

U.S. Department of Transportation - **National Highway Traffic Safety Administration**

Fiscal Year	2019
NHTSA Grant Application	WISCONSIN - Highway Safety Plan - FY 2019
State Office	Wisconsin Bureau of Transportation Safety
Application Status	Submitted

## Highway Safety Plan

### 1 Summary information

#### APPLICATION INFORMATION

Highway Safety Plan Name:	WISCONSIN - Highway Safety Plan - FY 2019
Application Version:	3.0

**INCENTIVE GRANTS - The State is eligible to apply for the following grants. Check the grant(s) for which the State is applying.**

S. 405(b) Occupant Protection:	Yes
S. 405(c) State Traffic Safety Information System Improvements:	Yes
S. 405(d) Impaired Driving Countermeasures:	Yes
S. 405(d) Alcohol-Ignition Interlock Law:	Yes
S. 405(d) 24-7 Sobriety Programs:	Yes
S. 405(e) Distracted Driving:	Yes
S. 405(f) Motorcyclist Safety Grants:	Yes
S. 405(g) State Graduated Driver Licensing Incentive:	Yes
S. 1906 Racial Profiling Data Collection:	No

#### STATUS INFORMATION

Submitted By:	Laura Vande Hey
Submission On:	7/6/2018 7:13 PM

Submission Deadline (EDT):	7/9/2018 11:59 PM
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### 2 Highway safety planning process

**Enter description of the data sources and processes used by the State to identify its highway safety problems, describe its highway safety performance measures, establish its performance targets, and develop and select evidence-based countermeasure strategies and projects to address its problems and achieve its performance targets.**

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

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

The Strategic Highway Safety Plan (SHSP) serves as the principal planning document, and this Highway Safety Plan (HSP) is developed to maximize integration and utilization of data analysis resources, fully represent driver behavior issues and strategies, and utilize any statewide safety committees to obtain input from state and local traffic safety partners. BOTS ensures that the goals and objectives contained in the SHSP are considered in the annual development of the HSP and incorporated as fully as possible. BOTS reviews the SHSP and HSP to identify any gaps in addressing driver behavior issues and eliminate any redundancy for the maximum use of resources. Wisconsin's highway safety planning process includes all of the components of 23 C.F.R. §1300.11(a).

The process of identifying problems is integral to the planning process. The data source used by BOTS is primarily the state's crash database, which is managed by the Division of State Patrol. Other data sources include crash data from NHTSA's Fatality Analysis Reporting System (FARS). Other information sources used in identifying problems include state conviction, vehicle, roadway, traffic and survey data, BOTS program effectiveness studies, demographic and other census data, emergency department, hospital discharge and death data from the state Department of Health Services, national surveys, and other relevant data. These sets of data are used, as appropriate, in trend, factor, disproportion, and other analyses of each program area. The identification process is identified under the problem identification sections in each program area. In the individual program areas, further program need and justification is identified. Several program areas include plans for enforcement activities. It should be noted that law enforcement grants require individual grantees to set performance measures that consider all contacts (citations, warning, and stops with no action) with the motoring public. Overall, BOTS attempts to fund the programs that will have the biggest impact on traffic fatalities.

**Identify the participants in the processes (e.g., highway safety committees, program stakeholders, community and constituent groups).**

Wisconsin is unique in that it has a law (s. 83.013, Wis. Stat.) that requires all 72 of its counties to have a Traffic Safety Commission. The law further defines who is supposed to participate at the quarterly meetings. A commission is required to include the chief county traffic law enforcement officer, the county highway safety coordinator, the county highway commissioner, a DOT engineer from the regional office, a behavioral representative from BOTS (Law Enforcement Liaison or Regional Program Manager), a State Patrol Trooper, as well as one representative from each of the education, medicine, and legal professions. We recognize what a fantastic opportunity this requirement gives us to reach out and solicit ideas and input into our planning process, and we utilize this opportunity. In addition, each State Program Manager (SPM) obtains formal and informal recommendations, resources, and information from traditional and non-traditional partners and stakeholders, including public health, emergency medical services, enforcement and adjudication, not-for-profit organizations, businesses, and community coalitions. This activity continues throughout the year. During the first quarter of each year, BOTS program analysts and managers review the prior year's data and study the effectiveness of the prior year's projects. They also perform literature reviews and review best practices from other states.

Another valuable committee is the Wisconsin DOT's Traffic Safety Council. This is a multi-disciplinary group that meets on the first Thursday of each month. Representatives from the Federal Highway Administration (FHWA), the Federal Motor Carrier Safety

Administration (FMCSA), BOTS, the Division of Motor Vehicles, the Division of Transportation Investment Management, the Division of Transportation System Development, WisDOT executive offices, and the University of Wisconsin-Madison serve on the committee. This group is responsible for authoring the SHSP required by U.S. DOT for federal Highway Safety Improvement Plan (HSIP) funds.

As an offshoot of Wisconsin's Traffic Safety Council, a Statewide Impaired Driving Task Force was chartered in 2013. The group assembled a broad variety of stakeholders, developed a formal charter, approved the Statewide Impaired Driving Plan by agreeing to work on five signature items going forward, assisted with the development of the federally required SHSP, and began work on signature items.

Feedback from NHTSA management reviews, including traffic records strategic plans and other reviews of programs areas, are reviewed and incorporated into the planning process as well. Priority is given to the NHTSA Administrator's motor vehicle and highway safety priorities as well as overlapping FHWA and FMCSA safety priorities and goals. The latest version of NHTSA's *Countermeasures That Work* is used as part of project development.

BOTS has many partner organizations, including:

- AAA Wisconsin
- AARP
- Alcohol and Other Drug Abuse Program
- AT&T-It Can Wait Program
- Children's Hospital of Wisconsin
- Federal Highway Administration
- Ford Driving Skills for Life
- Fox47 – MSG2TEENS
- Governor's Bicycle Coordinating Council
- Governor's Council on Highway Safety
- Governor's Highway Safety Association
- Green Bay Packers
- HSP stakeholder input: March-April 2018
- La Crosse OWI Treatment Court
- Law Enforcement Agencies
- Marshfield Clinic – Center for Community Outreach
- Medical College of Wisconsin – Comprehensive Injury Center
- National Highway Traffic Safety Administration
- Office of Juvenile Justice and Delinquency Prevention
- Operation Click
- Operation Lifesaver
- Pacific Institute for Research and Evaluation
- Rural Mutual Insurance
- Safe Kids Wisconsin
- Safe Routes to School
- State Council on Alcohol and Other Drug Abuse
- Statewide Impaired Driving Work Group
- Substance Abuse and Mental Health Services Administration
- Tavern League of Wisconsin
- Traffic Records Coordinating Committee
- Traffic Safety Commissions (72 county organizations)

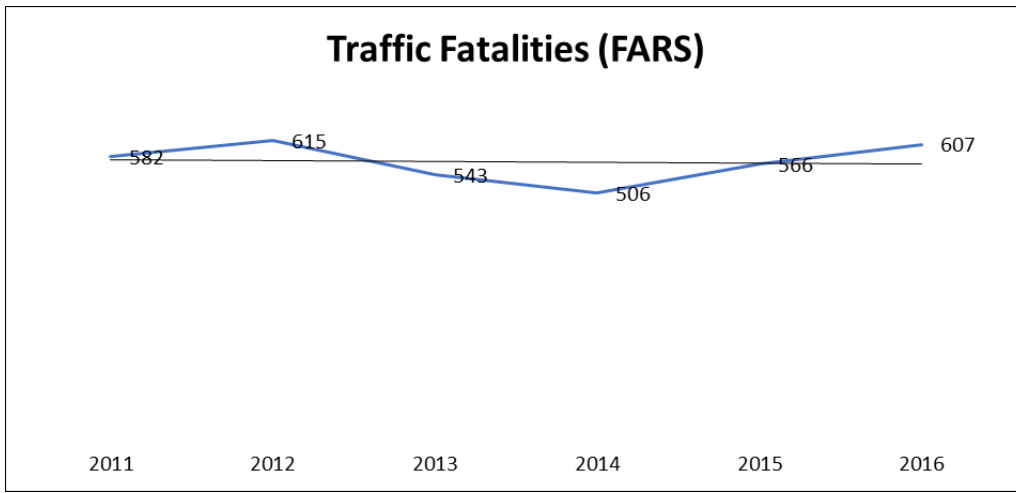
- University of Wisconsin System Administration
- WE Bike, etc.
- Wisconsin Badgers
- Wisconsin Bike Fed
- Wisconsin Chiefs of Police Association (WCPA)
- Wisconsin Department of Children and Families
- Wisconsin Department of Health Services
- Wisconsin Department of Justice
- Wisconsin Department of Natural Resources
- Wisconsin Department of Tourism
- WisDOT- Division of Motor Vehicles
- WisDOT- Planning
- Wisconsin Highway Safety Coordinators Association
- Wisconsin Interscholastic Athletic Association
- Wisconsin Juvenile Officers Association
- Wisconsin Partnership for Activity and Nutrition (WI PAN)
- Wisconsin Safety Patrol Congress
- Wisconsin Safety Patrols, Inc.
- Wisconsin State Laboratory of Hygiene
- Wisconsin State Patrol Alumni Association
- Wisconsin Technical College System
- Wisconsin Traffic Operations and Safety Laboratory
- Wisconsin Traffic Safety Officers Association

**Enter description and analysis of the State's overall highway safety problems as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets, selecting countermeasure strategies, and developing projects.**

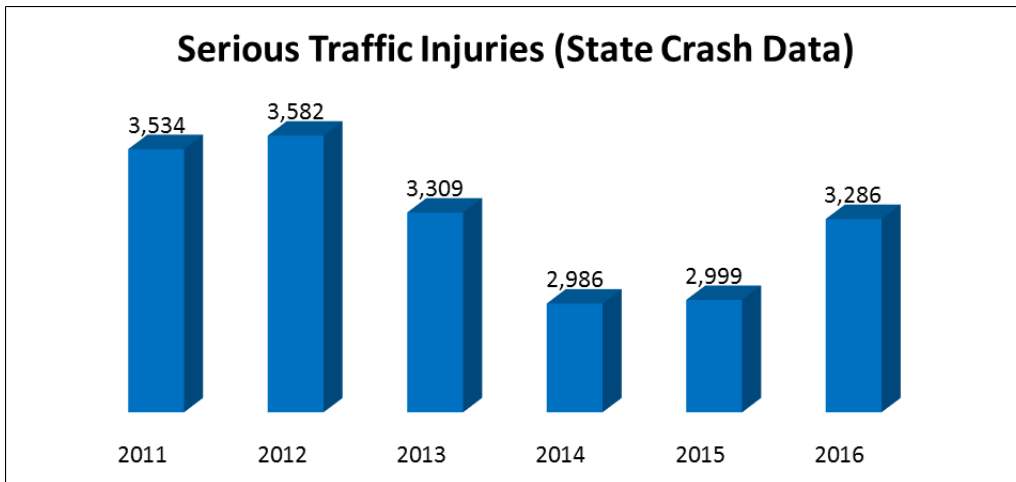
BOTS evaluates the nature and magnitude of each program area as well as each target location or group. BOTS then establishes the effectiveness of proposed program activities in addressing the problem, determines the availability of resources to be applied to the problem, and determines the availability of information to be used to determine progress toward goals. Where applicable, continuing activities that are determined to have been effective are funded at a progressively decreasing federal share.

Recommendations from state program assessments are integrated into program objectives and funded activities. Each program expert brings information from the processes described above to a BOTS committee to be included in the upcoming year's HSP. At the planned activity level, high risk target populations, jurisdictions and behaviors are identified as in the following example: all alcohol and speed-related crash data from the three previous years for every jurisdiction in Wisconsin are analyzed, from those involving property damage, through all ranges of injuries, and those that resulted in death. These data are scientifically weighted following established statistical protocol.

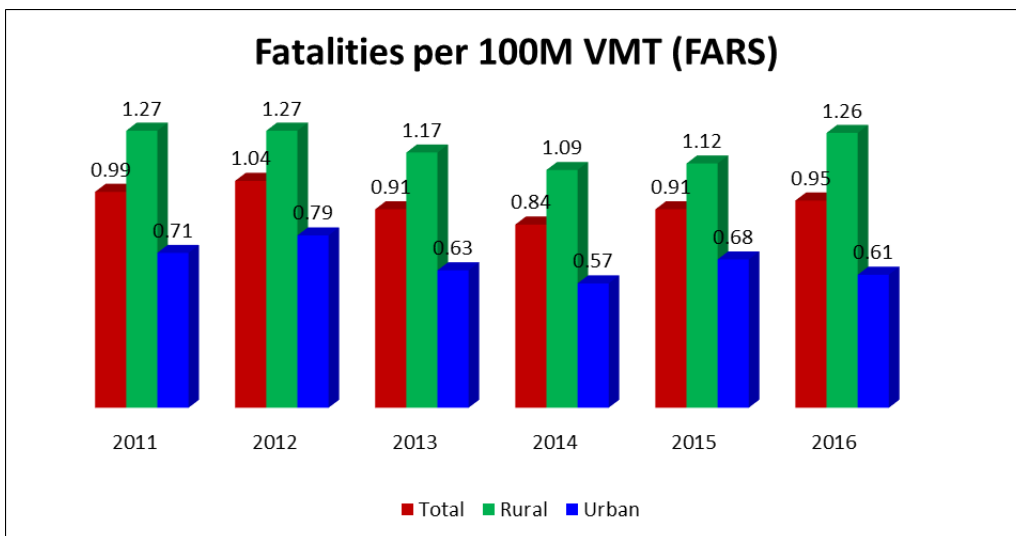
The state's overall safety problems can be summarized in three graphs displaying the information about fatalities, serious injuries, and fatalities per 100 million vehicle miles of travel (VMT). The figure below uses Fatality Analysis Reporting System (FARS) fatality data that NHTSA has published. The number of traffic fatalities generally trends downward. In 2016, however, Wisconsin experienced an increase from the prior year to 607 and rose above the five-year (2011-2015) moving average of 562. There were 594 fatalities on Wisconsin roads in 2017 according to preliminary figures from the state's own crash data files.



As the figure below indicates, serious injury crashes have generally decreased since 2011; however, Wisconsin experienced an uptick in 2016 with 3,039 serious injuries, which was 7% below the 2011-2015 average of 3,282. There were 3,286 serious injuries in 2017 according to preliminary figures from Wisconsin’s state crash data files.



Wisconsin achieved the national goal of one fatality per 100 million vehicle miles of travel (VMT) in 2009, two years ahead of the national target date. As the figure below indicates, Wisconsin was slightly above the goal in 2012, but since then it has stayed below this level. Finalized FARS fatality data and finalized VMT data for 2017 are not yet available. The 2011-2015 five-year average was 0.94. In 2016, Wisconsin experienced an increase in fatalities per 100 million VMT to 0.95.



**Enter discussion of the methods for project selection (e.g., constituent outreach, public meetings, solicitation of proposals).**

BOTS uses crash data as a basis for setting performance targets and developing countermeasure strategies. BOTS utilizes the data to generate targeting lists for enforcement grants as well as child passenger safety grants. Grantees for the coming federal fiscal year are notified of their eligibility and the Regional Program Managers assist grantees with identifying their agency capacity.

*Targeting Methodology for Enforcement Grants*

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.

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 Bureau of Transportation Safety's 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 MV4000 crash report form, in Wisconsin cities, villages and towns and grouped together by county for the calendar years 2015, 2016, and 2017. Three years of data were collected to smooth some of the natural fluctuations from year to year. Not all locations in Wisconsin have recorded each of the three types of crashes during the 2015-2017 three-year period; those locations 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 were:

Fatal injury = 20

Incapacitating injury = 20

Non-incapacitating injury=10

Possible injury = 5

Unknown or no injury = 1

Numeric weights of the injuries (and non-injuries) were summed by county 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, 2015 population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center (Ex.  $\text{Calculated Score} * (1000/\text{Population Number})$ ) for counties, cities, villages, and towns. Population estimates are based on the 2010 census and an analysis of more current data such as housing units and automobile registrations. 2015 population data was used because it is the most recent available. An example of the formula to be used for each of the respective seventy-two counties in the state is the following:

Calculated Score \* (1,000 / (2017 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 are 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).

#### I. Full-year Law Enforcement Grants (Alcohol and Occupant Protection)

Municipalities located in multiple counties have been combined, and 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 "2017MuniInMultiCounties", in the MS Excel files named "2017MuniAlcWeightedTrgtNormal.xlsx".

Criteria at County Level:

Select counties with the criteria of Weight  $\geq$  3,000 OR NormalScore  $\geq$  50.00 OR (Weight  $\geq$  2,000 AND Normal Score  $\geq$  30.00).

Select the next four counties from all counties per RPM region, from those counties that are still unselected who have a Rural-Urban Continuum Code of one through six and have the next highest NormalScore.

For occupant protection grants, create a new NormalScore that only uses drivers ages 16-19 that were not belted or improperly belted from 2015 to 2017. Create this new NormalScore in the same manner, and assign weights to injuries as before. Select all counties where this new NormalScore is above 2.00.

Criteria at Municipal Level:

A list of municipalities for each of the counties selected as a possible grant candidate will be generated, showing the NormalScore 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

NormalScore  $\geq$  50.00

Each of these municipalities will be highlighted in blue. Please note that municipalities that have a law enforcement agency presence, beside the county sheriff will also be highlighted, by the use of **bold** text.

#### II. Seasonal Law Enforcement Grants (Speed)

Common to All types

Seasonal Law Enforcement Grant candidates are selected based upon a 3-month (quarterly) time-period, using the seasonal definition of the meteorological year. These time period are the following:

Meteorologists use whole months to identify meteorological seasons. In the northern hemisphere, the months are the following:

- Meteorological spring takes place during March, April, and May
- Meteorological summer takes place during June, July, and August
- Meteorological autumn takes place during September, October, and November

- Meteorological winter takes place during December, January, and February

[http://www.aos.wisc.edu/~hopkins/WES/fall\\_05/WESf05supl10.html](http://www.aos.wisc.edu/~hopkins/WES/fall_05/WESf05supl10.html)

Spring Quarter: March, April, May

Summer Quarter: June, July, August

Autumn Quarter: September, October, November

Winter Quarter: December, January, February

A Calculated Score for Injuries and a Normalized Score are then calculated for each quarter of the past year (2017 in this case) as one selected grouping. Another Calculated Score for Injuries and a Normalized Score as an average, by quarter for the five years that precede the past year (2012-2016 in this case) are also selected into another grouping.

The purpose of having these two groupings are to identify county-level political entities that have immediate, short-term, quarterly traffic crash issues for the 2017 selected grouping and those that have a long-term trend, within a specific seasonal quarter, with regard to traffic crash issues for the 2012-2016 selected grouping.

Each county NOT having a Rural-Urban Continuum Code of seven through nine 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 varies 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, but whose normalized score is at least 15% above the group mean will be 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 will be displayed against a more darkly shaded background and are automatically eligible as a grant candidate.

#### **Alcohol (All four seasons will be used for the 2019 Federal Fiscal Year)**

The selection of counties for alcohol-related seasonal grants will follow the "Common to All types" section of the Seasonal Law Enforcement Grants section.

#### **Speed (the summer quarter will be used for the 2019 Federal Fiscal Year)**

The selection of counties for speed-related seasonal grants will follow the "Common to All types" section of the Seasonal Law Enforcement Grants section.

#### **Occupant Protection (All four seasons will be used for the 2019 Federal Fiscal Year)**

The selection of counties for speed-related seasonal grants will follow the "Common to All types" section of the Seasonal Law Enforcement Grants section.

### III. All Grants 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 (Annual, Seasonal, and Pick-up Trucks Registered) selected for a given targeting year.

The rationale for using this metric is based upon the methodology time periods selected for a targeting year. Some grants types (Ex. Speed this year) are only being targeted, using a seasonal methodology. Counties with large populations (and VMT), relative to the State as whole do not statistically have as great of variation as counties having smaller populations (and VMT) in the State when using the seasonal methodology, thus could be overlooked as a targeted county, though they do have a significant traffic safety problem year- around, which would only be noted, if annual year-round law enforcement



grants are provided for a grant type (Speed in this case). Basically, there is a need to more efficiently allocate funds on a seasonal basis (for Speed in this case), but still not exclude the more populated (and higher VMT) counties, which lack seasonal variation in their traffic safety issues, because their traffic safety issues exist year-round.

Please note population was used as the metric, instead of VMT, because of the on-going 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.

For each county that has been selected for a grant (Alcohol, Speed, and Occupant Protection) we then drilled-down to the municipal (City, Village, or Town) level to select the specific municipal entities that will be offered 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. Please note that the County Sheriff of a selected county, regardless of grant type will always be considered for a grant, otherwise 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.

### *Targeting Methodology for Child Passenger Safety Grants*

#### Process and Assumptions:

1. To estimate the number of people eligible per county to receive free car seats within a county, the number of infants from zero to four years of ages enrolled in the Women, Infants, and Children (WIC) program within a county during 2015 were used as a proxy for the cohort population. (This assumes WIC enrollees are a valid proxy for all children eligible for free car seats)
2. To establish crash experience trends by county, for the cohort described in item 1 of the assumptions, the number of injured ('K', 'A', 'B', 'C') individuals ranging in age, from one to four, for the years 2006 through 2017, involved in motor vehicles crashes is used. (This assumes crash experience for ages 1-4 is a valid proxy for ages 0-4, given that crash experience for ages less than one year of age are unavailable.)
3. Of the number of injuries computed in item 2 of the assumptions, each injury type was weighted in the following manner:
  - A. 'K' (Killed) injuries and 'A' (Incapacitating) injuries multiplied by 20
  - B. 'B' injuries multiplied by 10
  - C. 'C' injuries multiplied by 5

The type of weighting scheme used above is the same weighting scheme presently being used in the targeting of law enforcement grants. (Assumes that weighting crashes in the same manner, as they are weighted, when establishing a targeting list for law enforcement grants is a valid method of weighting the crash experience data)

4. BOTS established that 40 counties were to be selected for CPS Targeting. (This is assuming that grant monies available will be sufficient to fund 40 counties adequately given the counties will be stratified using an Urban-Rural Continuum with 9 minor categories grouped together into three major categories.)
5. BOTS established three major groupings, through the process of merging together counties with similar characteristics, based upon the Urban-Rural Continuum, where counties with an Urban-Rural Continuum assignment of 1-3 metro were re-assigned as Category I, 4-6 non-metro counties reassigned as Category II, and 7-9 non-metro counties were re-assigned as Category III. These reassignments will adequately represent the degree of sheer volume delineation between county of similar urban-rural characteristics needed for free car seats without getting into the unneeded county level of granularity if the 1-9 categories were used. (This assumes a more relatively urbanized county will need more free car seats by volume than a county considered of a more

rural nature as defined by the continuum. Each of the three groups has the number of WIC clients summed for their Category, which was then divided by the number of WIC clients statewide, providing a percentage of the WIC clients represented, by each of the three categories.

Ex. Category I (representing counties in the 1, 2, and 3 Urban-Rural Continuum) had 95,759 WIC clients in 2015, out of 127,402 statewide, representing 75.16% of the client base. Category II (representing counties in the 4, 5, and 6 Urban-Rural Continuum) had 24,314 WIC clients in 2015, out of 127,402 statewide, representing 19.08% of the client base. Category III (representing counties in the 7, 8, and 9 Urban-Rural Continuum) had 7,329 WIC clients in 2015, out of 127,402 statewide, representing 5.75% of the client base. These percentages are used later in the process, not for selecting counties, but for allocating financial resources, once particular counties have been selected, within each of the three categories.

