23%	17%	12%	12%	16%	2%	1.24%	5%	3.9%	Yes	3	30%	35
Marinette	40,194	19%	24%	17%	5%	21%	3%	0.12%	7%	1.4%	No	5	50%	6
Marquette	16,042	19%	24%	17%	7%	18%	2%	0.42%	7%	1.6%	No	3	30%	35
Menominee	4,439	33%	14%	17%	93%	36%	3%	0%	5%	0.3%	Yes	5	50%	6
Milwaukee	941,997	24%	14%	12%	50%	28%	5%	2.95%	8%	9.2%	Yes	7	70%	1
Monroe	46,589	25%	17%	13%	10%	19%	3%	0.85%	6%	2.5%	Yes	5	50%	6
Oconto	38,248	20%	20%	14%	5%	15%	1%	0.15%	6%	1%	Yes	2	20%	51
Oneida	36,048	17%	25%	14%	5%	15%	2%	0.17%	5%	1.2%	Yes	2	20%	51
Outagamie	190,903	23%	15%	10%	13%	13%	2%	0.82%	4%	3.6%	Yes	4	40%	20
Ozaukee	89,707	21%	20%	9%	9%	10%	1%	0.45%	2%	5.1%	No	1	10%	60
Pepin	7,236	21%	22%	13%	4%	17%	2%	0.58%	7%	1.5%	No	2	20%	51
Pierce	43,240	20%	14%	10%	6%	12%	1%	0.26%	3%	1.9%	No	0	0%	68
Polk	44,428	20%	20%	13%	5%	16%	1%	0.24%	4%	1.3%	Yes	0	0%	68
Portage	70,538	19%	17%	11%	9%	18%	2%	0.78%	4%	3.8%	Yes	2	20%	51
Price	13,333	17%	26%	15%	6%	23%	3%	0.16%	6%	1.7%	No	5	50%	6
Racine	196,173	23%	16%	13%	29%	20%	2%	1.09%	6%	5%	No	6	60%	3



Richland	16,817	22%	24%	14%	6%	23%	3%	1.00%	7%	2.1%	Yes	7	70%	1
Rock	164,794	23%	16%	13%	18%	20%	2%	1.15%	6%	4.7%	No	6	60%	3
Rusk	14,382	20%	24%	16%	5%	24%	2%	0.29%	8%	1.2%	No	4	40%	20
Sauk	64,814	23%	18%	12%	9%	16%	2%	1.00%	6%	3%	Yes	4	40%	20
Sawyer	16,840	18%	26%	15%	23%	24%	2%	0.08%	6%	1.1%	Yes	5	50%	6
Shawano	41,283	21%	21%	14%	14%	19%	2%	0.21%	6%	1.2%	Yes	5	50%	6
Sheboygan	115,661	22%	18%	10%	16%	14%	2%	1.06%	4%	6%	No	4	40%	20
St. Croix	93,684	24%	13%	9%	6%	9%	1%	0.06%	2%	2.3%	No	1	10%	60
Taylor	20,280	24%	19%	12%	4%	20%	3%	1.19%	8%	1.3%	No	5	50%	6
Trempealeau	30,114	25%	18%	10%	11%	15%	2%	1.48%	5%	4.1%	Yes	3	30%	35
Vernon	30,972	26%	19%	10%	4%	24%	3%	0.89%	7%	1.2%	Yes	5	50%	6
Vilas	22,996	16%	30%	16%	15%	18%	2%	0.30%	4%	1.4%	Yes	3	30%	35
Walworth	104,822	20%	17%	12%	15%	16%	2%	1.32%	6%	5.6%	No	4	40%	20
Washburn	15,369	19%	27%	17%	6%	23%	2%	0.63%	6%	1.1%	Yes	4	40%	20
Washington	137,801	22%	18%	10%	7%	9%	1%	0.33%	3%	2.6%	No	1	10%	60
Waukesha	409,226	21%	18%	9%	12%	8%	1%	0.67%	3%	5.6%	No	1	10%	60
Waupaca	50,570	21%	21%	14%	6%	16%	2%	0.56%	6%	1.6%	Yes	3	30%	35
Waushara	24,971	18%	24%	15%	11%	17%	2%	0.85%	9%	2.7%	No	4	40%	20
Winnebago	174,994	20%	16%	12%	12%	18%	2%	0.91%	4%	3.6%	No	2	20%	51
Wood	73,134	22%	20%	15%	8%	19%	2%	0.56%	5%	2.2%	Yes	3	30%	35
Total Population	5,794,384	21%	20%	13%	12%	18%	2%	0.68%	5%	2.7%				