6. BOTS assigned a select number of counties from each of the three categories, to meet the 40 county number established in item 4 of the assumptions.

A. 18 counties from Categories 1-3 of the Urban-Rural Continuum (representing approximately 5% per county, on average, as a portion of the 75.16% WIC client base)

B. 13 counties from Categories 4-6 of the Urban-Rural Continuum (representing approximately 2% per county, on average, as a portion of the 19.08% WIC client base)

C. 9 counties from Categories 7-9 of the Urban-Rural Continuum (representing approximately 1% per county, on average, as a portion of the 19.08% WIC client base)

The percentages mentioned in parentheses were computed and decided upon later in the process, after making-sure that 80-plus percent of the statewide 2015 WIC clients would be accounted for through a 40-county grant distribution. BOTS also allows for a 1-2 percent difference between the injury weighting percentage and the actual 80 percent plus statewide WIC client coverage for grant distribution, which allows flexibility and reflects various discrepancies within counties between their crash experience for the 0-4 age group and their WIC populations of the same age group. The specific counties selected were based upon their crash experience relative to the zero to four age group, which will be described in item 7, of the assumptions. (That is if the assignment of more counties to the most urbanized counties will account for a higher number of eligible participants for the free car seat program.)

7. As noted in item 6, above, an attempt to cover counties containing at least 80 percent of the 2015 statewide WIC population, for free car seat grant distribution was desired to be achieved using crash experience data by weighting 2006-2017 historical data, which involved injuries ('K', 'A', 'B', 'C') to children 1-4 years of age (Please note ages < 1 year are unavailable, because of present database discrepancies). Please see item 3, above, for how each county in the state had their injury data weighted for the 1-4 age group. Once, the historical data had been weighted, it was then summarized by county. The counties were then ordered, within their Category (of I, II, or III), in a descending manner, with the top 18 counties selected from Category I, the top 13 from Category II, and the top 9 from Category III. (Assuming the crash experience for the 1-4 age group is representative of the 0-4 age group, for the same county. BOTS also assumes that the overall crash experience, within a county for the 0-4 age group is the same for both WIC and non-WIC populations, thus can provide a proxy for the WIC population of the same county. Though BOTS realizes discrepancies occur, especially regarding counties with a higher level of average household income with a low standard deviation between those incomes for the households in that county where the crashes for the zero to four age group overall do not correlate on a one-to-one basis with WIC client crashes for the same age group in the county.)

8. Each county selected then had a weighted crash injury score created as a percentage of the Category group's selected counties' injury score total. The county's Category weighted injury score is then multiplied by the category's percentage of statewide WIC clients (Please see the examples in item 5, above for a Category's percentage of statewide WIC clients.), creating the percentage of grant monies allocated, a county may receive, through the use of the targeting process. This will create a list of targeted counties, their Weighted Injury Scores, the percentage the weighted injury scores constitute as a part of their Category, the percentage of the statewide WIC clients that are made up of all the counties (including those not selected) within the Category, and the recommended

percentage of the total free car seat grant targeting monies to be allocated to that county. Please also note, as mentioned in the Process and Assumptions, above, a county with a high average household income with a low standard deviation between those incomes may not be reflective of a similar county in the context of WIC because there is a smaller WIC population relative to crashes in the county as whole for the 0-4 age group.

#### **Enter list of information and data sources consulted.**

BOTS manages the state's crash database. After the end of a calendar year, preliminary crash data are evaluated. Analysts may prepare preliminary reports of the previous year's fatality trends. After finalized data are available, the most recent ten years of crash data are used to determine the magnitude of the problem posed by each crash type and to develop trend lines. Goals are set using five-year rolling averages. In addition, conviction, medical, demographic, survey, program effectiveness, and other relevant data are analyzed and used as appropriate to generate rates and identify disproportionate representation of subgroups and trends for each program area. BOTS identifies, describes, and analyzes the state's overall highway safety problems through an analysis of the data it maintains or has access to, as authorized to BOTS by the Governor's Representative for Highway Safety in 23 C.F.R. 1300.4(b)(4), including but not limited to fatality, injury, enforcement, and judicial data. In addition to the crash database, WisDOT maintains the state's driver, vehicle, and roadway databases. The Wisconsin Department of Justice maintains the state's adjudication database, and the Wisconsin Department of Health Services maintains the state's emergency medical services and injury surveillance information systems.

#### **Enter description of the outcomes from the coordination of the Highway Safety Plan (HSP), data collection, and information systems with the State Strategic Highway Safety Plan (SHSP).**

The annual HSP is coordinated with state and national strategic plans and related operational plans and guidelines, and especially with the State of Wisconsin SHSP. The ten items of highest priority in the State's 2017-2020 SHSP are listed below (HSP-related goals bolded):

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

Failure to be ranked in the high priority highway safety issue areas for the 2017-2020 SHSP does not mean the topic is unimportant nor does it mean WisDOT will discontinue planned or on-going initiatives that have yielded results. Initiatives such as making large truck travel safer, **enhancing EMS to increase survivability**, reducing vehicle-train crashes, improving incident management, **improving work zone safety, improving safe travel in bad weather**, and reducing deer/other animal crashes will still be pursued.

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

- Number of fatalities
- Fatality rate
- Number of serious injuries
- Serious injury rate

- Number of non-motorized fatalities and serious injuries

These first three measures are included in the performance plan as part of the agreed upon performance measures by GHSA and NHTSA. We are including the last two in this plan to reflect our commitment to the state's SHSP.

Measure	2013	2014	2015	2016	2017 (preliminary)	2013-2017 Avg.	2019 Target
Serious Injury Rate	5.56	4.97	4.83	4.76	5.06	5.037	4.785
To decrease the serious injury rate by 5% from the 2013-2017 calendar year rolling average of 5.037 to 4.785 by December 31, 2019.							
Number of non-motorized fatalities and serious injuries	351	337	365	366	381	360	342
To decrease the number of non-motorized fatalities and serious injuries by 5% from the 2013-2017 calendar year rolling average of 360 to 342 by December 31, 2019.							

### 3 Performance report

Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Performance Measure Name	Progress
C-1) Number of traffic fatalities (FARS)	In Progress
C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
C-3) Fatalities/VMT (FARS, FHWA)	In Progress
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Not Met
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Met
C-6) Number of speeding-related fatalities (FARS)	Met
C-7) Number of motorcyclist fatalities (FARS)	Met
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Met
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Not Met
C-10) Number of pedestrian fatalities (FARS)	Not Met
C-11) Number of bicyclists fatalities (FARS)	Met
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Met

**C-1) Number of traffic fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

The target in the 2017 HSP for traffic fatalities in 2017 was 509. In 2017, there were 613 traffic fatalities (FARS). While our prior year goal was set on a one-year timeline, we are adjusting this status to reflect in progress, which more closely aligns with the new FHWA goal-setting process.

**C-2) Number of serious injuries in traffic crashes (State crash data files)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

In the 2017 HSP, the target for serious traffic injuries in 2017 was 3,115. There were 3,286 serious traffic injuries in 2017. While our prior year goal was set on a one-year timeline, we are adjusting this status to reflect in progress, which more closely aligns with the new FHWA goal-setting process.

**C-3) Fatalities/VMT (FARS, FHWA)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

In the 2017 HSP, the target for fatalities/VMT in 2017 was 0.86. In 2017, fatalities/VMT is estimated to be 1.06. While our prior year goal was set on a one-year timeline, we are adjusting this status to reflect in progress, which more closely aligns with the new FHWA goal-setting process.

**C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)**

Progress: Not Met

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

In the 2017 HSP, the target for fatalities of unrestrained persons in passenger vehicles in 2017 was 165. In 2017, there were 187 fatalities of unrestrained persons in passenger vehicles (FARS).

**C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)**

Progress: Met

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

In the 2017 HSP, the target for alcohol-impaired driving fatalities in 2017 was 170. In 2017, there were 79 alcohol-impaired driving fatalities (FARS).

**C-6) Number of speeding-related fatalities (FARS)**

Progress: Met

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

In the 2017 HSP, the target for speeding-related fatalities in 2017 was 172. In 2017, there were 151 speeding-related fatalities (FARS).

**C-7) Number of motorcyclist fatalities (FARS)**

Progress: Met

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

In the 2017 HSP, the target for motorcyclist fatalities in 2017 was 84. In 2017, there were 73 motorcyclist fatalities (FARS).

**C-8) Number of unhelmeted motorcyclist fatalities (FARS)**

Progress: Met

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

In the 2017 HSP, the target for unhelmeted motorcyclist fatalities in 2017 was 65. In 2017, there were 43 unhelmeted motorcyclist fatalities (FARS).

**C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)**

Progress: Not Met

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

In the 2017 HSP, the target for the number of drivers age 20 or younger involved in fatal crashes in 2017 was 69. In 2017, there were 85 drivers age 20 or younger involved in fatal crashes (FARS).

**C-10) Number of pedestrian fatalities (FARS)**

Progress: Not Met

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

In the 2017 HSP, the target for pedestrian fatalities in 2017 was 43. In 2017, there were 58 pedestrian fatalities (FARS).

**C-11) Number of bicyclists fatalities (FARS)**

Progress: Met

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

In the 2017 HSP, the target for bicyclist fatalities in 2017 was eight. In 2017, there were seven bicyclist fatalities (FARS).

**B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)**

Progress: Met

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

In the 2017 HSP, the target for the observed seat belt use rate for passenger vehicles in 2017 was 89.3%. In 2017, the observed seat belt use rate for passenger vehicles was 89.4%.

**4 Performance plan**

**Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a list of quantifiable and measurable highway safety performance targets that are data-driven, consistent with the Uniform Guidelines for Highway Safety Programs and based on highway safety problems identified by the State during the planning process.**

Performance Measure Name	Target Period(Performance Target)	Target Start Year (Performance Target)	Target End Year (Performance Target)	Target Value(Performance Target)
C-1) Number of traffic fatalities (FARS)	5 Year	2015	2019	555.7
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2015	2019	2,967.6
C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2015	2019	0.915
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2019	2019	168.0
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2019	2019	136.0
C-6) Number of speeding-related fatalities (FARS)	Annual	2019	2019	162.0
C-7) Number of motorcyclist fatalities (FARS)	Annual	2019	2019	75.0
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Annual	2019	2019	56.0
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Annual	2019	2019	69.0
C-10) Number of pedestrian fatalities (FARS)	Annual	2019	2019	47.0
C-11) Number of bicyclists fatalities (FARS)	Annual	2019	2019	8.0
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2019	2019	90.4

**C-1) Number of traffic fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-1) Number of traffic fatalities (FARS)-2019

Target Metric Type: Numeric

Target Value: 555.7

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

Data analysts from the Bureau of Transportation Safety, the Bureau of State Highway Programs, and the Bureau of Traffic Operations within the Wisconsin Department of Transportation, after an examination of crash data, came to a consensus and made a recommendation for this safety target. This target is supported by the goal within Wisconsin's 2017-2020 Strategic Highway Safety Plan to have a two percent reduction each year in the number of traffic fatalities, and to have a five percent reduction in the number of traffic fatalities by 2020.

### **C-2) Number of serious injuries in traffic crashes (State crash data files)**

**Is this a traffic records system performance measure?**

No

C-2) Number of serious injuries in traffic crashes (State crash data files)-2019

Target Metric Type: Numeric

Target Value: 2,967.6

Target Period: 5 Year

Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

Data analysts from the Bureau of Transportation Safety, the Bureau of State Highway Programs, and the Bureau of Traffic Operations within the Wisconsin Department of Transportation, after an examination of crash data, came to a consensus and made a recommendation for this safety target. This target is supported by the goal within Wisconsin's 2017-2020 Strategic Highway Safety Plan to have a five percent reduction each year in the number of serious injuries in traffic crashes, and to have a ten percent reduction in the number of serious injuries in traffic crashes by 2020.

### **C-3) Fatalities/VMT (FARS, FHWA)**

**Is this a traffic records system performance measure?**

No

C-3) Fatalities/VMT (FARS, FHWA)-2019

Target Metric Type: Numeric

Target Value: 0.915

Target Period: 5 Year

Target Start Year: 2015



**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

Data analysts from the Bureau of Transportation Safety, the Bureau of State Highway Programs, and the Bureau of Traffic Operations within the Wisconsin Department of Transportation, after an examination of crash data, came to a consensus and made a recommendation for this safety target. This target is supported by the goal within Wisconsin's 2017-2020 Strategic Highway Safety Plan to have a two percent reduction each year in the rate of fatalities per 100 million vehicle miles of travel (VMT), and to have a five percent reduction in the rate of traffic fatalities per 100 million VMT by 2020.

**C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)**

**Is this a traffic records system performance measure?**

No

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2019
Target Metric Type: Numeric
Target Value: 168.0
Target Period: Annual
Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The Bureau of Transportation Safety remains committed to a target of a five percent reduction from the prior five-year rolling average to reduce the number of fatalities on Wisconsin roads. The 2013-2017 average was 176.6. This target is supported by the performance measure goal within Wisconsin's 2017-2020 Strategic Highway Safety Plan to reduce unrestrained passenger vehicle occupant fatalities by five percent from the most recent five-year average.

**C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)**

**Is this a traffic records system performance measure?**

No

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2019
Target Metric Type: Numeric
Target Value: 136.0
Target Period: Annual
Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The Bureau of Transportation Safety remains committed to a target of a five percent reduction from the prior five-year rolling average to reduce the number of fatalities on Wisconsin roads. The 2013-2017 average was 143.0. This target is supported by the performance measure goals within Wisconsin's 2017-2020 Strategic Highway Safety Plan to reduce the five-year average number of impaired driving crashes by ten percent by 2020 and to reduce the number of impaired driving crashes resulting in a fatality or an incapacitating injury by five percent by 2020.

**C-6) Number of speeding-related fatalities (FARS)****Is this a traffic records system performance measure?**

No

C-6) Number of speeding-related fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 162.0
Target Period: Annual
Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The Bureau of Transportation Safety remains committed to a target of a five percent reduction from the prior five-year rolling average to reduce the number of fatalities on Wisconsin roads. The 2013-2017 average was 170.2. This target is supported by the performance measure goal within Wisconsin's 2017-2020 Strategic Highway Safety Plan to reduce the number of fatal and incapacitating injury speed-related/aggressive driving crashes by five percent by 2020.

**C-7) Number of motorcyclist fatalities (FARS)****Is this a traffic records system performance measure?**

No

C-7) Number of motorcyclist fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 75.0
Target Period: Annual
Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The Bureau of Transportation Safety remains committed to a target of a five percent reduction from the prior five-year rolling average to reduce the number of fatalities on Wisconsin roads. The 2013-2017 average was 79.4. This target is supported by the performance measure goal within Wisconsin's 2017-2020 Strategic Highway Safety Plan to reduce the number of fatal and incapacitating motorcyclist crashes by five percent by 2020.

**C-8) Number of unhelmeted motorcyclist fatalities (FARS)****Is this a traffic records system performance measure?**

No

C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2019
Target Metric Type: Numeric

Target Value: 56.0  
 Target Period: Annual  
 Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The Bureau of Transportation Safety remains committed to a target of a five percent reduction from the prior five-year rolling average to reduce the number of fatalities on Wisconsin roads. The 2013-2017 average was 58.6. This target is supported by the performance measure goal within Wisconsin's 2017-2020 Strategic Highway Safety Plan to reduce the five-year average number of motorcyclist injury crashes by five percent by 2020.

### **C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)**

**Is this a traffic records system performance measure?**

No

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2019  
 Target Metric Type: Numeric  
 Target Value: 69.0  
 Target Period: Annual  
 Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The Bureau of Transportation Safety remains committed to a target of a five percent reduction from the prior five-year rolling average to reduce the number of fatalities on Wisconsin roads. The 2013-2017 average was 73.0. This target is supported by the performance measure goal within Wisconsin's 2017-2020 Strategic Highway Safety Plan to improve teen driver performance and reduce the average of teen crashes by five percent by 2020.

### **C-10) Number of pedestrian fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-10) Number of pedestrian fatalities (FARS)-2019  
 Target Metric Type: Numeric  
 Target Value: 47.0  
 Target Period: Annual  
 Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The Bureau of Transportation Safety remains committed to a target of a five percent reduction from the prior five-year rolling average to reduce the number of fatalities on Wisconsin roads. The 2013-2017 average was 49.8. This target is supported by the

performance measure goal within Wisconsin's 2017-2020 Strategic Highway Safety Plan to reduce the number of fatal and serious injury pedestrian/bicyclist crashes by five percent by 2020. This target is also supported by the goal within Wisconsin's 2017-2020 Strategic Highway Safety Plan to have a five percent reduction each year in the number of non-motorized fatalities and non-motorized serious injuries, and to have a ten percent reduction in the number of non-motorized fatalities and non-motorized serious injuries by 2020.

#### **C-11) Number of bicyclists fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-11) Number of bicyclists fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 8.0
Target Period: Annual
Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

The Bureau of Transportation Safety remains committed to reducing fatalities on Wisconsin roads. The 2013-2017 average was 9.4. This target is supported by the performance measure goal within Wisconsin's 2017-2020 Strategic Highway Safety Plan to reduce the number of fatal and serious injury pedestrian/bicyclist crashes by 5% by 2020. This target is also supported by the goal within Wisconsin's 2017-2020 Strategic Highway Safety Plan to have a five percent reduction each year in the number of non-motorized fatalities and non-motorized serious injuries, and to have a ten percent reduction in the number of non-motorized fatalities and non-motorized serious injuries by 2020.

#### **B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)**

**Is this a traffic records system performance measure?**

No

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2019
Target Metric Type: Percentage
Target Value: 90.4
Target Period: Annual
Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

To reduce the number of fatalities on Wisconsin roads, the Bureau of Transportation Safety remains committed to a target of a five percent increase from the prior five-year rolling average for the observed seat belt use rate. The 2013-2017 average was 86.1%. This target is supported by the performance measure goal within Wisconsin's 2017-2020 Strategic Highway Safety Plan to increase safety belt use by passenger vehicle front seat occupants to 92% by 2020.

**State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.**

Check the box if the statement is correct.

Yes

**Enter grant-funded enforcement activity measure information related to seat belt citations, impaired driving arrests and speeding citations.**

**A-1) Number of seat belt citations issued during grant-funded enforcement activities\***

Fiscal year	2017
Seat belt citations	18,371

**A-2) Number of impaired driving arrests made during grant-funded enforcement activities**

Fiscal year	2017
Impaired driving arrests	1,977

**A-3) Number of speeding citations issued during grant-funded enforcement activities\***

Fiscal year	2017
Speeding citations	15,876

## 5 Program areas

### Program Area Hierarchy

1. Occupant Protection (Adult and Child Passenger Safety)
  - Sustained Enforcement
    - Occupant Protection Law Enforcement - 402
      - FAST Act NHTSA 402
    - Occupant Protection Law Enforcement - 405(b)
      - FAST Act 405b OP Low
  - Short-term, High Visibility Seat Belt Law Enforcement
    - Click It or Ticket Mobilization
      - FAST Act NHTSA 402
  - Highway Safety Office Program Management
    - Occupant Protection Program Management
      - FAST Act NHTSA 402
  - Child Restraint System Inspection Station(s)
    - Child Passenger Safety (CPS) Programming - Inspection Stations
      - FAST Act 405b OP Low
    - Child Passenger Safety (CPS) Programming - Technicians
      - FAST Act 405b OP Low
  - Child Passenger Safety Equipment Programming
    - Child Passenger Safety (CPS) Equipment Programming - 402
      - FAST Act NHTSA 402
    - Child Passenger Safety (CPS) Equipment Programming - 405(b)
      - FAST Act 405b OP Low
2. Impaired Driving (Drug and Alcohol)

- Traffic Safety Resource Prosecutors
    - Traffic Safety Resource Prosecutors
      - FAST Act 405d Impaired Driving Low
  - Promotion of Transportation Alternatives
    - Safe-Ride Grant Program
      - Other
    - Transportation Alternatives
      - FAST Act 405d Impaired Driving Low
  - Highway Safety Office Program Management
    - Program Management and Strategic Planning
      - FAST Act 405d Impaired Driving Low
  - High Visibility Saturation Patrols
    - Impaired Driving Enforcement
      - FAST Act 405d Impaired Driving Low
    - Impaired Driving Law Enforcement - 405(d) IID
      - FAST Act 405d Impaired Driving Int
    - Impaired Driving Enforcement - 405(d) 24/7
      - FAST Act 405d 24-7 Sobriety
  - High Visibility Enforcement - Impaired Driving
    - Drive Sober or Get Pulled Over - Winter Holidays
      - NHTSA 402
    - Drive Sober or Get Pulled Over - Labor Day
      - NHTSA 402
  - Forensic Toxicology Training
    - Society of Forensic Toxicologists Training
      - FAST Act 405d Impaired Driving Low
  - DWI Courts
  - Drug Recognition Expert (DRE) Training
    - Drug Evaluation and Classification Program
      - FAST Act 405d Impaired Driving Low
  - Data and Program Evaluation
    - Drugged Driving Data
      - FAST Act 405d Impaired Driving Low
    - Evaluation of Impaired Driving Paid Media
      - FAST Act 405d Impaired Driving Low
  - Alcohol Problem Assessment/Treatment
    - Frequent Sobriety Testing Pilot Programs
      - FAST Act 405d Impaired Driving Low
3. Community Traffic Safety Program
- Teen Driver Education
    - Teen Driver Education Programs
      - FAST Act 405g GDL
  - Speed Enforcement
    - Speed Enforcement
      - FAST Act NHTSA 402
    - Speed Enforcement - 405(g)
      - FAST Act 405g GDL
  - Highway Safety Office Program Management
    - Law Enforcement Liaisons and Regional Program Managers
      - FAST Act NHTSA 402
    - State Program Manager - Community Traffic Safety
      - FAST Act NHTSA 402
  - Grants Management System Maintenance and Hosting
    - Wise Grants
      - FAST Act NHTSA 402
  - Distracted Driving Enforcement
    - Distracted Driving Enforcement
      - FAST Act 405e Comprehensive Distracted Driving

- Community Traffic Program Outreach
  - Governor's Conference on Highway Safety and Law Enforcement Recognition Luncheon
    - FAST Act NHTSA 402
  - Outreach Program
    - FAST Act NHTSA 402
- 4. Emergency Medical Services
  - Mass Casualty Triage Training
    - Mass Casualty Triage Training
      - FAST Act NHTSA 402
  - Emergency Response Publicity and Outreach
- 5. Non-motorized (Pedestrians and Bicyclist)
  - Pedestrian and Bicyclist Safety Training and Outreach
    - Teaching Safe Bicycling
      - FAST Act NHTSA 402
    - Pedestrian Safety Workshop
      - FAST Act NHTSA 402
    - Bicycle Rodeo Supplies
      - FAST Act NHTSA 402
    - MilWALKeE WALKS
      - FAST Act NHTSA 402
    - Designing for Pedestrian Safety
      - FAST Act NHTSA 402
    - UW-Milwaukee Pilot Study
      - FAST Act NHTSA 402
  - Pedestrian and Bicyclist Safety Law Enforcement
    - Pedestrian/Bicycle/Motor Vehicle High-Visibility Education and Enforcement
      - FAST Act NHTSA 402
    - Pedestrian/Bicycle Law Enforcement Training
      - FAST Act NHTSA 402
  - Highway Safety Office Program Management
    - Pedestrian and Bicyclist Safety Program Management
      - Other
- 6. Communications (Media)
  - Paid Media
    - Paid Media - Multiple Programs
      - FAST Act NHTSA 402
    - Paid Media - Impaired Driving
      - FAST Act 405d Impaired Driving Low
  - Occupant Protection Outreach Program
    - Rollover Convincer
      - FAST Act 405b OP Low
  - Communication Campaign
    - Occupant Protection Public Information and Education
      - FAST Act 405b OP Low
    - Campaign Development Public Information and Education
      - FAST Act NHTSA 402
    - Impaired Driving Communication Program
      - FAST Act 405d Impaired Driving Low
    - Pedestrian and Bicyclist Safety Public Information and Education (State)
      - Other
    - Pedestrian and Bicyclist Safety Public Information and Education (Federal)
      - FAST Act NHTSA 402
    - Community Outreach Public Information and Education
      - FAST Act NHTSA 402
    - Motorist Awareness and Motorcyclist Conspicuity
      - FAST Act NHTSA 402
- 7. Motorcycle Safety
  - Program Evaluation

- Program Evaluation
    - FAST Act 405f Motorcycle Programs
- Motorcycle Rider Training
  - Professional Development
    - FAST Act 405f Motorcycle Programs
  - Rider Education Program
    - Other
  - Motorcycle Training Equipment
    - FAST Act 405f Motorcycle Programs
- Highway Safety Office Program Management
  - Program Management
    - Other
- Communication Campaign
  - Communication and Outreach
    - FAST Act NHTSA 402
  - Motorcycle Awareness and Motorist Education
    - Other
- Alcohol Impairment: Detection, Enforcement and Sanctions
  - Motorcycle Operation under the Influence of Alcohol or Other Drugs Law Enforcement
    - FAST Act NHTSA 402

#### 8. Traffic Records

- Improving Vehicle Database Accessibility
  - Mobile Architecture for Communications Handling (MACH) Bot
    - FAST Act 405c Data Program
- Improving Emergency Medical Services Database Integration
  - CODES Traffic Crash Record Linkage Project
    - FAST Act 405c Data Program
  - Hospital Patient Data Archive Improvement Project
    - FAST Act 405c Data Program
  - Crash Outcome Data Evaluation System (CODES)
    - FAST Act 405c Data Program
- Improving Crash Database Integration
  - WisTransPortal Safety Data Warehouse Data Linkage Prototype
    - FAST Act 405c Data Program
  - Developing Linkages between DMV Data and Crash Data
    - FAST Act 405c Data Program
- Improving Crash Database Completeness
  - Examining Driver Reports of Crashes
    - FAST Act 405c Data Program
- Improving Crash Database Accuracy
  - Traffic and Criminal Software (TraCS) Update
    - FAST Act 405c Data Program
- Improving Crash Database Accessibility
  - Community Maps TSC Crash Mapping Improvements
    - FAST Act 405c Data Program
  - WisTransPortal/Predictive Crash Research and Development
    - FAST Act 405c Data Program
- Improving Citation Database Completeness
  - Travel Stipend for Bi-Annual DSP TraCS Training
    - FAST Act 405c Data Program
  - Final TraCS Implementation for Select Agencies
    - FAST Act 405c Data Program
- Improving Adjudication Database Integration
  - Ignition Interlock Device Pilot
    - FAST Act 405c Data Program
- Highway Safety Office Program Management
  - Program Evaluation Analyst
    - FAST Act 405c Data Program



- TRCC Coordination and Planning
  - FAST Act 405c Data Program
- 9. Planning & Administration
  - (none)
  - Federally-Funded Planning and Administration
    - FAST Act NHTSA 402
  - State-Funded Planning and Administration
    - Other

## 5.1 Program Area: Occupant Protection (Adult and Child Passenger Safety)

**Program area type** Occupant Protection (Adult and Child Passenger Safety)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

Yes

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

In 2000 (base year), Wisconsin's observed statewide seat belt use was very low at 65.4%. 1,148 people were ejected or partially ejected in crashes and 40.5% of crash victims who were not belted were either killed or incapacitated.

In 2017, observed average statewide seat belt use was 89.4%. While higher than 16 years ago, it is still trailing the national seat belt use rate of 89.7%. The 10.6% of our population that does not buckle up accounts for almost 47% of our vehicle occupant fatalities. This low usage rate means that Wisconsin is required to meet more criteria to be eligible to receive funding. The first criterion which we meet is that we have a primary enforcement law for all seating positions. NHTSA completed an assessment of the State of Wisconsin's Occupant Protection program on April 13, 2018. This is another criterion for qualification as low seat belt use rate state. The third criterion by which we qualify is by having two high-risk population countermeasure programs for unrestrained nighttime drivers and for teenage drivers.

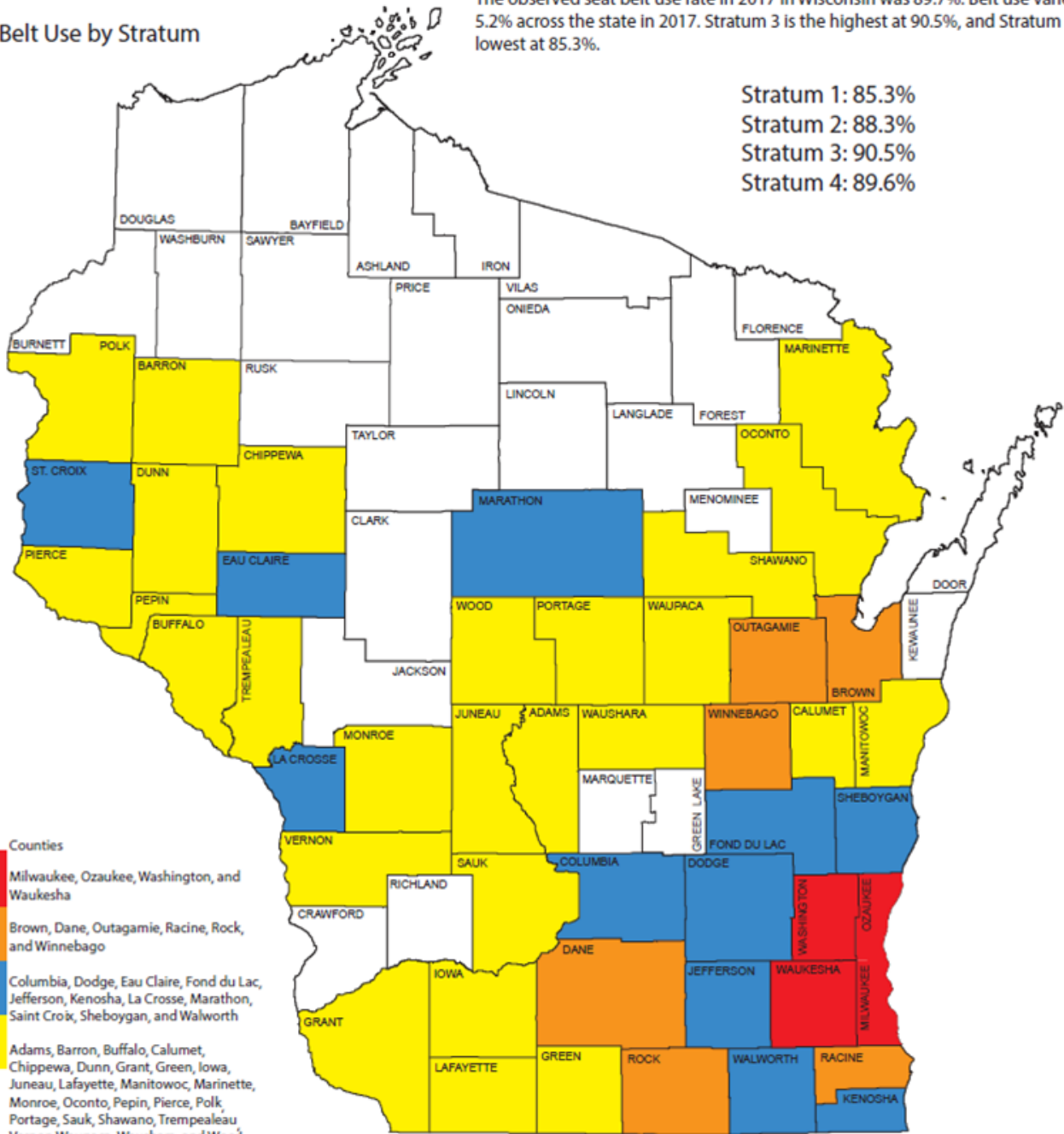
WISCONSIN SAFETY BELT SURVEY STRATA

2017 Belt Use by Stratum

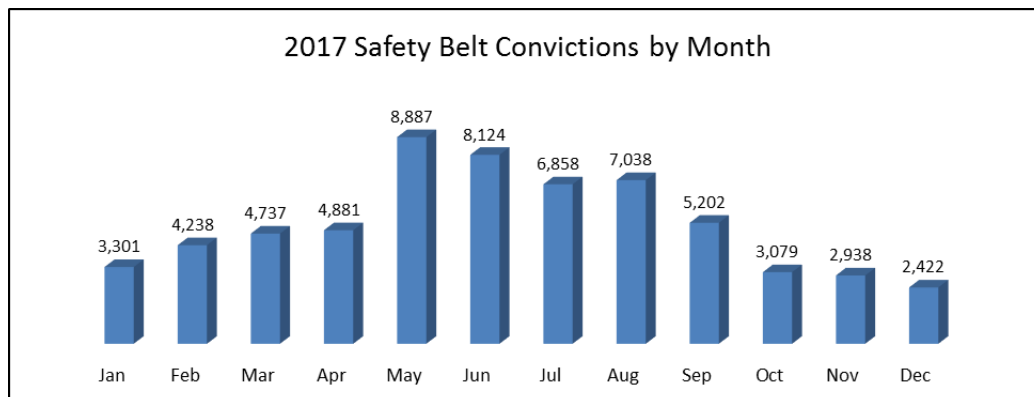
The observed seat belt use rate in 2017 in Wisconsin was 89.7%. Belt use varied by 5.2% across the state in 2017. Stratum 3 is the highest at 90.5%, and Stratum 1 is the lowest at 85.3%.

Stratum 1: 85.3%  
 Stratum 2: 88.3%  
 Stratum 3: 90.5%  
 Stratum 4: 89.6%

Strata	Counties
1	Milwaukee, Ozaukee, Washington, and Waukesha
2	Brown, Dane, Outagamie, Racine, Rock, and Winnebago
3	Columbia, Dodge, Eau Claire, Fond du Lac, Jefferson, Kenosha, La Crosse, Marathon, Saint Croix, Sheboygan, and Walworth
4	Adams, Barron, Buffalo, Calumet, Chippewa, Dunn, Grant, Green, Iowa, Juneau, Lafayette, Manitowoc, Marinette, Monroe, Oconto, Pepin, Pierce, Polk, Portage, Sauk, Shawano, Trempealeau, Vernon, Waupaca, Waushara, and Wood

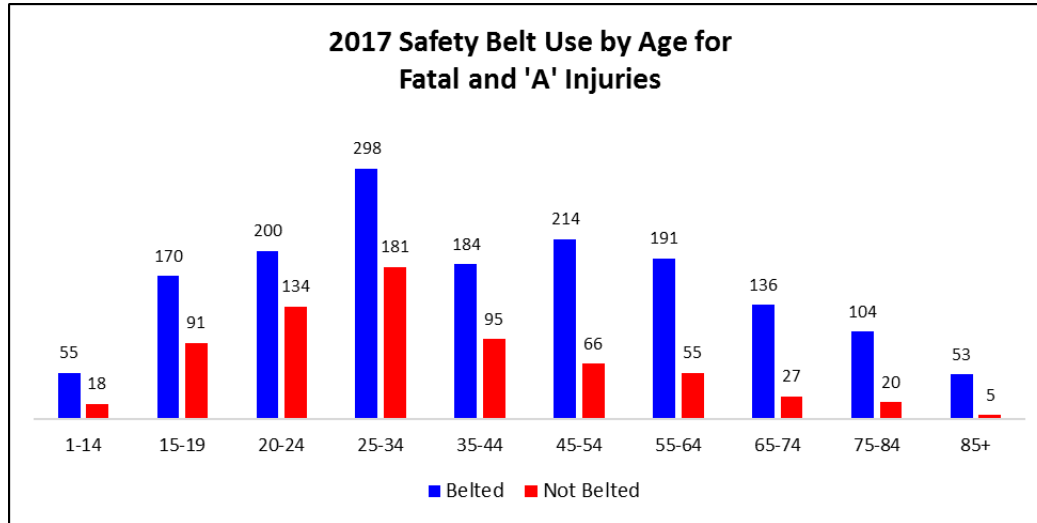


Wisconsin law enforcement agencies sustain their enforcement of safety belt and child restraint laws throughout the year. This graph reveals that this is a sustained, year-long effort.



In 2017, there were 58,899 convictions for failure to be properly restrained in a safety belt, a 14% decrease from 2016; and there were 2,700 convictions for child restraint violations, a 7% decrease from 2016. For the period 1994-2017, individuals not wearing a safety belt were 51.8 times more likely to be ejected from their vehicle. In addition, they were 11.0 times more likely to be killed than someone wearing a shoulder and lap belt at the time of the crash. A 13.80% fatality rate equates to approximately a one in seven chance of being killed.

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



## Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	555.7
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2019	168.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2019	90.4

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

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Fiscal Year	Countermeasure Strategy Name
2019	Sustained Enforcement
2019	Short-term, High Visibility Seat Belt Law Enforcement
2019	Highway Safety Office Program Management
2019	Child Restraint System Inspection Station(s)
2019	Child Passenger Safety Equipment Programming

### 5.1.1 Countermeasure Strategy: Sustained Enforcement

<b>Program area</b>	Occupant Protection (Adult and Child Passenger Safety)
<b>Countermeasure strategy</b>	Sustained Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Increasing enforcement of Wisconsin's primary safety belt law through the funding of multi-agency, high-visibility enforcement task forces statewide sustained year-round for occupant protection will lower unrestrained passenger vehicle occupant fatalities.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

This countermeasure strategy will help Wisconsin reach performance target C4, to decrease annual unrestrained passenger vehicle occupant fatalities in all seating positions by five percent from the 2013-2017 calendar year rolling average of 176.6 to 168 in 2019. These funds will be used to improve traffic safety programming in local communities statewide. Enforcement of safety belt and child safety restraint laws will lead to greater compliance with those laws.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Sustained enforcement of the state's occupant protection laws is required under federal law. Wisconsin has two high-risk population countermeasure programs designed to improve seat belt use among teenage drivers and among unrestrained nighttime drivers.

This program allows BOTS to partner with law enforcement to focus mobilizations on safety belt laws which will lead to greater compliance. This program aims to improve Wisconsin's safety belt use rate, creating awareness and education and reducing serious injury and fatalities by focusing law enforcement activities on high-risk areas of the state. 2017 expenditures were \$1,417,974.24 for 402 and \$333,195.44 for 405(b). Planned expenditures for 2018 are \$1,000,000 for 402 and \$350,000 for 405(b). There will be less carryover of 405(b) funds in 2019.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-20-05-OP	Occupant Protection Law Enforcement - 402	Sustained Enforcement
2019-25-05-M2	Occupant Protection Law Enforcement - 405(b)	Sustained Enforcement

#### 5.1.1.1 Planned Activity: Occupant Protection Law Enforcement - 402

Planned activity name	Occupant Protection Law Enforcement - 402
Planned activity number	2019-20-05-OP
Primary countermeasure strategy	Sustained Enforcement

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will plan for statewide participation in a sustained occupant protection enforcement campaign in the 2019 fiscal year by funding multi-agency, high-visibility enforcement task forces statewide. One method by which Wisconsin qualifies for a section 405(b) occupant protection grant is by having two high-risk population countermeasure programs. Wisconsin has a program targeting unrestrained nighttime drivers by requiring 50% of occupant protection enforcement conducted as part of this planned activity to be done during hours of darkness. This is confirmed by grants specialists within BOTS before agencies are reimbursed for their activities. Wisconsin has a program designed to improve seat belt use among teenage drivers by selecting counties that have a disproportionate number of unrestrained teenage drivers within its targeting methodology, which is documented in the highway safety planning process section of this Highway Safety Plan. Targeted grantees are expected to participate in the Click It or Ticket national high-visibility enforcement mobilization. Wisconsin has always had outstanding participation from its partners. 2016 expenditures were \$1,175,600.93 for 402 and \$702,527.36 for 405(b). Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Based on a targeting methodology, law enforcement agencies in the following counties are eligible to participate on a year-round high-visibility enforcement task force enforcing Wisconsin's occupant protection laws: Barron, Brown, Burnett, Chippewa, Clark, Columbia, Dane, Dodge, Forest, Grant, Green, Iowa, Jackson, Kewaunee, Marquette, Milwaukee, Oconto, Price, Racine, Richland, Rock, Rusk, Sauk, Sawyer, Shawano, Taylor, Washburn, and Waukesha. Counties that are targeted as a part of the high-risk population countermeasure program that will be implemented to improve seat belt use among teenage drivers includes the counties of Barron, Burnett, Chippewa, Clark, Forest, Grant, Iowa, Kewaunee, Marquette, Oconto, Price, Richland, Sawyer, and Washburn.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Sustained Enforcement

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$1,000,000.00	\$250,000.00	\$1,000,000.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.1.1.2 Planned Activity: Occupant Protection Law Enforcement - 405(b)

**Planned activity name** Occupant Protection Law Enforcement - 405(b)

**Planned activity number** 2019-25-05-M2

**Primary countermeasure strategy** Sustained Enforcement

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**



No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will plan for statewide participation in a sustained occupant protection enforcement campaign in the 2019 fiscal year by funding multi-agency, high-visibility enforcement task forces statewide. One method by which Wisconsin qualifies for a section 405(b) occupant protection grant is by having two high-risk population countermeasure programs. Wisconsin has a program targeting unrestrained nighttime drivers by requiring 50% of occupant protection enforcement conducted as part of this planned activity to be done during hours of darkness. This is confirmed by grants specialists within BOTS before agencies are reimbursed for their activities. Wisconsin has a program designed to improve seat belt use among teenage drivers by selecting counties that have a disproportionate number of unrestrained teenage drivers within its targeting methodology, which is documented in the highway safety planning process section of this Highway Safety Plan. Targeted grantees are expected to participate in the Click It or Ticket national high-visibility enforcement mobilization. Wisconsin has always had outstanding participation from its partners. 2016 expenditures were \$1,175,600.93 for 402 and \$702,527.36 for 405(b). Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Based on a targeting methodology, law enforcement agencies in the following counties are eligible to participate on a year-round high-visibility enforcement task force enforcing Wisconsin's occupant protection laws: Barron, Brown, Burnett, Chippewa, Clark, Columbia, Dane, Dodge, Forest, Grant, Green, Iowa, Jackson, Kewaunee, Marquette, Milwaukee, Oconto, Price, Racine, Richland, Rock, Rusk, Sauk, Sawyer, Shawano, Taylor, Washburn, and Waukesha. Counties that are targeted as a part of the high-risk population countermeasure program that will be implemented to improve seat belt use among teenage drivers includes the counties of Barron, Burnett, Chippewa, Clark, Forest, Grant, Iowa, Kewaunee, Marquette, Oconto, Price, Richland, Sawyer, and Washburn.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Sustained Enforcement

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act 405b OP Low	405b Low HVE (FAST)	\$350,000.00	\$87,500.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.1.2 Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** Short-term, High Visibility Seat Belt Law Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Outreach and communications used in conjunction with high-visibility enforcement of the state's safety belt and child passenger restraint laws will increase compliance with the state's occupant protection laws.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Coordinating participation in the Click It or Ticket national enforcement mobilization will support the state in reaching performance target B1, to increase the observed seat belt use rate to 90.4% in 2019. This countermeasure strategy is planned to be funded at the same amount as indicated in the 2018 Highway Safety Plan.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The FAST Act requires states to participate in three national enforcement mobilizations. The state will participate in the Click It or Ticket national enforcement mobilization. This program supports collaborative enforcement efforts. 2017 expenditures were \$254,488.64, and planned expenditures for 2019 are \$300,000.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
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### 5.1.2.1 Planned Activity: Click It or Ticket Mobilization

**Planned activity name** Click It or Ticket Mobilization  
**Planned activity number** 2019-20-06-OP-01  
**Primary countermeasure strategy** Short-term, High Visibility Seat Belt Law Enforcement

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Law enforcement agencies that participate in the Click It or Ticket mobilization coordinated by BOTS may be considered in a drawing for equipment that is provided to law enforcement agencies to conduct ongoing high-visibility enforcement within their jurisdictions to improve traffic safety. Not all agencies receive equipment. Law enforcement agencies receiving equipment must fulfill guidelines set by BOTS, which includes signing a project agreement prior to reporting enforcement activity during the mobilization, as well as a commitment to community education about traffic safety, the engagement of the local media, the reporting of enforcement data, and, if possible, coordination with other law enforcement agencies through their county traffic safety commissions. Agencies that are chosen for an equipment grant will sign a contract to receive equipment. BOTS will encourage local law enforcement to engage in occupant protection in their community to create awareness of safety belt enforcement efforts and education about the benefits of wearing safety belts among their citizens, and BOTS will encourage local law enforcement to view occupant protection enforcement as a sustained effort rather than an occasional enforcement mobilization. Equipment must support ongoing traffic enforcement activities. Agencies are required to expend their own funds on paid media. No equipment purchased with this activity will be major equipment since all equipment will have an acquisition cost of less than \$5,000 in value. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

#### Enter intended subrecipients.

Some law enforcement agencies that participate in Click It or Ticket and fulfill BOTS guidelines

#### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Short-term, High Visibility Seat Belt Law Enforcement

#### Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Occupant Protection (FAST)	\$300,000.00	\$75,000.00	\$300,000.00

#### Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.1.3 Countermeasure Strategy: Highway Safety Office Program Management

Program area
Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** Highway Safety Office Program Management

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach**

**motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Program management staff is an essential component to improve traffic safety in the state of Wisconsin. This position currently functions and will continue to function within the Bureau of Transportation Safety to work with partner agencies including but not limited to law enforcement, local and statewide organizations, and other BOTS staff to coordinate traffic safety grants as well as occupant protection enforcement and awareness efforts to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Spending funds on occupant protection program management will help Wisconsin reach performance goal B1, to increase the seat belt use rate to 90.4% in 2019. These funds will be used to improve traffic safety programming in local communities around the state.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This position is essential for improving Wisconsin's safety belt usage rate. Currently, Wisconsin is a low seat belt use rate state requiring concentrated attention to high-risk demographics. Expenditures on this countermeasure strategy will be like previous years. In 2018, \$80,000 was planned.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-20-01-OP	Occupant Protection Program Management	Highway Safety Office Program Management

### 5.1.3.1 Planned Activity: Occupant Protection Program Management

Planned activity name	Occupant Protection Program Management
Planned activity number	2019-20-01-OP

Primary countermeasure strategy Highway Safety Office Program Management

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This position will coordinate, plan, and manage the state occupant protection program. BOTS will continue to provide leadership, training, and technical assistance to agencies, organizations, and non-profit programs to foster occupant protection education, training and implementation. BOTS will encourage communities and grantees to view occupant protection as a sustained effort rather than an occasional enforcement mobilization. The occupant protection program manager will interact with law enforcement, local health departments, nonprofit organizations, child advocacy groups, and other stakeholders to manage granted federal funds and increase safety belt enforcement. This position shall integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs. Funds allocated to this planned activity will include wage and fringe, data processing,



materials and supplies, training and travel, printing, and postage. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

#### Enter intended subrecipients.

BOTS

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$80,000.00	\$20,000.00	\$0.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.1.4 Countermeasure Strategy: Child Restraint System Inspection Station(s)

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** Child Restraint System Inspection Station(s)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

This program aims to unify messaging, local programs and car seat check clinics to educate and bring awareness to the importance of child passenger safety. Communication and outreach aimed at ensuring community members use proper child safety restraints for a child's height and weight will increase compliance with the child safety restraint law.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing support, training, education and materials to partnering agencies will advance the state toward performance target C4, to decrease annual unrestrained passenger vehicle occupant fatalities in all seating position five percent from the 2013-2017 calendar year rolling average of 176.6 to 168 in 2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Wisconsin is required to have a network of child restraint inspection stations, and it is required to recruit, train, and maintain a sufficient number of child passenger safety technicians to qualify for a 405(b) grant. Planned expenditures in 2019 are \$242,000, which includes \$200,000 to Children's Hospital and Health System to administer CPS programming, \$37,000 for the education and training of CPS technicians, and \$5,000 for administration and support of the CPS advisory board.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-25-03-M2-01	Child Passenger Safety (CPS) Programming - Inspection Stations	Child Restraint System Inspection Station(s)
2019-25-03-M2-02	Child Passenger Safety (CPS) Programming - Technicians	Child Restraint System Inspection Station(s)

### 5.1.4.1 Planned Activity: Child Passenger Safety (CPS) Programming - Inspection Stations

<b>Planned activity name</b>	Child Passenger Safety (CPS) Programming - Inspection Stations
<b>Planned activity number</b>	2019-25-03-M2-01
<b>Primary countermeasure strategy</b>	Child Restraint System Inspection Station(s)

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an**

**active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This planned activity will ensure that Wisconsin has a network of child restraint inspection stations. BOTS will work through Children's Hospital and Health System (CHHS) to focus on Wisconsin state law as it relates to CPS as well as providing important initiatives to occupant protection for children. This program supports CPS statewide initiatives to ensure law compliance for occupant protection for children. BOTS will also provide support and fund administrative costs for the statewide Child Passenger Safety Advisory Committee. Youth and senior safety belt initiatives including training opportunities for law enforcement are planned. BOTS will work with the contractor to provide additional CPS training materials to community partners and local events. CPS Training for law enforcement agencies, judges and other safety partners with community programs are planned. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

Inspection stations will be located in the following urban counties: Brown, Dane, Fond du Lac, La Crosse (two stations), Milwaukee (13 stations), Ozaukee (three stations), Racine, Sheboygan, Washington (three stations), and Waukesha (five stations). There will also be two inspection events in Fond du Lac County. Inspection stations will be located in the following rural counties: Iron, Langlade, Marinette (two stations), Portage (two stations), Sauk, and Wood (two stations). The stations or events mentioned previously in the following counties serve an at-risk population, which is defined here as a county with a poverty rate greater than

that of the state of Wisconsin at 12.8%: Dane, Iron, La Crosse (four stations or events), Langlade, Marinette (two stations), Milwaukee (13 stations), Portage (two stations), and Racine. This amounts to a total of 42 inspection stations or events, with 33 in urban areas, nine in rural areas, and 25 in areas serving an at-risk population. Urban is defined as a county with a USDA county urban-rural continuum code of one to three, and rural is defined as a county with a USDA county urban-rural continuum code of four to six.

#### Enter intended subrecipients.

Children's Hospital and Health System

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low Community CPS Services (FAST)	\$205,000.00	\$51,250.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.1.4.2 Planned Activity: Child Passenger Safety (CPS) Programming - Technicians

<b>Planned activity name</b>	Child Passenger Safety (CPS) Programming - Technicians
<b>Planned activity number</b>	2019-25-03-M2-02
<b>Primary countermeasure strategy</b>	Child Restraint System Inspection Station(s)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

Yes

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will partner with Children's Hospital and Health System to administer statewide CPS Technician Training including the recruitment, training, education, and retention of technicians that will service the level of need in the State of Wisconsin. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

Child Passenger Safety Technician Training Sessions:

- Lancaster; 1 class; 15 students; October 3-5, 2018
- Wausau; 1 class; 15 students; December 4-6, 2018
- Fitchburg; 1 class; 15 students; January 30-February 1, 2019
- Grand Chute; 1 class; 15 students; February 19-22, 2019
- Janesville; 1 class; 15 students; May 1-4, 2019
- Fitchburg; 1 class; 15 students; May 21-23, 2019
- La Crosse; 1 class; 15 students; June 4-7, 2019

Milwaukee; 1 class; 15 students; June 25-28, 2019  
 Marinette; 1 class; 15 students; September 5-8, 2019  
 Racine; 1 class; 15 students; September 26-29, 2019

Totals: 10 classes, 150 technicians trained

#### Enter intended subrecipients.

Children's Hospital and Health System

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Restraint System Inspection Station(s)

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low Community CPS Services (FAST)	\$37,000.00	\$9,250.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.1.5 Countermeasure Strategy: Child Passenger Safety Equipment Programming

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** Child Passenger Safety Equipment Programming

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**



No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

A partnership with local health departments and agencies that serve at-risk children to provide proper CPS equipment and installation education will encourage greater usage of child safety restraint systems, which will lower the number of fatalities and serious injuries of children in traffic crashes.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

By providing funding support throughout the state to partnering agencies, BOTS will educate at-risk populations and provide safe transportation options. This will serve the state in reaching performance target C4, to decrease annual unrestrained passenger vehicle occupant fatalities in all seating position five percent from the 2013-2017 calendar year rolling average of 176.6 to 168 in 2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This countermeasure strategy focuses on ensuring equipment availability for at-risk children, and it will lead to increased child restraint use. This countermeasure strategy is being funded at the same level as planned in the 2018. 2017 expenditures were \$143,528.05.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-20-06-OP-02	Child Passenger Safety (CPS) Equipment Programming - 402	Child Passenger Safety Equipment Programming
2019-25-06-M2	Child Passenger Safety (CPS) Equipment Programming - 405(b)	Child Passenger Safety Equipment Programming

### 5.1.5.1 Planned Activity: Child Passenger Safety (CPS) Equipment Programming - 402

<b>Planned activity name</b>	Child Passenger Safety (CPS) Equipment Programming - 402
<b>Planned activity number</b>	2019-20-06-OP-02
<b>Primary countermeasure strategy</b>	Child Passenger Safety Equipment Programming

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This planned activity is for grants to community programs offering child safety restraints. This project will change the behavior of those that transport children by educating them on the benefits of child safety restraint systems. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Local health departments and community services organizations.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Child Passenger Safety Equipment Programming

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Child Restraint (FAST)	\$170,000.00	\$42,500.00	\$170,000.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.1.5.2 Planned Activity: Child Passenger Safety (CPS) Equipment Programming - 405(b)**

**Planned activity name** Child Passenger Safety (CPS) Equipment Programming - 405(b)

**Planned activity number** 2019-25-06-M2

**Primary countermeasure strategy** Child Passenger Safety Equipment Programming

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

This planned activity is for grants to community programs offering child safety restraints. This project will change the behavior of those that transport children by educating them on the benefits of child safety restraint systems. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

#### Enter intended subrecipients.

Local health departments and community services organizations.

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Child Passenger Safety Equipment Programming

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low CSS Purchase/Distribution (FAST)	\$54,000.00	\$13,500.00	

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.2 Program Area: Impaired Driving (Drug and Alcohol)

**Program area type** Impaired Driving (Drug and Alcohol)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

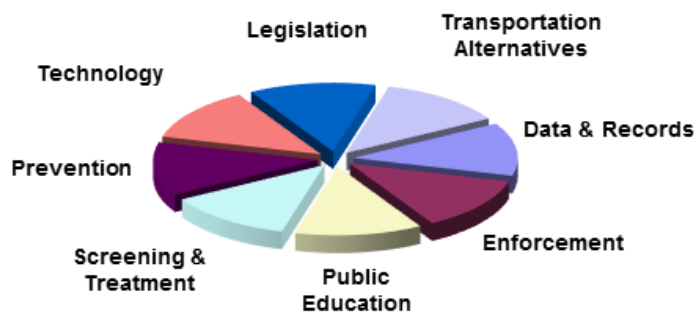
**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

As in years past, impaired driving continues to be a serious problem in Wisconsin. The pie chart represents WisDOT's belief that no one solution for this problem exists and illustrates the comprehensive approach that needs to be considered in each community. The size of the pie pieces does not reflect their relative importance, which varies depending on where a community is located within the state.



Impaired driving has a high economic cost to the state, as determined using national cost estimates obtained from the National Safety Council (NSC). Applying this approach to 2017 crash statistics demonstrates the significant cost to the state.

### Economic Cost of Alcohol-Related Traffic Injuries by Injury Severity, 2017

Injury Severity	Total Injuries	Cost Per Injury	Total Cost
Fatalities (Persons)	162	\$1,593,000	\$258,066,000
Suspected Serious	699	\$93,000	\$65,007,000

## Injuries (Persons)

Suspected Minor Injuries (Persons)	1,413	\$27,000	\$38,151,000
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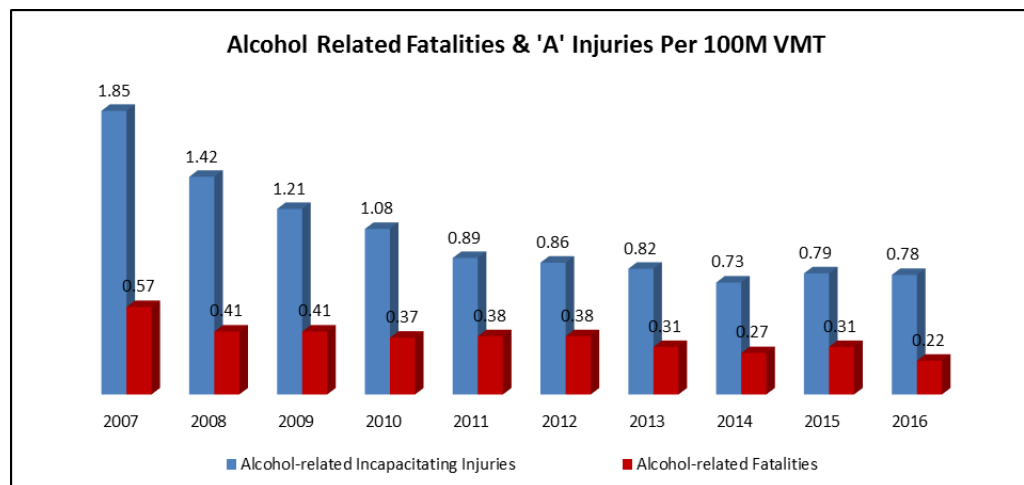
Possible Injury (Persons)	916	\$22,100	\$20,243,600
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No Apparent Injury (Crashes)	5,349	\$11,800	\$63,118,200
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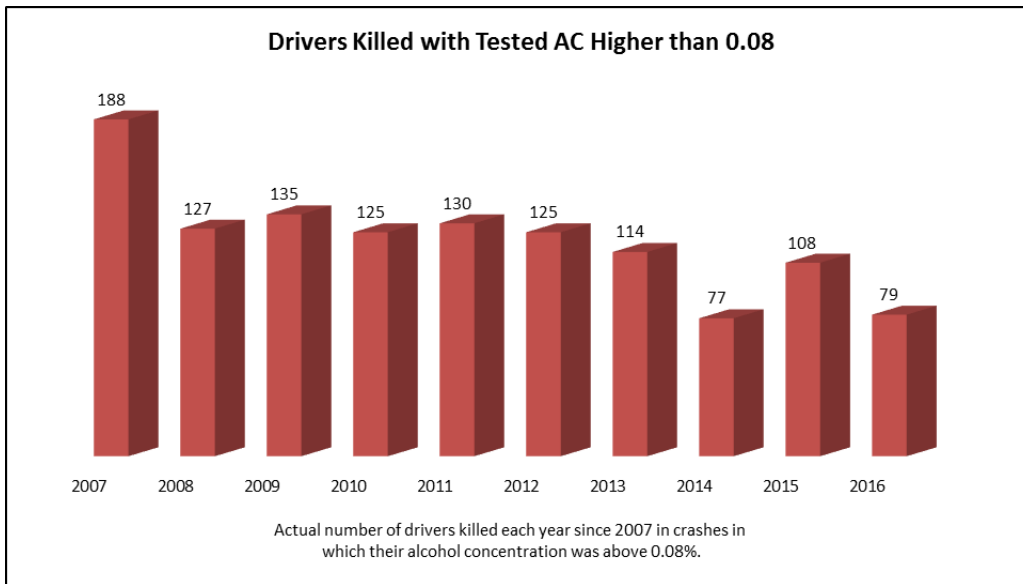
Total Economic Cost			\$444,585,800
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In 2003 (Wisconsin's base year), 9,007 alcohol related crashes resulted in 348 deaths (42% of all deaths) and 6,445 injuries. Wisconsin has seen an improvement—in 2017, 5,349 alcohol-related crashes resulted in 162 deaths and 3,028 injuries—but alcohol remains a factor in 30.0% of all deaths.

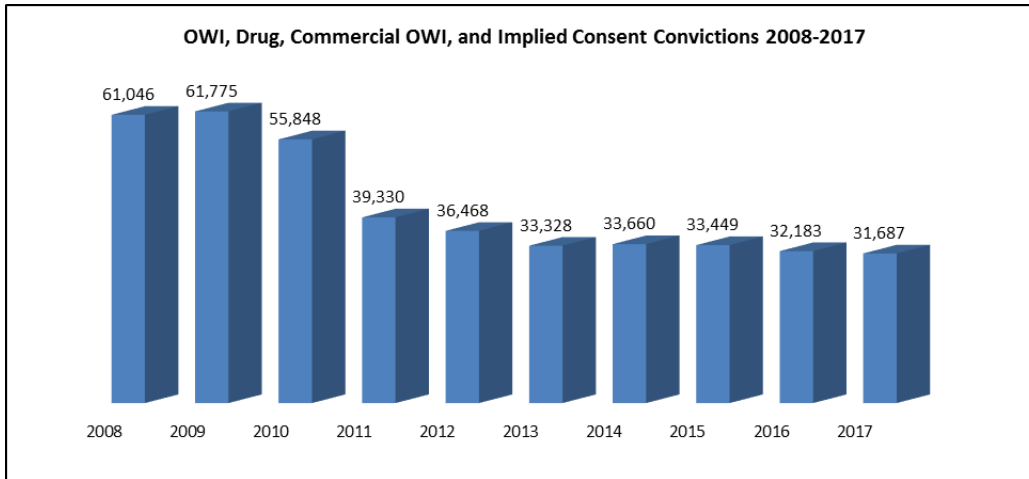
As chart below illustrates, combined alcohol-related fatalities and incapacitating ('A') injuries have declined since 2005, with a significant decrease in fatalities each year between 2008 and 2015. In 2005, the alcohol fatality rate was 0.55 per 100 million VMT compared to 0.31 per 100 million VMT in 2015, a 44 percent decrease.



The next graph provides the actual number of drivers killed each year since 2007 in crashes in which their alcohol concentration was above 0.08.



In 2017, 31,687 convictions for operating a motor vehicle while intoxicated were entered into driver records, compared to 32,183 in 2016.



Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	555.7
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	2,967.6
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2019	136.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Traffic Safety Resource Prosecutors
2019	Promotion of Transportation Alternatives
2019	Highway Safety Office Program Management
2019	High Visibility Saturation Patrols
2019	High Visibility Enforcement - Impaired Driving
2019	Forensic Toxicology Training
2019	DWI Courts
2019	Drug Recognition Expert (DRE) Training
2019	Data and Program Evaluation
2019	Alcohol Problem Assessment/Treatment

### 5.2.1 Countermeasure Strategy: Traffic Safety Resource Prosecutors

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Traffic Safety Resource Prosecutors

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No



Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Providing training, education, and technical support to those prosecuting offenders of the state's operating a motor vehicle while intoxicated laws will help deliver appropriate sanctions to offenders, which will reduce repeated incidence of impaired driving.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing funding for the state's Traffic Safety Resource Prosecutors will help the state reach performance target C5, to decrease annual alcohol-impaired driving fatalities five percent from the 2013-2017 calendar year rolling average of 143.0 to 136 in 2019.

## Evidence of effectiveness

### Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Prosecutors around the state can learn from their strategies in complex or nuanced cases, and these cases help set solid precedent. Expenditures in 2017 were \$272,709.68.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-31-03-M5-02	Traffic Safety Resource Prosecutors	Traffic Safety Resource Prosecutors

#### 5.2.1.1 Planned Activity: Traffic Safety Resource Prosecutors

Planned activity name	Traffic Safety Resource Prosecutors
Planned activity number	2019-31-03-M5-02
Primary countermeasure strategy	Traffic Safety Resource Prosecutors

#### Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d),

**demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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. These are existing positions. 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, Drug Recognition Experts, blood and alcohol testing staff, and policy development staff. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Wisconsin Department of Justice

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Traffic Safety Resource Prosecutors

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$320,000.00	\$80,000.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.2.2 Countermeasure Strategy: Promotion of Transportation Alternatives

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Promotion of Transportation Alternatives

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Promoting transportation alternatives for intoxicated persons to get home safely from establishments licensed to sell alcohol beverages will result in a decrease in alcohol-related crashes.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Wisconsin's transportation alternatives programs will provide support to the state in reaching performance target C5, to decrease annual alcohol-impaired driving crashes five percent from the 2013-2017 calendar year rolling average of 143.0 to 136 in 2019.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The Wisconsin Department of Transportation administers a state-funded safe-ride grant program as well as supports other federally-funded transportation alternatives programs to bolster efforts to reduce the incidence of operating a motor vehicle while intoxicated in local communities. Expenditures of federal funds in 2017 were \$62,706.33, and expenditures of state funds were \$568,165.92.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-39-04	Safe-Ride Grant Program	Promotion of Transportation Alternatives
2019-31-04-M5-01	Transportation Alternatives	Promotion of Transportation Alternatives

### 5.2.2.1 Planned Activity: Safe-Ride Grant Program

**Planned activity name** Safe-Ride Grant Program  
**Planned activity number** 2019-39-04  
**Primary countermeasure strategy** Promotion of Transportation Alternatives

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will collaborate with the Tavern League of Wisconsin in administering the Wisconsin Department of Transportation's safe-ride grant program throughout the state. The Tavern League of Wisconsin's SafeRide Program collaborates with Lyft in some

jurisdictions.

### Enter intended subrecipients.

Tavern League of Wisconsin

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Promotion of Transportation Alternatives

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	Other	Other	\$700,000.00		

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.2.2.2 Planned Activity: Transportation Alternatives

<b>Planned activity name</b>	Transportation Alternatives
<b>Planned activity number</b>	2019-31-04-M5-01
<b>Primary countermeasure strategy</b>	Promotion of Transportation Alternatives

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting,

**training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

As an enhancement to law enforcement grants and efforts, additional funds will be provided to law enforcement agencies that coordinate alternative transportation in communities. Covered activity includes publicity, transportation costs and advertising. There must be sufficient evidence that a safe ride program has the potential of reducing risk due to drinking and driving. Grant applicants should provide some evidence that poor driver judgment could be expected, and that drinking and driving has been a problem at the event they are applying for. This will also fund grants to provide short-term alternative transportation (vans, buses, or vehicles) to transport community members from the local summer community event to their home. These festival grants are local in nature such as a beer tent or fundraiser where alcohol is legally served. The grant also covers limited marketing and advertising costs as it relates to safe drinking. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Baraboo Police Department, Lodi Police Department, Sauk Prairie Police Department, Spring Green Police Department, Arlington Fire Department, Crawford County Sheriff's Office, Barron County Sheriff's Department, Town of Beloit Police Department, Spring Green Police Department, Watertown Police Department, Seymour Police Department

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**



**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Promotion of Transportation Alternatives

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$90,000.00	\$22,500.00	

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.2.3 Countermeasure Strategy: Highway Safety Office Program Management

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Highway Safety Office Program Management

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

This state program manager position will positively impact traffic safety in Wisconsin by coordinating, planning, and managing the state impaired driving programs. This is an existing position. Goals that will have a positive impact on traffic safety in Wisconsin include enhancing volunteer agency participation, increasing community involvement, working with community organizations and non-profit programs to expand impaired driving activities and efforts, and encouraging state and local input into the HSP development process.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Funding program management and strategic planning for the impaired driving program will aid the state in reaching performance target C5, to decrease annual alcohol-impaired driving fatalities five percent from the 2013-2017 calendar year rolling average of 143.0 to 136 in 2019.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Using a 405(d) impaired driving countermeasures grant to fund a full-time impaired driving coordinator position is specifically allowed under 23 C.F.R. §1300.23(j)(1)(ii). Expenditures in 2017 were \$76,498.50.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-31-01-M5	Program Management and Strategic Planning	Highway Safety Office Program Management

#### 5.2.3.1 Planned Activity: Program Management and Strategic Planning

<b>Planned activity name</b>	Program Management and Strategic Planning
<b>Planned activity number</b>	2019-31-01-M5
<b>Primary countermeasure strategy</b>	Highway Safety Office Program Management

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This activity will fund wage, fringe, data processing, materials and supplies, training and travel, printing, and postage for the work of this position. This 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 high-visibility enforcement and participation in mobilizations. This position will also work directly with the DRE program coordinator to provide support of the Wisconsin Drug Evaluation and Classification program. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2019	FAST Act 405d Impaired Driving Low	405d Low ID Coordinator	\$85,000.00	\$21,250.00
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## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.2.4 Countermeasure Strategy: High Visibility Saturation Patrols

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** High Visibility Saturation Patrols

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Enforcement provides a deterrent effect impacting a person's decision to operate a motor vehicle while intoxicated. Enforcement increases the perception of the risk of being arrested. This strategy will decrease the incidence of OWI.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Enforcement of the law prohibiting the operation of a motor vehicle while intoxicated will provide support to the state in reaching performance target C5, to decrease annual alcohol-impaired driving crashes five percent from the 2013-2017 calendar year rolling average of 143.0 to 136 in 2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

BOTS uses the high-visibility enforcement task force model for all its enforcement grants, which is a proven countermeasure strategy. This countermeasure is being funded at the same level as is planned in the 2018 Highway Safety Plan.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

## Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-31-05-M5	Impaired Driving Enforcement	High Visibility Saturation Patrols
2019-37-05-ID	Impaired Driving Law Enforcement - 405(d) IID	High Visibility Saturation Patrols
2019-37-05-24	Impaired Driving Enforcement - 405(d) 24/7	High Visibility Saturation Patrols

#### 5.2.4.1 Planned Activity: Impaired Driving Enforcement

<b>Planned activity name</b>	Impaired Driving Enforcement
<b>Planned activity number</b>	2019-31-05-M5
<b>Primary countermeasure strategy</b>	High Visibility Saturation Patrols

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This planned activity will encourage law enforcement agencies to make enforcing OWI laws a priority by writing citations, sponsoring media events, and working overtime in geographical areas where impaired driving is highest. BOTS will plan statewide participation, encourage voluntary participation, and provide overtime funding for high-visibility enforcement task forces for impaired driving, including nighttime enforcement, accompanied by media for a demographic. These task forces will consist of multiple law enforcement agencies that coordinate their enforcement efforts during the same time frame. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

The funds will be divided among law enforcement agencies selected according to a targeting methodology. Law enforcement agencies in the following counties are eligible to participate on a year-round high-visibility enforcement task force enforcing Wisconsin's impaired driving laws: Brown, Columbia, Dane, Green, Iowa, Jackson, Kenosha, Milwaukee, Outagamie, Polk, Racine, Rock, Sauk, Shawano, Walworth, Waukesha, Waupaca, and Winnebago.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 High Visibility Saturation Patrols

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low HVE	\$1,825,000.00	\$456,250.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

**5.2.4.2 Planned Activity: Impaired Driving Law Enforcement - 405(d) IID**



**Planned activity name** Impaired Driving Law Enforcement - 405(d) IID  
**Planned activity number** 2019-37-05-ID  
**Primary countermeasure strategy** High Visibility Saturation Patrols

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

If Wisconsin should qualify for an alcohol-ignition interlock law grant, Wisconsin will use these funds to provide overtime funding for impaired driving high-visibility enforcement task forces. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

The funds will be divided among law enforcement agencies selected according to a targeting methodology.

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 High Visibility Saturation Patrols

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Int	405d Int HVE (FAST)	\$350,000.00	\$87,500.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

**5.2.4.3 Planned Activity: Impaired Driving Enforcement - 405(d) 24/7**

**Planned activity name** Impaired Driving Enforcement - 405(d) 24/7

**Planned activity number** 2019-37-05-24

**Primary countermeasure strategy** High Visibility Saturation Patrols

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting,**

**training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

If Wisconsin should qualify for a 24-7 sobriety program grant, Wisconsin will use these funds to provide overtime funding for impaired driving high-visibility enforcement task forces. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

The funds will be divided among law enforcement agencies selected according to a targeting methodology.

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 High Visibility Saturation Patrols

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d 24-7 Sobriety	405d 24-7 HVE	\$85,000.00	\$21,250.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.2.5 Countermeasure Strategy: High Visibility Enforcement - Impaired Driving

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** High Visibility Enforcement - Impaired Driving

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The effect of this program will be increased awareness of impaired driving enforcement efforts. The anticipated impact of this countermeasure strategy is a decrease in impaired driving.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Encouraging participation in two Drive Sober or Get Pulled Over national enforcement mobilizations will support the state in attaining performance target C5, to decrease annual alcohol-impaired driving fatalities five percent from the 2013-2017 calendar year rolling average of 143.0 to 136 in 2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The FAST Act requires states to participate in three national enforcement mobilizations. This will include participating in Drive Sober or Get Pulled Over mobilizations around Labor Day as well as around the winter holidays. This countermeasure strategy is

planned to be funded at the same amount as indicated in the 2018 Highway Safety Plan.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-30-06-AL-01	Drive Sober or Get Pulled Over - Winter Holidays	High Visibility Enforcement - Impaired Driving
2019-30-06-AL-02	Drive Sober or Get Pulled Over - Labor Day	High Visibility Enforcement - Impaired Driving

#### 5.2.5.1 Planned Activity: Drive Sober or Get Pulled Over - Winter Holidays

<b>Planned activity name</b>	Drive Sober or Get Pulled Over - Winter Holidays
<b>Planned activity number</b>	2019-30-06-AL-01
<b>Primary countermeasure strategy</b>	High Visibility Enforcement - Impaired Driving

#### Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This planned activity is for the Drive Sober or Get Pulled Over mobilization during the winter holidays. This program supports collaborative enforcement efforts. Law enforcement agencies that participate in this mobilization coordinated by BOTS may be considered in a drawing for equipment that is provided to law enforcement agencies to conduct ongoing high-visibility enforcement within their jurisdictions to improve traffic safety. Not all agencies receive equipment. Law enforcement agencies receiving equipment must fulfill guidelines set by BOTS, which includes signing a project agreement prior to reporting enforcement activity during the mobilization, as well as a commitment to community education about traffic safety, the engagement of the local media, the reporting of enforcement data, and, if possible, coordination with other law enforcement agencies through their county traffic safety commissions. Agencies that are chosen for an equipment grant will sign a contract to receive equipment. BOTS will encourage local law enforcement to engage in the enforcement of impaired driving laws in their community to create awareness of impaired driving enforcement efforts and education about the benefits of wearing safety belts among their citizens, and BOTS will encourage local law enforcement to view impaired driving enforcement as a sustained effort rather than an occasional enforcement mobilization. Equipment must support ongoing traffic enforcement activities. Agencies are required to expend their own funds on paid media. No equipment purchased with this activity will be major equipment since all equipment will have an acquisition cost of less than \$5,000 in value. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Some law enforcement agencies that participate in the Drive Sober or Get Pulled Over – Winter Holidays mobilization and fulfill BOTS guidelines

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement - Impaired Driving

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	NHTSA 402	Alcohol	\$175,000.00	\$43,750.00	\$175,000.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.2.5.2 Planned Activity: Drive Sober or Get Pulled Over - Labor Day

<b>Planned activity name</b>	Drive Sober or Get Pulled Over - Labor Day
<b>Planned activity number</b>	2019-30-06-AL-02
<b>Primary countermeasure strategy</b>	High Visibility Enforcement - Impaired Driving

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d),**



**demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This planned activity is for the Drive Sober or Get Pulled Over mobilization around the Labor Day holiday. This program supports collaborative enforcement efforts. Law enforcement agencies that participate in this mobilization coordinated by BOTS may be considered in a drawing for equipment that is provided to law enforcement agencies to conduct ongoing high-visibility enforcement within their jurisdictions to improve traffic safety. Not all agencies receive equipment. Law enforcement agencies receiving equipment must fulfill guidelines set by BOTS, which includes signing a project agreement prior to reporting enforcement activity during the mobilization, as well as a commitment to community education about traffic safety, the engagement of the local media, the reporting of enforcement data, and, if possible, coordination with other law enforcement agencies through their county traffic safety commissions. Agencies that are chosen for an equipment grant will sign a contract to receive equipment. BOTS will encourage local law enforcement to engage in the enforcement of impaired driving laws in their community to create awareness of impaired driving enforcement efforts and education about the benefits of wearing safety belts among their citizens, and BOTS will encourage local law enforcement to view impaired driving enforcement as a sustained effort rather than an occasional enforcement mobilization. Equipment must support ongoing traffic enforcement activities. Agencies are required to expend their own funds on paid media. No equipment purchased with this activity will be major equipment since all equipment will have an acquisition cost of less than \$5,000 in value. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

some law enforcement agencies that participate in the Drive Sober or Get Pulled Over – Labor Day mobilization and fulfill BOTS guidelines

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement - Impaired Driving

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	NHTSA 402	Alcohol	\$175,000.00	\$43,750.00	\$175,000.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.2.6 Countermeasure Strategy: Forensic Toxicology Training

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Forensic Toxicology Training

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Having knowledge of current practices testing drug-impaired drivers is imperative to the effective adjudication of DUID. Proper testing will ensure that appropriate sanctions are delivered to offenders, which will reduce repeated incidence of impaired driving.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing funding for staying current on trends and procedures in toxicology testing will help the state reach performance goal C2, to decrease the five-year average number of serious traffic injuries five percent from the 2013-2017 calendar year rolling average of 3,128 to 2,967.6 for 2015-2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Drug-impaired driving continues to be a hazard to highway safety. The Wisconsin State Laboratory of Hygiene has provided BOTS with a budget for conference registration and lodging.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

## Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-31-03-M5-04	Society of Forensic Toxicologists Training	Forensic Toxicology Training

### 5.2.6.1 Planned Activity: Society of Forensic Toxicologists Training

Planned activity name	Society of Forensic Toxicologists Training
Planned activity number	2019-31-03-M5-04
Primary countermeasure strategy	Forensic Toxicology Training

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The annual Society of Forensic Toxicologists (SOFT) meeting is an opportunity for individuals from the laboratory to attend the conference and stay informed on the latest drugs trends and the most efficient testing available. Many WSLH staff are involved in presentations at the annual SOFT meeting and sit on the organization’s Board of Directors and Committees relevant not only to toxicology but other highway safety partners, such as DREs. The Wisconsin State Laboratory of Hygiene performs toxicology testing on approximately 6,000 cases each year that involve drug-impaired drivers and 20,000 cases each year which involve drivers suspected of driving under the influence of alcohol. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Forensic Toxicology Training

Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$7,000.00	\$1,750.00	

Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

5.2.7 Countermeasure Strategy: DWI Courts

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** DWI Courts

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative**

countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Ongoing training helps adjudicate OWI cases effectively.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing funding for agencies to participate in training offered the National Center for Driving While Intoxicated (DWI) Courts (NCDC) will support the state in attaining performance target C5, to decrease annual alcohol-impaired driving fatalities five percent from the 2013-2017 calendar year rolling average of 143.0 to 136 in 2019.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

DWI Courts are a proven countermeasure, and this countermeasure strategy will allow specialists in Wisconsin to learn best practices from specialists in other jurisdictions. Approved reimbursements in 2017 were \$12,115.83.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-31-03-M5-03	Adjudication	DUI enforcement

### 5.2.8 Countermeasure Strategy: Drug Recognition Expert (DRE) Training

<b>Program area</b>	Impaired Driving (Drug and Alcohol)
<b>Countermeasure strategy</b>	Drug Recognition Expert (DRE) Training

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

Countermeasure strategy description



**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The education of law enforcement and education professionals will lead to the increased ability to identify driving under the influence of drugs (DUID). This strategy will decrease the incidence of DUID.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Funding the Drug Evaluation and Classification Program will aid the state in reaching performance target C1, to decrease the five-year average number of traffic fatalities two percent from the 2013-2017 calendar year rolling average of 567.0 to 555.7 for 2015-2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This countermeasure strategy aligns the state with national priorities and will eventually lead to less incidence of DUID. More funding is being allocated to this program in 2019 since we are increasing the size of this program.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-31-03-M5-01	Drug Evaluation and Classification Program	Drug Recognition Expert (DRE) Training

### 5.2.8.1 Planned Activity: Drug Evaluation and Classification Program

<b>Planned activity name</b>	Drug Evaluation and Classification Program
<b>Planned activity number</b>	2019-31-03-M5-01
<b>Primary countermeasure strategy</b>	Drug Recognition Expert (DRE) Training

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The education of law enforcement and education professionals will lead to the increased ability to identify driving under the influence of drugs (DUID). This program currently supports and will continue to support a contracted coordinator position and includes expenses to train new Drug Recognition Experts (DREs). In addition, costs are covered to provide continuous training and re-certification for existing DREs. DRE expenses, including instructor wages, travel to conferences, supplies (such as DRE kits), printing, postage, lodging, and meals for students and instructors are covered. BOTS also supports DRE callouts to assist other agencies where a DRE evaluation is needed. In the case of a DRE evaluation where synthetic cannabinoids are suspected, BOTS will pay for the cost of the test. The Wisconsin Department of Transportation will fund expenses and instructor costs related to programs including Advanced Roadside Impaired Driving Enforcement (ARIDE), Drugs That Impair Driving (eight-hour drug block), Drug Impairment Training for Educational Professionals (DITEP), and Standard Field Sobriety Testing (SFST). BOTS will continue to expand the ARIDE program by increasing the number of classes to accommodate demand. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Drug Recognition Expert (DRE) Training

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$275,000.00	\$68,750.00	

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.2.9 Countermeasure Strategy: Data and Program Evaluation

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Data and Program Evaluation

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail**

required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The evaluation of the impaired driving program and of the impaired driving issues within the state will create a better a highway safety program, thereby improving traffic safety.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing funds for research and surveys in the impaired driving program will help the state reach performance target C1, to decrease the five-year average number of traffic fatalities two percent from the 2013-2017 calendar year rolling average of 567.0 to 555.7 for 2015-2019.

## Evidence of effectiveness

### Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

This is a continuing countermeasure strategy that has been successful in determining the scope of the drugged driving problem in Wisconsin. It has also been successful in evaluating the effectiveness of paid media for impaired driving. Expenditures in 2017 were \$57,739.86.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-31-09-M5-01	Drugged Driving Data	Data and Program Evaluation
2019-31-09-M5-02	Evaluation of Impaired Driving Paid Media	Data and Program Evaluation

### 5.2.9.1 Planned Activity: Drugged Driving Data

Planned activity name	Drugged Driving Data
Planned activity number	2019-31-09-M5-01
Primary countermeasure strategy	Data and Program Evaluation

#### Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### **Enter description of the planned activity.**

The planned activity will collect data regarding driving under the influence of drugs in a small metropolitan area. It will help to identify the size and scope of the state's drugged driving program. A past project studied this problem in a larger metropolitan area. This project will use roadside oral fluid testing devices in conjunction with forensic toxicology testing of the legal blood draw to examine the validity and efficacy of the roadside devices. Drug Recognition Experts (DRE) will administer the roadside testing and the data from the device and the DRE evaluation will be compared. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

#### **Enter intended subrecipients.**

Wisconsin State Laboratory of Hygiene

#### **Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### **Countermeasure strategies in planned activities**

##### **Fiscal Year Countermeasure Strategy Name**

2019 Data and Program Evaluation

#### **Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$20,000.00	\$5,000.00	

#### **Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.2.9.2 Planned Activity: Evaluation of Impaired Driving Paid Media

**Planned activity name** Evaluation of Impaired Driving Paid Media

**Planned activity number** 2019-31-09-M5-02

**Primary countermeasure strategy** Data and Program Evaluation

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will**

**undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This planned activity will evaluate the effectiveness of impaired driving paid media. This project has been done in previous years, and it has been successful. In 2019, BOTS will enter into a new collaboration with the Wisconsin Department of Health Services to conduct this evaluation. DHS has historically conducted a similar survey to what we conducted in previous years regarding people's knowledge, attitudes, and behaviors regarding impaired driving. Instead of conducting our own survey, we will expand upon the questions asked in DHS's survey.

**Enter intended subrecipients.**

Wisconsin Department of Health Services

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Data and Program Evaluation

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$25,000.00	\$6,250.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.2.10 Countermeasure Strategy: Alcohol Problem Assessment/Treatment**

<b>Program area</b>	Impaired Driving (Drug and Alcohol)
<b>Countermeasure strategy</b>	Alcohol Problem Assessment/Treatment



**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

This countermeasure strategy will result in a reduction in OWI recidivism.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing funds to help start Wisconsin's Frequent Sobriety Testing Pilot Program, which will serve the state in reaching performance target C5, to decrease annual alcohol-impaired driving fatalities five percent from the 2013-2017 calendar year rolling average of 143.0 to 136 in 2019.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The countermeasure strategy has proven to be effective at reducing OWI recidivism. The Wisconsin Department of Justice has provided BOTS with information regarding expected costs.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-31-04-M5-02	Frequent Sobriety Testing Pilot Programs	Alcohol Problem Assessment/Treatment

#### 5.2.10.1 Planned Activity: Frequent Sobriety Testing Pilot Programs

<b>Planned activity name</b>	Frequent Sobriety Testing Pilot Programs
<b>Planned activity number</b>	2019-31-04-M5-02
<b>Primary countermeasure strategy</b>	Alcohol Problem Assessment/Treatment

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an**

**active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The Wisconsin Department of Justice will create 24-7 sobriety pilot programs in selected Wisconsin counties. These programs will require an individual arrested for or convicted of driving under the influence of alcohol to abstain from alcohol and be subject to testing for alcohol at least twice per day. Funding will be used for start-up projects only. Programs will be proportionally-funded to ensure NHTSA funds will be used for that proportion of the program whose participants have convictions related to impaired driving. The goal is for the programs to become self-sufficient. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Wisconsin Department of Justice

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Alcohol Problem Assessment/Treatment

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low 24-7 Sobriety Program (FAST)	\$70,000.00	\$17,500.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.3 Program Area: Community Traffic Safety Program**

**Program area type** Community Traffic Safety Program

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

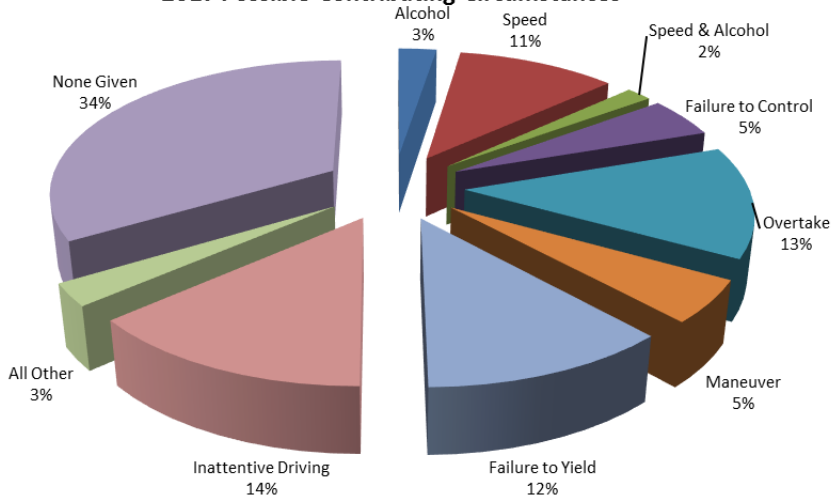
No

**Problem identification**

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

The number of crashes for which speed is recorded as a possible contributing circumstance (PCC) is assumed to be far fewer than the number of crashes for which speed played a factor. This assumption is based on data that show that speeding is the most commonly cited driver behavior and the most common type of driver-caused crash. Speed-related crashes resulted in 27% of all deaths and 18% of all injuries in 2017 (preliminarily). In addition, 162 people died and 7,253 were injured in 17,208 speed-related crashes. In total, there were 167,364 convictions for speeding violations in 2015.

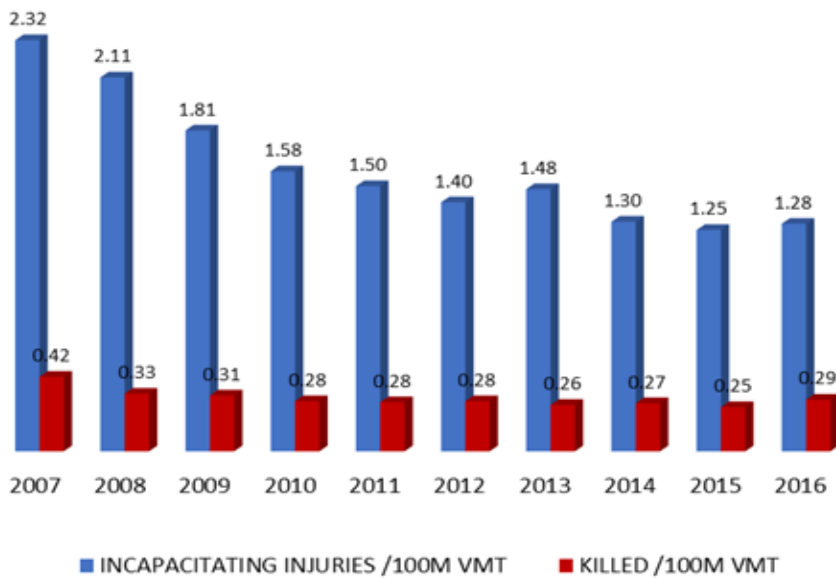
### 2017 Possible Contributing Circumstances

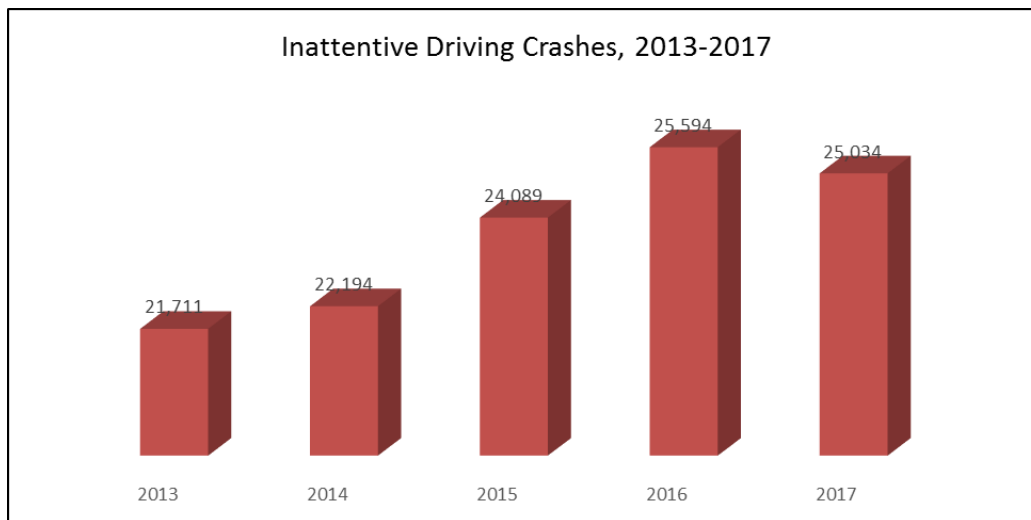


### Speed Related Crashes/100M VMT



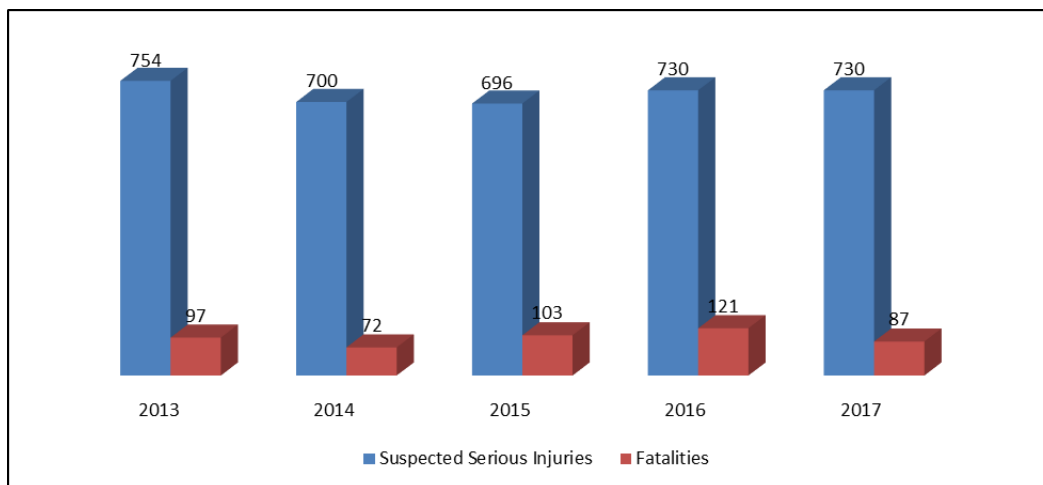
### Speed Related Fatal and Incapacitating Injuries/100M VMT





Inattentive driving crashes have been increasing in the state. In 2017, there were 25,034 crashes with a driver possible contributing circumstance (PCC) of inattentive driving.

#### Fatalities and Suspected Serious Injuries in Inattentive Driving Crashes, 2013-2017



#### *Economic Cost of Inattentive Driving by Injury Severity, 2017*

	2017	Economic Cost	Annual Economic Cost
No Apparent Injury (Crashes)	17,647	\$11,800	\$208,234,600
Possible Injuries (Persons)	5,505	\$22,100	\$121,660,500
Suspected Minor Injuries (Persons)	4,133	\$27,000	\$111,591,000
Suspected Major Injuries (Persons)	730	\$93,000	\$67,890,000

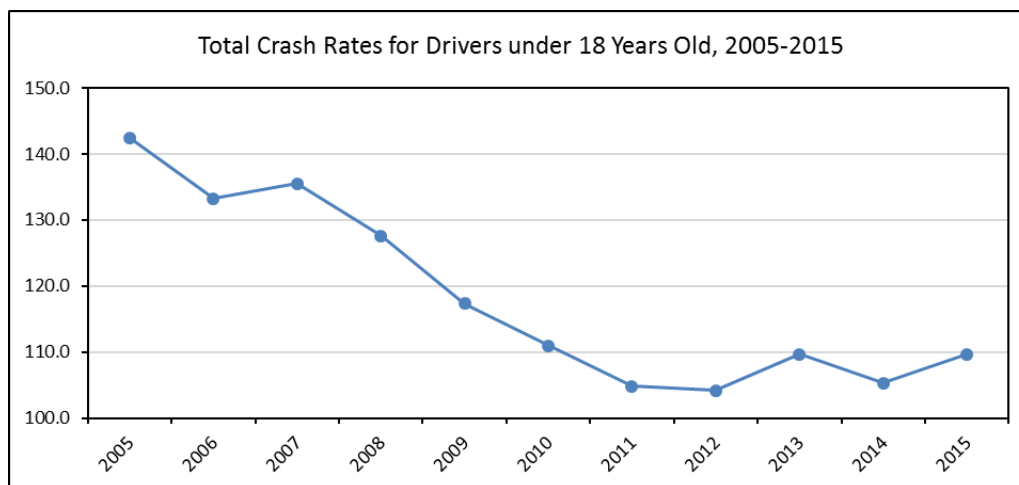
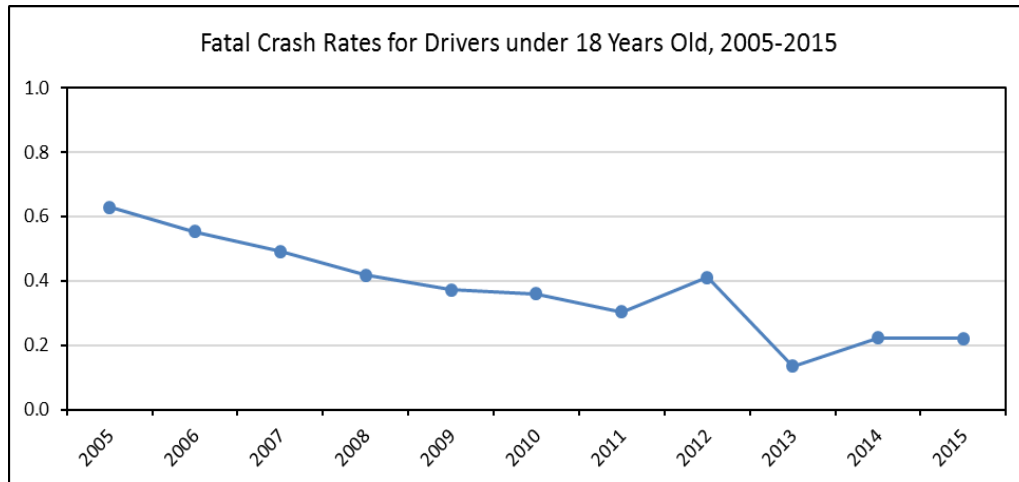
Fatalities (Persons) 87 \$1,593,000 \$138,591,000

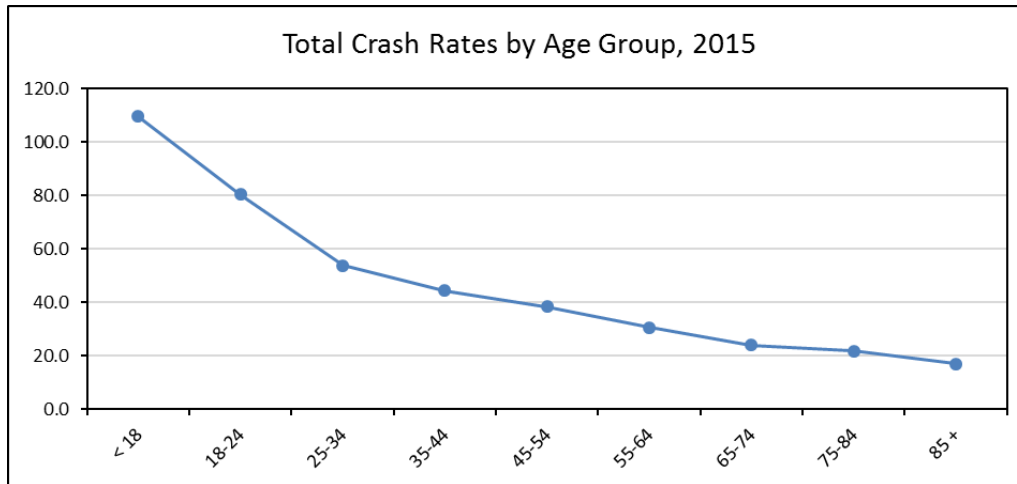
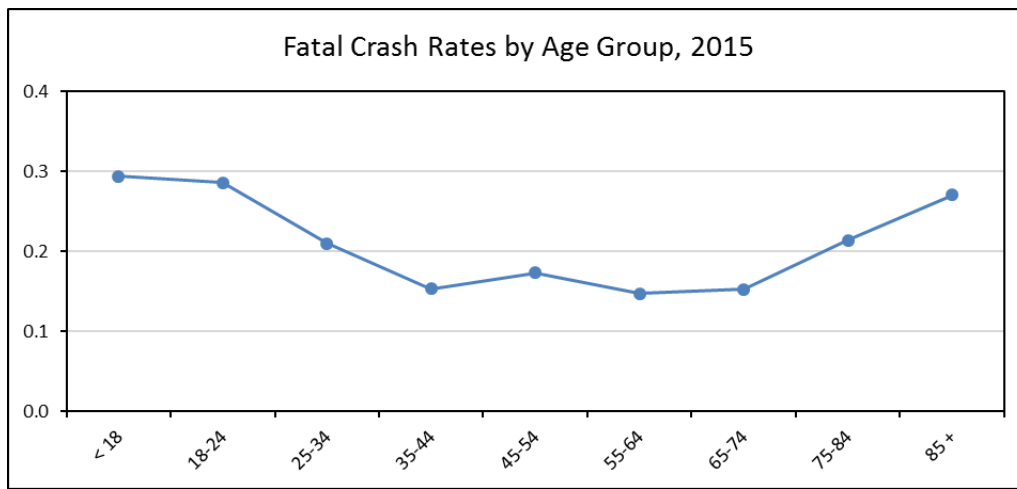
Total \$647,967,100

*Economic cost per injury was estimated using estimates provided by the National Safety Council, adjusted for inflation.*

In 2017, there were 87 fatalities and 730 incapacitating injuries because of inattentive driving. Distracted driving results in an economic cost of nearly \$648 million to the state annually.

**State Graduated Driver Licensing Laws**





Fatal crash rates and total crash rates per licensed drivers have been decreasing for drivers under 18 years of age. When compared to other age groups, however, fatal crash rates and total crash rates are higher than other age groups.

Wisconsin has a multi-stage graduated driver license (GDL) law. (See ss. 343.07-343.085, Wis. Stats.) During the first stage, a driver is issued an instruction permit, and during the second stage, a driver is issued a probationary license. Both instruction permits and probationary licenses are physically distinctive for drivers under age 18.

Instruction permits are valid for 12 months. New drivers between 15 ½ and 18 years of age are required to have 30 hours of driving experience prior to the issuance of a probationary license. Drivers under age 18 must hold an instruction permit for six months prior to being issued a probationary license. Drivers with instruction permits must be accompanied in the front seat by a qualified instructor, or licensed parent, guardian, or spouse with at least two years of driving experience who is age 19 or older. A person 21 years of age or older may accompany a driver under 18 years of age with an instruction permit if the parent or guardian puts it into writing. In addition to a qualified driver or qualified immediate family member accompanying the driver in the front seat, only immediate family members or a qualified instructor may ride in the car of a driver with an instruction permit unless that person is a licensed driver 25 years of age or older. During hours of darkness, a driver with an instruction permit may not operate a motor vehicle unless accompanied in the front seat by a qualified instructor or a licensed person 25 years of age or more with at least two years of driving experience. A driver with an instruction permit has the stage extended for an additional six-month period or until the licensee's 18th birthday, whichever occurs earlier, if the licensee commits a moving violation resulting in conviction or if the licensee violates a GDL restriction. According to the Division of Motor Vehicles, if the permittee misrepresents his or her age, the product is cancelled and the new product would be an original product and the probationary clock and the GDL clock (if still under 18) would re-start.

For drivers under age 18, probationary licenses are issued to drivers who have held an instruction permit for at least six months, complete a driver education course, have an adult sponsor, accumulate 30 hours of driving experience with ten hours during hours



of darkness, have not committed any traffic violations within the six months immediately preceding the application, and pass a road skills test. For drivers under age 18 with a probationary license, only members of the driver's immediate family, a qualified instructor, and one other passenger may ride in the vehicle for the first nine months. Between 12 a.m. and 5 a.m., a parent, guardian, or qualified instructor must accompany the driver in the front seat unless the driver is traveling between their residence, school, or place of employment. The earliest age a person can receive an unrestricted license would be 90 days prior to his or her 18th birthday if he or she applies for an instruction permit and after that a probationary license on the earliest day possible. Restrictions relating to who can ride in the car of a person with a probationary license and restricted hours at night are in effect for nine months after the issuance of a probationary license, and so the earliest age a person would not have these restrictions is 16 years and nine months of age. A driver with a probationary license has the stage extended for an additional six-month period or until the licensee's 18th birthday, whichever occurs earlier, if the licensee commits a moving violation resulting in conviction or if the licensee violates a GDL restriction. According to the Division of Motor Vehicles, if a person with a probationary license misrepresents his or her age, the product is cancelled and the new product would be an original product and the probationary clock and the GDL clock (if still under 18) would re-start.

## Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	555.7
2019	C-6) Number of speeding-related fatalities (FARS)	Annual	2019	162.0
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Annual	2019	69.0

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Teen Driver Education
2019	Speed Enforcement
2019	Highway Safety Office Program Management
2019	Grants Management System Maintenance and Hosting
2019	Distracted Driving Enforcement
2019	Community Traffic Program Outreach

### 5.3.1 Countermeasure Strategy: Teen Driver Education

**Program area** Community Traffic Safety Program

**Countermeasure strategy** Teen Driver Education

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Improving driver education of young drivers will help reduce crashes among this group.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

This countermeasure strategy will help Wisconsin reach performance target C9, to decrease the annual number of drivers 20 or younger involved in fatal crashes five percent from the 2013-2017 calendar year rolling average of 73.0 to 69 in 2019.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Having better information on driver education completion will help to ensure that new drivers are competent, decreasing the number of crashes and traffic violations for new drivers. This amount allocated toward this countermeasure is the same amount we planned to allocate to this countermeasure in the 2018 Highway Safety Plan.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-46-03-XX	Teen Driver Education Programs	Teen Driver Education

#### 5.3.1.1 Planned Activity: Teen Driver Education Programs

<b>Planned activity name</b>	Teen Driver Education Programs
<b>Planned activity number</b>	2019-46-03-XX
<b>Primary countermeasure strategy</b>	Teen Driver Education

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

These funds will be used to add elements to WisDOT's Driver Education Completion (DEC) system that track instruction times, track skills test waivers, and track the performance of training sites. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Wisconsin Department of Transportation, Division of Motor Vehicles

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Teen Driver Education

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act 405g GDL	405g Identification + Surveillance	\$150,000.00	\$37,500.00	

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

### 5.3.2 Countermeasure Strategy: Speed Enforcement

Program area Community Traffic Safety Program

Countermeasure strategy Speed Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

High-visibility enforcement (HVE) of the state's speed laws will deter speeding in selected areas with an elevated incidence of speed-related crashes.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing funding for high-visibility enforcement of the state's speeding laws will reduce speed-related crashes and resultant injuries and fatalities. It will also reduce aggressive driving on Wisconsin roads. This countermeasure will support the state in meeting performance target C6, to decrease annual speeding-related fatalities five percent from the 2013-2017 calendar year rolling average of 79.4 to 75 in 2019.

## Evidence of effectiveness

### Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

BOTS encourages coordination between county and local law enforcement by supporting high-visibility enforcement task forces. 2017 expenditures were \$598,465.66, and we plan to increase funding to projects funding speed enforcement in 2019.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-40-05-PT	Speed Enforcement	Speed Enforcement
2019-46-05-XX	Speed Enforcement - 405(g)	Speed Enforcement

### 5.3.2.1 Planned Activity: Speed Enforcement

Planned activity name	Speed Enforcement
Planned activity number	2019-40-05-PT
Primary countermeasure strategy	Speed Enforcement

#### Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will plan statewide participation, encourage voluntary participation, and provide overtime funding for the enforcement of the state's speed laws. This planned activity will also support the Wisconsin State Patrol Air Support Unit HVE deployments in partnership with local law enforcement agencies. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Wisconsin State Patrol's Air Support Unit and other law enforcement agencies

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Speed Enforcement

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$1,000,000.00	\$250,000.00	\$1,000,000.00

**Major purchases and dispositions**



Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.3.2.2 Planned Activity: Speed Enforcement - 405(g)

**Planned activity name** Speed Enforcement - 405(g)

**Planned activity number** 2019-46-05-XX

**Primary countermeasure strategy** Speed Enforcement

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will**

**undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

If Wisconsin should qualify for a 405(g) State Graduated Driver Licensing Grant, it will spend some of those funds to supplement the speed enforcement in planned activity 2019-40-05-PT as allowed by the special rule in 23 C.F.R. §1300.26(i)(2).

BOTS will plan statewide participation, encourage voluntary participation, and provide overtime funding for the enforcement of the state's speed laws. This planned activity will also support the Wisconsin State Patrol Air Support Unit HVE deployments in partnership with local law enforcement agencies. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Wisconsin State Patrol's Air Support Unit and other law enforcement agencies

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Speed Enforcement

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act 405g GDL	405g Speed Enforcement	\$450,000.00	\$112,500.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.3.3 Countermeasure Strategy: Highway Safety Office Program Management**

<b>Program area</b>	Community Traffic Safety Program
<b>Countermeasure strategy</b>	Highway Safety Office Program Management

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative**

countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Law Enforcement Liaisons (LELs) are a proven measure to improve traffic safety by supporting law enforcement agencies and conducting outreach to them. The Wisconsin LEL program is modeled after the recommendations of the national LEL program. The LELs, along with the Regional Program Managers (RPMs) have coordinated and will continue to coordinate the community traffic safety program by conducting outreach with local partners. The RPMs and LELs develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends, and they lead WisDOT efforts to increase participation of law enforcement agencies in the quarterly traffic safety commissions (TSCs) in each county. In addition, a State Program Manager position will positively impact traffic safety in Wisconsin by coordinating, planning, and managing the state's community traffic safety program. This State Program Manager position is an current position.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Spending funds on management of the community traffic safety program will be of service to the state of Wisconsin to help it achieve performance target C1, to decrease the five-year average of traffic fatalities two percent from the 2013-2017 calendar year rolling average of 567.0 to 555.7 for 2015-2019. This countermeasure strategy will help BOTS reach a target of attending 90% of traffic safety commissions in 2019. These funds will be used to improve our traffic safety programming in local communities.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Participation in TSCs is essential for outreach to LEAs for WisDOT and USDOT policy and programs. Participation by law enforcement agencies also allows WisDOT to have a better understanding of the issues in traffic safety in local communities. Outreach by RPMs and LELs is a way to implement the Highway Safety Plan and the Strategic Highway Safety Plan at the local level. Planning and administration costs are explicitly allowed under 402, and are an effective countermeasure strategy. Total expenditures in 2017 for the planned activities under this countermeasure strategy were \$514,515.21.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-90-01-CP	Law Enforcement Liaisons and Regional Program Managers	Highway Safety Office Program Management
2019-40-01-PT	State Program Manager - Community Traffic Safety	Highway Safety Office Program Management

### 5.3.3.1 Planned Activity: Law Enforcement Liaisons and Regional Program Managers

**Planned activity name** Law Enforcement Liaisons and Regional Program Managers

**Planned activity number** 2019-90-01-CP

**Primary countermeasure strategy** Highway Safety Office Program Management

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS has four RPM positions and three contracted LELs that coordinate, plan, and manage the state Community Traffic Safety Program. This will include wage and fringe, data processing costs, materials and supplies, training, travel, printing, and postage.

The RPMs and LELs 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 and WisDOT. The RPMs and LELs work closely with all law enforcement agencies (LEAs) involved in the community safety grant program. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

#### Enter intended subrecipients.

BOTS

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$460,000.00	\$115,000.00	\$0.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

#### 5.3.3.2 Planned Activity: State Program Manager - Community Traffic Safety

<b>Planned activity name</b>	State Program Manager - Community Traffic Safety
<b>Planned activity number</b>	2019-40-01-PT
<b>Primary countermeasure strategy</b>	Highway Safety Office Program Management

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an

**active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This planned activity will fund wage and fringe, data processing costs, materials and supplies, training and travel, printing and postage for a current State Program Manager position. This position will work with Regional Program Managers, Law Enforcement Liaisons, and law enforcement agencies of all sizes to coordinate community traffic safety efforts, encourage safe and effective high-visibility enforcement, and participation in mobilizations. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$65,000.00	\$16,250.00	\$0.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.3.4 Countermeasure Strategy: Grants Management System Maintenance and Hosting

<b>Program area</b>	Community Traffic Safety Program
<b>Countermeasure strategy</b>	Grants Management System Maintenance and Hosting

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No



**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

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

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Allocating funds to an electronic grants management system allows BOTS to direct resources to all grantees, which will aid the state in reaching performance target C1, to decrease the five-year average of traffic fatalities two percent from the 2013-2017 calendar year rolling average of 567.0 to 555.7 for 2015-2019.

## Evidence of effectiveness

### Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

An electronic grants management system is necessary to support the BOTS's traffic safety programs throughout the state. Approved reimbursements in 2017 were \$57,642.74. BOTS has been communicating with the Wise Grants vendor to improve processes and reporting. Those changes are expected to increase costs, but, when coupled with the state's new business and accounting system, will help track expenditures better.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-90-04-CP-01	Wise Grants	Grants Management System Maintenance and Hosting

### 5.3.4.1 Planned Activity: Wise Grants

Planned activity name	Wise Grants
Planned activity number	2019-90-04-CP-01
Primary countermeasure strategy	Grants Management System Maintenance and Hosting

#### Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

This activity funds the electronic grants management system, Wise Grants, which manages the grants distributed by BOTS. This system previously received a commendation from NHTSA after a management review. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

#### Enter intended subrecipients.

BOTS

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Grants Management System Maintenance and Hosting

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$90,000.00	\$22,500.00	\$90,000.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.3.5 Countermeasure Strategy: Distracted Driving Enforcement

**Program area** Community Traffic Safety Program

**Countermeasure strategy** Distracted Driving Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

High-visibility enforcement of Wisconsin's inattentive driving laws will lower incidence of distracted driving, resulting in fewer traffic fatalities and serious injuries.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing funding for high-visibility enforcement task forces for distracted driving will help the state in reaching performance target C1, to decrease the five-year average of traffic fatalities two percent from the 2013-2017 calendar year rolling average of 567.0 to 555.7 for 2015-2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Inattentive driving crashes have been increasing in the state. In 2016, there were 28,102 inattentive driving crashes. The amount allocated to this activity is the amount that would be given to a state for a 405(e) Distracted Driving Grant per federal law if a similar amount of states should qualify for this grant as in prior years.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-44-05-XX	Distracted Driving Enforcement	Distracted Driving Enforcement

### 5.3.5.1 Planned Activity: Distracted Driving Enforcement

Planned activity name	Distracted Driving Enforcement
Planned activity number	2019-44-05-XX
Primary countermeasure strategy	Distracted Driving Enforcement

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will plan statewide participation and overtime funding for a distracted driving campaign, and it will encourage coordination between law enforcement agencies to participate on high-visibility enforcement task forces to enforce the state’s inattentive driving laws. Wisconsin’s inattentive driving laws include a new law which prohibits motorists from driving a motor vehicle in a work zone while using a cellular telephone, including using the telephone for a purpose other than communication. These task forces will Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

law enforcement agencies

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Distracted Driving Enforcement

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405e Comprehensive Distracted Driving	405e DD Law Enforcement (FAST Comprehensive)	\$2,405,500.00	\$601,375.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

**5.3.6 Countermeasure Strategy: Community Traffic Program Outreach**

**Program area** Community Traffic Safety Program

**Countermeasure strategy** Community Traffic Program Outreach

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d),**



supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The Governor's Conference on Highway Safety is an opportunity to network with law enforcement partners and learn best practices. The conference has improved and will continue to improve interagency cooperation and will help the development of multi-jurisdictional high-visibility enforcement task forces. Supporting traffic safety associations expands the messaging of our programs, including the expansion of community ownership of traffic safety messaging.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing funding for the Governor's Conference on Highway Safety enables traffic safety stakeholders around Wisconsin to learn from each other, which will benefit many traffic safety programs. BOTS's partners and expanding traffic safety messaging help to support the state in reaching performance target C1, to decrease the five-year average of traffic fatalities two percent from the 2013-2017 calendar year rolling average of 567.0 to 555.7 for 2015-2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The conference is a culmination of the entire outreach program. When groups outside of the Wisconsin Department of Transportation support its messaging that aims to decrease traffic fatalities on our roads, it benefits the Department's program. The amount of funding for this countermeasure strategy is the same as it was in the 2018 Highway Safety Plan.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-90-06-CP	Governor's Conference on Highway Safety and Law Enforcement Recognition Luncheon	Community Traffic Program Outreach
2019-90-04-CP-02	Outreach Program	Community Traffic Program Outreach

### 5.3.6.1 Planned Activity: Governor's Conference on Highway Safety and Law Enforcement Recognition Luncheon

**Planned activity name** Governor's Conference on Highway Safety and Law Enforcement Recognition Luncheon

Planned activity number 2019-90-06-CP

Primary countermeasure strategy Community Traffic Program Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This planned activity funds the Governor's Conference on Highway Safety as well as the Law Enforcement Recognition Luncheon and awards. The luncheon will be held on the last day of the Governor's Conference on Highway Safety. The conference is a meeting of current and future law enforcement partners. It is an opportunity to network with law enforcement partners and learn best practices. The conference has improved and will continue to improve inter-agency cooperation and will help the development of multi-jurisdictional high-visibility enforcement task forces. No equipment purchased with this activity will be major equipment since all equipment will have an acquisition cost of less than \$5,000 in value. No equipment is purchased for the conference itself.

Grants are awarded to some agencies that attend the Law Enforcement Recognition Luncheon through a drawing. These law enforcement agencies will conduct ongoing high-visibility enforcement with this equipment within their jurisdictions to improve highway safety. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

#### Enter intended subrecipients.

BOTS

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Community Traffic Program Outreach

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$375,000.00	\$93,750.00	\$375,000.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.3.6.2 Planned Activity: Outreach Program

<b>Planned activity name</b>	Outreach Program
<b>Planned activity number</b>	2019-90-04-CP-02
<b>Primary countermeasure strategy</b>	Community Traffic Program Outreach

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an

**active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This project supports traffic safety associations in Wisconsin, including the Wisconsin Traffic Safety Officer's Association and the Wisconsin Highway Safety Coordinators Association. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Community Traffic Program Outreach

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$10,000.00	\$2,500.00	\$10,000.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.4 Program Area: Emergency Medical Services****Program area type** Emergency Medical Services

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

**Problem identification**

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

Crash survivability varies by location in the state, which is a result of many factors, including the speed and quality of emergency medical response and treatment. The Wisconsin Legislature has mandated the development of a statewide trauma care system to maximize local resources. However, recruitment and retention of first responders is an increasingly significant issue in rural portions of the state. Response times are longer and outcomes are worse for rural crashes, and three-year average injury-to-death ratios indicate that the areas of highest risk are predominantly rural. It is important to improve traffic crash survivability and injury outcome by improving the availability, timeliness, and quality of pre-hospital care, especially in high-risk rural areas of the state. Regional Program Managers will work with rural counties that have a low injury-to-death ratio to provide funding for training and equipping local first responders.

**Injury-to-Death Ratios**



Fiscal Year	Countermeasure Strategy Name
2019	Mass Casualty Triage Training
2019	Emergency Response Publicity and Outreach

#### 5.4.1 Countermeasure Strategy: Mass Casualty Triage Training

Program area	Emergency Medical Services
Countermeasure strategy	Mass Casualty Triage Training

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as**

**enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

SALT (Sort, Assess, Lifesaving Interventions, Treatment/Transport) Triage Training will impact traffic safety by providing better statewide training to help to assure all mass casualty patients are being triaged consistently across the state and that those that have been injured are being assessed using the same criteria and transported to the appropriate hospital for their medical needs.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing highway safety funds for emergency medical services training will help the state in reaching performance target C3, to decrease the five-year average of fatalities per 100 million vehicle miles of travel by two percent from the 2013-2017 calendar year rolling average of 0.934 to 0.915 for 2015-2019. Rural fatalities/100 million VMT is significantly higher than urban fatalities/100 million VMT. For 2013-2017, the annual average for the rural measure was 1.198, and the urban measure was 0.606.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Currently there are several programs identifying how to triage patients of a mass casualty incident, but they are not all uniform. The Centers for Disease Control and Prevention has identified one program to triage these patients, which will make these programs more uniform which can help in mass casualty incidents.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**



**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-60-03-EM	Mass Casualty Triage Training	Mass Casualty Triage Training

**5.4.1.1 Planned Activity: Mass Casualty Triage Training**

Planned activity name	Mass Casualty Triage Training
Planned activity number	2019-60-03-EM
Primary countermeasure strategy	Mass Casualty Triage Training

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will**

undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

This activity is planned to provide mass casualty training activity to all Wisconsin emergency medical service providers. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Wisconsin Department of Health Services

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

2019 Mass Casualty Triage Training

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Emergency Medical Services (FAST)	\$25,000.00	\$6,250.00	\$25,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

5.4.2 Countermeasure Strategy: Emergency Response Publicity and Outreach

**Program area** Emergency Medical Services

**Countermeasure strategy** Emergency Response Publicity and Outreach

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d),**

**supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Publicity and outreach for emergency response will impact traffic safety by providing better EMS services in remote areas. This will provide better EMS response, which will decrease the likelihood of a relatively minor traffic incident resulting in a fatality.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing highway safety funds for the publicity and outreach of emergency response will help the state in reaching performance target C3, to decrease the five-year average of fatalities per 100 million vehicle miles of travel by two percent from the 2013-2017 calendar year rolling average of 0.934 to 0.915 for 2015-2019. Rural fatalities/100 million VMT is significantly higher than urban fatalities/100 million VMT. For 2013-2017, the annual average for the rural measure was 1.198, and the urban measure was 0.606.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Emergency medical services is an essential component of a comprehensive highway safety program. NHTSA's Office of Emergency Medical Services supports efforts to improve systems of emergency care for response to traffic crashes and all medical emergencies. Increasing emergency medical services is a way to implement the Strategic Highway Safety Plan at a local level. The funding allocation will remain the same as it is in the 2018 Highway Safety Plan.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-60-02-EM	Emergency Response Publicity and Outreach	DWI Courts

## 5.5 Program Area: Non-motorized (Pedestrians and Bicyclist)

**Program area type** Non-motorized (Pedestrians and Bicyclist)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

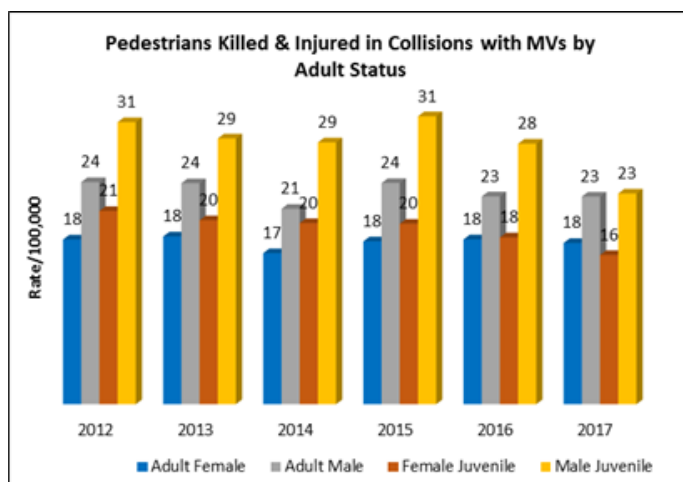
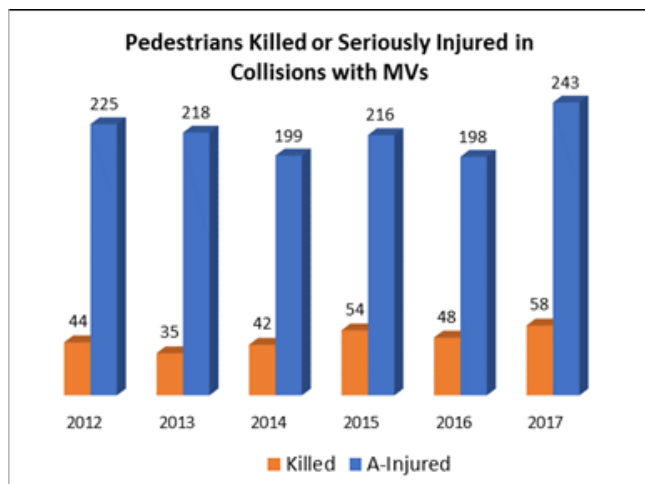
No

## Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

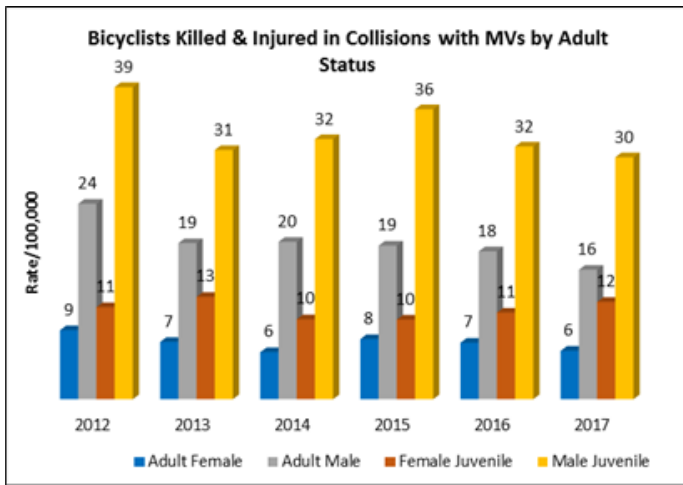
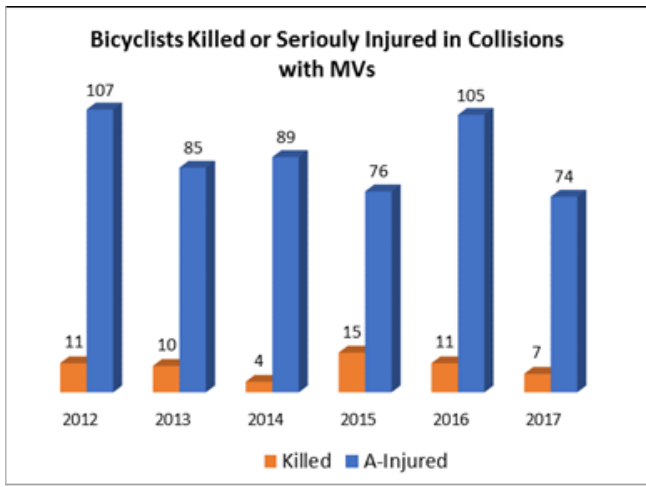
In 2017, 55 pedestrians died in pedestrian-motor vehicle crashes. This is more than the most recent five-year average. Fatalities increased by 12% from 2016. As illustrated in the graph, pedestrians killed or seriously injured in 2017 totaled 298 people. This represents a 16% increase from the most recent five-year average. It should be noted that while the majority of 'A' injuries and deaths occur in urban areas—presumably where most of the activity is—a person in a rural area is two times more likely to die in a serious crash than a person in an urban area. It is likely that the combination of higher speeds and a delay in transport to a trauma center explains this difference.

There were 1,133 pedestrian injuries reported in 2017, which is a 5.5% decrease from the most recent five-year average. Adult men and women make up the largest number of pedestrians injured in collisions, but the proportion of male and female juvenile pedestrians who become injured is higher than that proportion for adults. This is determined as a rate per 100,000 for each group.

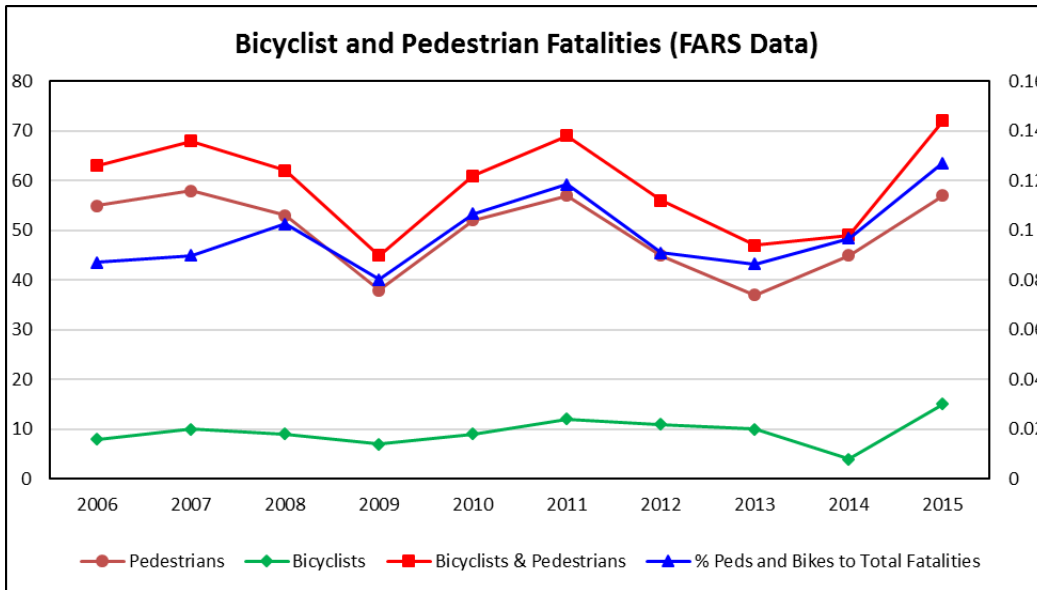


In 2017, seven bicyclists died in bicycle-motor vehicle crashes. This is a 31.4% decrease from the most recent five-year average. Fatalities decreased 36% from 2016. As illustrated in the graph, bicyclists killed or seriously injured in 2017 totaled 81 people. This represents a 21.1% increase from the most recent five-year average.

There were 784 total bicyclist injuries in bicycle-motor vehicle crashes reported in 2017, which is a 12.9% decrease from the most recent five-year average. Adult and juvenile males make up the largest number of bicyclists injured in collisions, but as a rate per 100,000 for each group, male juveniles are clearly overrepresented in injuries as indicated in the chart.



Using Fatality Analysis Reporting System (FARS) data, there were 51 pedestrian fatalities and 11 bicyclist fatalities for a combined total of 62 non-motorist fatalities in 2016. Since there were 607 total fatalities using FARS data, 10.2% of the fatalities in 2016 were non-motorists.



### Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed

(e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-10) Number of pedestrian fatalities (FARS)	Annual	2019	47.0
2019	C-11) Number of bicyclists fatalities (FARS)	Annual	2019	8.0

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Pedestrian and Bicyclist Safety Training and Outreach
2019	Pedestrian and Bicyclist Safety Law Enforcement
2019	Highway Safety Office Program Management

### 5.5.1 Countermeasure Strategy: Pedestrian and Bicyclist Safety Training and Outreach

<b>Program area</b>	Non-motorized (Pedestrians and Bicyclist)
<b>Countermeasure strategy</b>	Pedestrian and Bicyclist Safety Training and Outreach

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

This countermeasure strategy will increase knowledge of safe pedestrian and bicycling behaviors.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**



Providing funding for pedestrian and bicyclist safety training and outreach will help the state reach performance target C10, to reduce annual pedestrian fatalities to 47 in 2019, and it will help the state reach performance target C11, to reduce annual bicyclist fatalities to eight in 2019.

## Evidence of effectiveness

### Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Providing training and outreach to increase compliance with traffic laws that affect pedestrians, bicyclists, and motorists as well as to provide knowledge of best practices in pedestrian and bicyclist safety is necessary to reduce the number pedestrian and bicyclist traffic fatalities. More training and outreach is planned for 2019.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-80-04-PS-01	Teaching Safe Bicycling	Pedestrian and Bicyclist Safety Training and Outreach
2019-80-04-PS-02	Pedestrian Safety Workshop	Pedestrian and Bicyclist Safety Training and Outreach
2019-80-04-PS-03	Bicycle Rodeo Supplies	Pedestrian and Bicyclist Safety Training and Outreach
2019-80-04-PS-04	MilWALKee WALKS	Pedestrian and Bicyclist Safety Training and Outreach
2019-80-03-PS-01	Designing for Pedestrian Safety	Pedestrian and Bicyclist Safety Training and Outreach
2019-80-03-PS-02	UW-Milwaukee Pilot Study	Pedestrian and Bicyclist Safety Training and Outreach

### 5.5.1.1 Planned Activity: Teaching Safe Bicycling

<b>Planned activity name</b>	Teaching Safe Bicycling
<b>Planned activity number</b>	2019-80-04-PS-01
<b>Primary countermeasure strategy</b>	Pedestrian and Bicyclist Safety Training and Outreach

#### Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This activity will provide Teaching Safe Bicycling (train-the-trainer) style workshops for participants interested in providing youth cycling instructions. Attendees frequently include teachers, non-profit organizations, law enforcement, and youth groups. The goal is for attendees to host youth cycling instruction and bicycle rodeos following participation in this workshop. Workshop instruction is led by instructors of the Wisconsin Bicycle Federation. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Pedestrian and Bicyclist Safety Training and Outreach

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$10,000.00	\$2,500.00	\$10,000.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.5.1.2 Planned Activity: Pedestrian Safety Workshop

<b>Planned activity name</b>	Pedestrian Safety Workshop
<b>Planned activity number</b>	2019-80-04-PS-02
<b>Primary countermeasure strategy</b>	Pedestrian and Bicyclist Safety Training and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### **Enter description of the planned activity.**

This is a new workshop that will be developed and instructed by the Wisconsin Bicycle Federation. This is a one day workshop that will give participants of all ages tools for safe walking and developing pedestrian safety plans in their communities. An estimated half of the proposed budget will be used to develop and implement the workshops. The workshop will be piloted in Milwaukee and Madison and will be expanded to additional communities with high rates of pedestrian-involved crashes. This workshop will improve highway safety by giving participants the tools and knowledge to make safe and effective decisions when crossing the street. In addition, participants will gain knowledge on how to teach and inform their communities about safe walking practices and strategies. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

#### **Enter intended subrecipients.**

TBD

#### **Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### **Countermeasure strategies in planned activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2019	Pedestrian and Bicyclist Safety Training and Outreach

#### **Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2019	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$10,000.00	\$2,500.00	\$10,000.00

#### **Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.5.1.3 Planned Activity: Bicycle Rodeo Supplies

<b>Planned activity name</b>	Bicycle Rodeo Supplies
<b>Planned activity number</b>	2019-80-04-PS-03
<b>Primary countermeasure strategy</b>	Pedestrian and Bicyclist Safety Training and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

To have a successful youth bicycle training event or rodeo, it is important that hosts have supplies specific to a bicycle rodeo. Since many instructional courses are sponsored by schools, police, or non-profit organizations, it might be difficult for these entities to host a rodeo due to lack of funding to purchase the needed supplies. In most cases, reusable kits can be assembled for a few hundred dollars. This activity will provide up to 20 grant applicants with a maximum of \$500 for supplies. This activity will improve highway safety by providing children with knowledge on how to ride their bicycles safely around motor vehicles. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

TBD

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Pedestrian and Bicyclist Safety Training and Outreach

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$10,000.00	\$2,500.00	\$10,000.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.5.1.4 Planned Activity: MilWALKee WALKS**

<b>Planned activity name</b>	MilWALKee WALKS
<b>Planned activity number</b>	2019-80-04-PS-04
<b>Primary countermeasure strategy</b>	Pedestrian and Bicyclist Safety Training and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

MilWALKee Walks is a safety coalition that aims to increase yielding to pedestrians at marked and unmarked crosswalks in Milwaukee. Funding would allow the group to host MilWALKee Walks Week to raise the profile of walking and yielding. This would be achieved by hosting community crosswalk demonstrations that attract media attention and educate the public about the laws that require yielding to pedestrians. Milwaukee leads the state in terms of the number of pedestrian crashes and the number of fatal pedestrian crashes. This grant would allow for brochures and coordination of the week, press release writing, event planning, media development, and outreach meetings to seven local groups that serve minority communities that have the highest pedestrian crash numbers. In 2018, MilWALKee Walks developed and strategized effective uses of media campaigns. This activity will impact traffic safety with a reduction in crashes and injuries among pedestrians in the targeted communities. MilWALKee Walks is managed and developed by the Wisconsin Bike Federation. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

TBD

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Pedestrian and Bicyclist Safety Training and Outreach

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Pedestrian Safety (FAST)	\$30,000.00	\$7,500.00	\$30,000.00

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.5.1.5 Planned Activity: Designing for Pedestrian Safety**

<b>Planned activity name</b>	Designing for Pedestrian Safety
<b>Planned activity number</b>	2019-80-03-PS-01
<b>Primary countermeasure strategy</b>	Pedestrian and Bicyclist Safety Training and Outreach

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**



No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This activity will provide two Designing for Pedestrian Safety or Designing for Pedestrian Safety Accessibility workshops in Wisconsin. The workshops provide engineers, planners, designers, and advocates, and employees of state and local government with knowledge to improve the safety of the pedestrian environment. Currently, two courses cost approximately \$13,000. This activity will have a positive impact on highway safety by reducing exposure through environmental countermeasures. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Pedestrian and Bicyclist Safety Training and Outreach

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$15,000.00	\$3,750.00	\$15,000.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.5.1.6 Planned Activity: UW-Milwaukee Pilot Study

<b>Planned activity name</b>	UW-Milwaukee Pilot Study
<b>Planned activity number</b>	2019-80-03-PS-02
<b>Primary countermeasure strategy</b>	Pedestrian and Bicyclist Safety Training and Outreach

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d),

**demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This pilot study would research and analyze interactions between pedestrian, bicyclist and motor vehicles on University of Wisconsin-Milwaukee (UW-M) campus grounds. This pilot study will be a partnership project with UW-M and UW-M Campus Police. This study utilizes UW-M's vast network of campus intersection cameras. Researchers will review intersection footage and assess interactions. This study may guide how to better utilize safety efforts for pedestrians and bicyclists. This study also will establish a rate of near-miss crashes between pedestrian, bicyclists, and motor vehicles. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Pedestrian and Bicyclist Safety Training and Outreach

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$20,000.00	\$5,000.00	\$20,000.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.5.2 Countermeasure Strategy: Pedestrian and Bicyclist Safety Law Enforcement

**Program area** Non-motorized (Pedestrians and Bicyclist)

**Countermeasure strategy** Pedestrian and Bicyclist Safety Law Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Increasing compliance with traffic laws that affect pedestrians, bicyclists, and motorists will reduce traffic crashes involving pedestrians and bicyclists, resulting in fewer non-motorist traffic fatalities.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing funding to enforce traffic laws relating to non-motorists and providing law enforcement with necessary related training will serve the state in attaining performance target C10, to reduce annual pedestrian fatalities five percent from the 2013-2017 calendar year rolling average of 49.8 to 47 in 2019.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

BOTS is increasing the funding of high-visibility enforcement of the rules of the road that pertain to the rights and responsibilities of motorist and non-motorist interactions in 2019 in order to meet the demand and the need for additional enforcement of these laws. Pedestrian fatalities have recently been increasing nationwide as well as within Wisconsin.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-80-05-PS	Pedestrian/Bicycle/Motor Vehicle High-Visibility Education and	Pedestrian and Bicyclist Safety Law

Enforcement

Enforcement

2019-80-03-PS-03

Pedestrian/Bicycle Law Enforcement Training

Pedestrian and Bicyclist Safety Law  
Enforcement

### 5.5.2.1 Planned Activity: Pedestrian/Bicycle/Motor Vehicle High-Visibility Education and Enforcement

**Planned activity name** Pedestrian/Bicycle/Motor Vehicle High-Visibility Education and Enforcement

**Planned activity number** 2019-80-05-PS

**Primary countermeasure strategy** Pedestrian and Bicyclist Safety Law Enforcement

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will collaborate with law enforcement agencies to provide, improve the quality, and increase the number 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 that can lead to failure to yield, sudden pedestrian movement, and bicyclist violations of stop signs and stop lights. These grants should only be used to supplement existing enforcement related to pedestrian and bicyclist safety. Additionally, agencies targeted for this training are required to have officers complete training related to pedestrian/bicyclist law enforcement. Agencies are also required to give presentations to their county traffic safety commissions about their enforcement plans. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

law enforcement agencies

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Pedestrian and Bicyclist Safety Law Enforcement

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$260,000.00	\$65,000.00	\$260,000.00

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.5.2.2 Planned Activity: Pedestrian/Bicycle Law Enforcement Training

<b>Planned activity name</b>	Pedestrian/Bicycle Law Enforcement Training
<b>Planned activity number</b>	2019-80-03-PS-03

Primary countermeasure strategy Pedestrian and Bicyclist Safety Law Enforcement

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Law enforcement professionals require more training related to laws for bicycle riders and pedestrians as well as laws that apply to operators of motor vehicles that impact pedestrians and bicyclists. Law enforcement officers cannot enforce laws if they do not completely understand them, and as a result traffic officers currently cannot optimally control traffic involving non-motorists and prevent crashes involving pedestrians and bicyclists. There will be four two-day periods of training. BOTS will develop new educational resources to support officers in the field. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**



BOTS

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Pedestrian and Bicyclist Safety Law Enforcement

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$30,000.00	\$7,500.00	\$30,000.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.5.3 Countermeasure Strategy: Highway Safety Office Program Management

**Program area** Non-motorized (Pedestrians and Bicyclist)

**Countermeasure strategy** Highway Safety Office Program Management

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

This State Program Manager position will positively impact traffic safety in Wisconsin by coordinating, planning, and managing the state's pedestrian and bicyclist safety program. This is a current position.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Spending state transportation safety funds on pedestrian and bicyclist safety program management will help the state to reach performance target C10, to reduce annual pedestrian fatalities five percent from the 2013-2017 calendar year rolling average of 49.8 to 47 in 2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Expenditures on planning and administration of the pedestrian and bicyclist safety program are necessary to make the other countermeasure strategies identified in this section effective. Planned funding for this position is the same as identified in the 2018 Highway Safety Plan.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-89-01	Pedestrian and Bicyclist Safety Program Management	Highway Safety Office Program Management

### 5.5.3.1 Planned Activity: Pedestrian and Bicyclist Safety Program Management

<b>Planned activity name</b>	Pedestrian and Bicyclist Safety Program Management
<b>Planned activity number</b>	2019-89-01
<b>Primary countermeasure strategy</b>	Highway Safety Office Program Management

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under**

**§ 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This planned activity will fund a current State Program Manager position focusing on pedestrian and bicyclist safety programs, including wage, fringe, data processing costs, materials, supplies, training, travel, printing, and postage. This position will also coordinate the Traffic Records Coordinating Committee. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2019	Other	Other	\$87,000.00
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## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.6 Program Area: Communications (Media)

**Program area type** Communications (Media)

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

Evidence from national studies of enforcement campaigns suggests the a media and outreach strategy that is used in conjunction with these efforts results in a more effective campaign, resulting in fewer traffic crashes and resultant fatalities and injuries. Paid media is a necessary component of national high-visibility enforcement mobilizations. Utilizing our resources to develop a communications strategy will enable our efforts to address the highway safety problems addressed in other program areas to be more successful.

### Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

#### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	555.7
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	2,967.6
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2019	168.0

2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2019	136.0
2019	C-7) Number of motorcyclist fatalities (FARS)	Annual	2019	75.0
2019	C-10) Number of pedestrian fatalities (FARS)	Annual	2019	47.0
2019	C-11) Number of bicyclists fatalities (FARS)	Annual	2019	8.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Paid Media
2019	Occupant Protection Outreach Program
2019	Communication Campaign

### 5.6.1 Countermeasure Strategy: Paid Media

**Program area** Communications (Media)

**Countermeasure strategy** Paid Media

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and**

that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The impact of the countermeasure strategy will be to help raise awareness among drivers of the importance of following highway safety rules and regulations, which will decrease the number of traffic crashes and resultant fatalities.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Spending highway safety funds on paid media will benefit the state in reaching performance target C2, to decrease the five-year average number of serious traffic injuries five percent from the 2013-2017 calendar year rolling average of 3,123.8 to 2,967.6 for 2015-2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Paid media is an essential component of the state's involvement in three national enforcement mobilizations: Drive Sober or Get Pulled Over-Labor Day, Drive Sober or Get Pulled Over-Winter Holidays, and Click It or Ticket. This countermeasure strategy is planned to be funded at the same amounts that are planned in the 2018 Highway Safety Plan.

**Planned activities**

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-90-07-PM	Paid Media - Multiple Programs	Paid Media
2019-31-07-PM	Paid Media - Impaired Driving	Paid Media

**5.6.1.1 Planned Activity: Paid Media - Multiple Programs**

<b>Planned activity name</b>	Paid Media - Multiple Programs
<b>Planned activity number</b>	2019-90-07-PM
<b>Primary countermeasure strategy</b>	Paid Media

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No



**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will enter into a contract for paid media in all major behavioral areas. Half of the funds will go toward Click It or Ticket, and the other half will go to other campaigns. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Paid Media

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Paid Advertising (FAST)	\$500,000.00	\$125,000.00	\$250,000.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.6.1.2 Planned Activity: Paid Media - Impaired Driving

**Planned activity name** Paid Media - Impaired Driving

**Planned activity number** 2019-31-07-PM

**Primary countermeasure strategy** Paid Media

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will enter into a contract for paid media for the impaired driving program. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Paid Media

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$250,000.00	\$62,500.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

**5.6.2 Countermeasure Strategy: Occupant Protection Outreach Program**

**Program area** Communications (Media)

**Countermeasure strategy** Occupant Protection Outreach Program

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required**

under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Outreach encouraging safety belt use among older children will increase safety belt use among students that participate in the program as well as their peers.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Spending funds on outreach promoting safety belt use among older children will support the state in reaching performance target C4, to decrease annual unrestrained passenger vehicle fatalities in all seating positions five percent from the 2013-2017 calendar year rolling average of 176.6 to 168 in 2019.

**Evidence of effectiveness**

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This countermeasure strategy will increase the awareness of the benefits of safety belt usage. Approved reimbursements in 2017 were \$22,077.61.

**Planned activities**

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-25-02-M2-02	Rollover Convincer	Occupant Protection Outreach Program

**5.6.2.1 Planned Activity: Rollover Convincer**

<b>Planned activity name</b>	Rollover Convincer
<b>Planned activity number</b>	2019-25-02-M2-02
<b>Primary countermeasure strategy</b>	Occupant Protection Outreach Program

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This program funds maintenance and upkeep for the seatbelt rollover convincer, travel, and a 0.5 LTE position. This is a current position. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Occupant Protection Outreach Program

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$30,000.00	\$7,500.00	

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.6.3 Countermeasure Strategy: Communication Campaign

**Program area** Communications (Media)

**Countermeasure strategy** Communication Campaign

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural**

roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Media strategies utilized in conjunction with high-visibility enforcement of Wisconsin's occupant protection laws and the Click It or Ticket national enforcement mobilization will increase proper use of safety belts and child passenger seats. Communications and outreach used in conjunction with the enforcement of traffic laws will reduce traffic crashes and resulting injuries and fatalities. A communications program for impaired driving will raise the awareness of the harm of impaired driving and help to reduce its occurrence. Public information and education campaigns for pedestrian and bicyclist safety will help to ensure that drivers receive the necessary information to share the road with pedestrians and bicyclists and that bicyclists have up-to-date information about the rules of the road. Public information and education programs for community outreach will help to engage the public, law enforcement, and government on new and emerging information as it relates to highway safety. Communication campaigns for motorist awareness of motorcyclists and motorcyclist conspicuity will increase the awareness of motorcyclists by other motorists, and it will encourage motorcyclists to dress conspicuously.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Spending funds on the development of public information and education campaigns will serve the state in reaching performance measure C1, to decrease the five-year average number of traffic fatalities two percent from the 2013-2017 calendar year rolling average of 567.0 to 555.7 for 2015-2019. Distributing new information about best practices engages the partners of the highway safety office with relevant ideas to decrease traffic fatalities statewide.



Allocation of funds toward occupant protection public information and education will assist the state in reaching performance target C4, to decrease annual unrestrained passenger vehicle fatalities in all seating positions five percent from the 2013-2017 calendar year rolling average of 176.6 to 168 in 2019

Using highway safety funds on a communication program for impaired driving will serve the state in reaching performance target C5, to decrease annual alcohol impaired driving fatalities five percent from the 2013-2017 calendar year rolling average of 143.0 to 136 in 2019.

Expenditures of state transportation safety funds on pedestrian and bicyclist safety public information and education will serve the state in reaching performance target C10, to reduce annual pedestrian fatalities five percent from the 2013-2017 calendar year rolling average of 49.8 to 47 in 2019.

Allocating federal highway safety funds on bicyclist safety public information and education will support Wisconsin in reaching performance target C11, to reduce annual bicyclist fatalities from the 2013-2017 calendar year rolling average of 9.4 to 8 in 2019.

Distributing funds toward motorcyclist safety public information and education campaigns will aid the state in reaching its performance target C7, to decrease annual motorcyclist fatalities five percent from the 2013-2017 calendar year rolling average of 79.4 to 75 in 2019.

## Evidence of effectiveness

### **Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Communications and outreach supporting enforcement of occupant protection programs is a proven countermeasure strategy. \$170,000 was planned in the 2018 Highway Safety Plan for this countermeasure, and a similar amount will be spent in 2019.

Public information and education activities supporting campaign development will help raise awareness among drivers of the importance of highway safety rules and regulations. A media campaign is an essential component of enforcement programs. The Wisconsin Department of Transportation spent \$263,614.69 on this in 2017. It plans to spend \$480,000 in the 2018 Highway Safety Plan, which is the same amount in this Highway Safety Plan.

A communication program focusing on reducing impaired driving is a standard media campaign that research has shown to be effective in reducing alcohol-related crashes. BOTS plans to spend a similar amount on this countermeasure strategy in 2019, and so the amount is not changing from the amount indicated in the 2018 Highway Safety Plan.

As non-motorist traffic fatalities are increasingly an issue nationwide, it is necessary that motorists have the information that they need to safely share the road with non-motorists. State expenditures on pedestrian and bicyclist safety public information and education in 2017 were \$8,239.18.

Bicyclist safety communication materials works to increase knowledge of laws relating to the safe operation of bicycles and to effect changes in motorist attitudes and behaviors. 2017 expenditures on this activity were \$18,519.84.

Public information and education expenditures on community outreach brings together our partners and helps to further our traffic safety messaging. 2017 expenditures were \$67,185.62, and a similar amount is planned for 2019.

A motorcyclist safety public information and education campaign will help to raise awareness about the need of protective clothing and to help raise awareness among other motorists. 2017 expenditures were \$36,681.25.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### **Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-25-02-M2-01	Occupant Protection Public Information and Education	Communication Campaign
2019-90-02-CP-03	Campaign Development Public Information and Education	Communication Campaign
2019-31-02-M5	Impaired Driving Communication Program	Communication Campaign
2019-89-02	Pedestrian and Bicyclist Safety Public Information and Education (State)	Communication Campaign
2019-80-02-PS	Pedestrian and Bicyclist Safety Public Information and Education (Federal)	Communication Campaign
2019-90-02-CP-01	Community Outreach Public Information and Education	Communication Campaign
2019-70-02-MC	Motorist Awareness and Motorcyclist Conspicuity	Communication Campaign

### 5.6.3.1 Planned Activity: Occupant Protection Public Information and Education

<b>Planned activity name</b>	Occupant Protection Public Information and Education
<b>Planned activity number</b>	2019-25-02-M2-01
<b>Primary countermeasure strategy</b>	Communication Campaign

#### Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This activity will include reviewing and updating information regarding child passenger safety, safety belt materials, and other items in both Spanish and English. State-specific occupant protection message will be created using Click It or Ticket and messages targeted at the unbuckled motor vehicle occupants. BOTS will partner with teen safe driving programs to promote young adult driver seat belt use, and it will duplicate print and video materials for distribution to the public. BOTS will review and update web-based information and materials for accuracy and to reduce printing and duplication costs. BOTS will encourage law enforcement agencies that receive federal highway safety program funds to develop and enforce an employee safety belt use policy. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS, Children's Hospital and Health System

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low Public Education (FAST)	\$170,000.00	\$42,500.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.6.3.2 Planned Activity: Campaign Development Public Information and Education

**Planned activity name** Campaign Development Public Information and Education

**Planned activity number** 2019-90-02-CP-03

**Primary countermeasure strategy** Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will continue to develop a statewide public information and education campaign on distracted driving, speed, and other campaigns to reduce injuries and fatalities based on NHTSA's goals and objectives utilizing various methods such as the Internet, print, and television. Costs will include contractual services for product, placement, printing, and postage. BOTS will collaborate with partners, revise and update all information, identify specific needs, and target information to various audiences including Spanish-speaking customers. BOTS will provide up-to-date educational materials and current data to the public, and it will collaborate with community prevention organizations to assist them in developing successful evidence-based prevention programs. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

#### Enter intended subrecipients.

BOTS

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$480,000.00	\$120,000.00	\$240,000.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

##### Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

#### 5.6.3.3 Planned Activity: Impaired Driving Communication Program

**Planned activity name** Impaired Driving Communication Program

**Planned activity number** 2019-31-02-M5

**Primary countermeasure strategy** Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will continue to develop a statewide public information and education campaign to reduce OWI injuries and fatalities based on NHTSA's goals and objectives utilizing various methods such as the web, print, and TV. This activity will include contractual services for product and placement, printing, and postage. BOTS will collaborate with partners, revise and update all information, identify specific needs, and target information to various audiences, including Spanish-speaking customers. BOTS will use materials on NHTSA's website more to reduce production costs. Program staff will develop and disseminate best practices information as well as provide up-to-date educational materials and current data to the public. BOTS will collaborate with community prevention organizations to assist them in developing successful evidence based prevention programs. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Paid Advertising	\$200,000.00	\$50,000.00	

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

### 5.6.3.4 Planned Activity: Pedestrian and Bicyclist Safety Public Information and Education (State)

**Planned activity name** Pedestrian and Bicyclist Safety Public Information and Education (State)

**Planned activity number** 2019-89-02

**Primary countermeasure strategy** Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will work with partners to keep information up-to-date, and add training brochures/information to WisDOT website. Additional information will be produced in 2019 as well as updates to out-of-date brochures. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

TBD

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2019	Other	Other	\$10,000.00
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## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.6.3.5 Planned Activity: Pedestrian and Bicyclist Safety Public Information and Education (Federal)

**Planned activity name** Pedestrian and Bicyclist Safety Public Information and Education (Federal)

**Planned activity number** 2019-80-02-PS

**Primary countermeasure strategy** Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d),**

**demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will continue to develop new material that educates all people involved in pedestrian/bicyclist safety, and it will continue to work in cooperation with Share and Be Aware to develop new training/educational materials. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$20,000.00	\$5,000.00	\$10,000.00

Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

5.6.3.6 Planned Activity: Community Outreach Public Information and Education

**Planned activity name** Community Outreach Public Information and Education

Planned activity number 2019-90-02-CP-01

Primary countermeasure strategy Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will enter into a contract to produce the Traffic Safety Reporter, which will include web design and distribution costs. The Traffic Safety Reporter is a web-accessible publication. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Dane County Sheriff's Office - DaneNET

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

2019 Communication Campaign

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$70,000.00	\$17,500.00	\$35,000.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

### 5.6.3.7 Planned Activity: Motorist Awareness and Motorcyclist Conspicuity

**Planned activity name** Motorist Awareness and Motorcyclist Conspicuity

**Planned activity number** 2019-70-02-MC

**Primary countermeasure strategy** Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State’s most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

This will fund media campaigns that address “May is National Motorcycle Safety Awareness Month” and in Wisconsin “May is Motorcycle Awareness Month.” These campaigns will promote motorists’ awareness of motorcyclists in a campaign to “look twice for motorcycles” via radio and television PSAs, posters, and other means. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Communication Campaign

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$50,000.00	\$12,500.00	\$0.00

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.7 Program Area: Motorcycle Safety

Program area type Motorcycle Safety

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

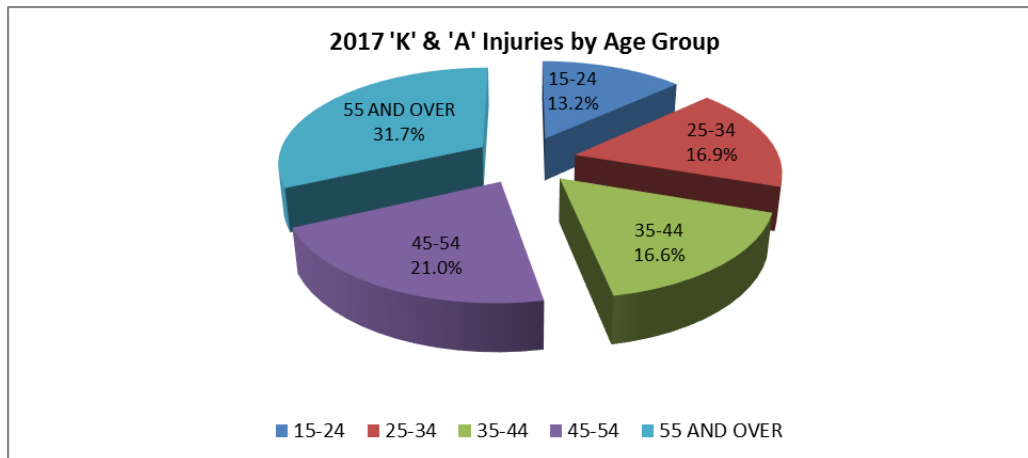
Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

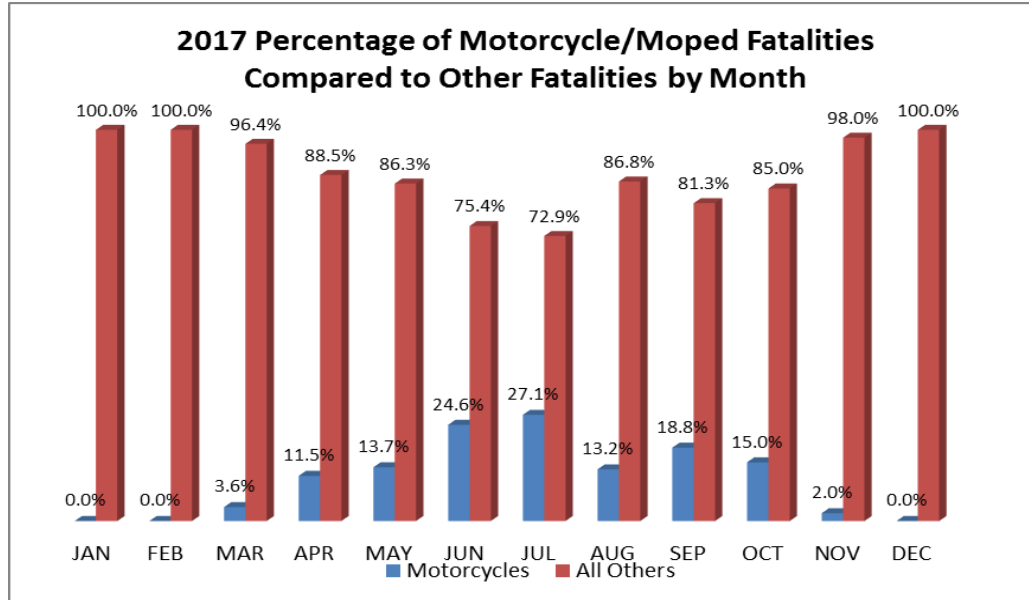
### Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Using a five-year rolling average (2012-2016), 87.4 motorcyclists or moped users died and 562.4 motorcyclists or moped users were seriously injured in Wisconsin annually. In 2017, 642 motorcyclists or moped users were seriously injured and 75 were killed in 2,285 reported traffic crashes. Over the prior five years, 83% of motorcycle/moped crashes resulted in fatality or injury. In 2017, if you were a rider in a reportable motorcycle or moped crash, you were most likely injured—only 359 motorcycle and moped crashes did not result in injury. Most of these injuries are to people over the age of 35 years old. The chart below shows that 69% of the motorcyclist fatalities and incapacitating injuries occur to individuals 35 years old and older.



Riding motorcycles and mopeds for most riders is a seasonal endeavor. Rarely does Wisconsin have a warm enough winter for even the most avid rider to continue around-the-year use. Motorcyclist fatalities nonetheless accounted for 12.5% of total fatalities on Wisconsin roads in 2017. The following graph illustrates when those fatalities occurred and what a large share of the total fatalities motorcyclists were (and are each year) during those months.



Percentage of Riders in Fatal Crashes Not Wearing a Helmet 2008-2017

Year	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Percentage	78%	65%	77%	92%	78%	76%	71%	83%	79%	66%

The chart above indicates that the percentage of riders in fatal crashes that chose not to wear a helmet remains high.

### Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-7) Number of motorcyclist fatalities (FARS)	Annual	2019	75.0
2019	C-8) Number of unhelmeted motorcyclist	Annual	2019	56.0

fatalities (FARS)

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Program Evaluation
2019	Motorcycle Rider Training
2019	Highway Safety Office Program Management
2019	Communication Campaign
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

### 5.7.1 Countermeasure Strategy: Program Evaluation

**Program area** Motorcycle Safety

**Countermeasure strategy** Program Evaluation

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**



No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Proper delivery of the approved curriculum materials will ensure that students gain additional knowledge of awareness of potential traffic hazards, and gain the physical skills necessary for safe operation of a motorcycle.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Spending motorcyclist safety funds on program evaluation will help the state in reaching performance target C7, to decrease annual motorcyclist fatalities five percent from the 2013-2017 average of 79.4 to 75 in 2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This countermeasure strategy will help Wisconsin increase proper use of rider education resources, motorist awareness of motorcyclists to decrease fatalities, including un-helmeted motorcyclists. 2017 expenditures were \$19,989.36.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-72-09-M9	Program Evaluation	Program Evaluation

#### 5.7.1.1 Planned Activity: Program Evaluation

Planned activity name	Program Evaluation
Planned activity number	2019-72-09-M9
Primary countermeasure strategy	Program Evaluation

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d),

demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

BOTS will evaluate the effectiveness of grant funding provided as well as ensure accurate curriculum implementation and adherence to all policies and procedures at all rider education sites across the state. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

#### Enter intended subrecipients.

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

2019 Program Evaluation

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Programs (FAST)	\$30,000.00	\$7,500.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.7.2 Countermeasure Strategy: Motorcycle Rider Training

**Program area** Motorcycle Safety

**Countermeasure strategy** Motorcycle Rider Training

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

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

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing funding for motorcycle rider education and training will aid the state in attaining performance target C8, to decrease annual un-helmeted motorcyclist fatalities five percent from the 2013-2017 average of 58.6 to 56 in 2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This countermeasure strategy will help Wisconsin increase use of the latest rider education resources to increase licensing among riders. This countermeasure strategy will remain funded at the same levels as indicated in the 2018 Highway Safety Plan.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-72-03-M9	Professional Development	Motorcycle Rider Training
2019-79-04	Rider Education Program	Motorcycle Rider Training
2019-72-06-M9	Motorcycle Training Equipment	Motorcycle Rider Training

### 5.7.2.1 Planned Activity: Professional Development

<b>Planned activity name</b>	Professional Development
<b>Planned activity number</b>	2019-72-03-M9

Primary countermeasure strategy Motorcycle Rider Training

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The Wisconsin Motorcyclist Safety Program will continue rider education courses to address novice, intermediate, and seasoned motorcyclists. It will also fund the Motorcycle Safety Foundation (MSF) Basic RiderCourse curriculum and the MSF Basic Rider Course-2. In addition to providing valuable safety information to students, these courses allow for constituents to receive their class M license without being required to take the on-road test with the Division of Motor Vehicles. This project also includes professional development of RiderCoach Trainers and train-the-trainer staff including curriculum updates, motorcyclist safety conferences and workshops. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 Motorcycle Rider Training

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcyclist Training (FAST)	\$30,000.00	\$7,500.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost**

No records found.

**5.7.2.2 Planned Activity: Rider Education Program****Planned activity name** Rider Education Program**Planned activity number** 2019-79-04**Primary countermeasure strategy** Motorcycle Rider Training

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting,**

**training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The Wisconsin Motorcyclist Safety Program (WMSP) Rider Education Program will administer classroom and hands-on rider training programs through the training sites funded by the Wisconsin Technical College System (WTCS) as well as private/non-funded training sites, including the Harley-Davidson Riding Academy sites that meet the Motorcycle Safety Foundation (MSF) and WMSP requirements for basic motorcycle/scooter, new, seasoned, and advanced motorcycle riders.

**Enter intended subrecipients.**

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Motorcycle Rider Training

**Funding sources**



**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	Other	Other	\$463,000.00		

### Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.7.2.3 Planned Activity: Motorcycle Training Equipment

<b>Planned activity name</b>	Motorcycle Training Equipment
<b>Planned activity number</b>	2019-72-06-M9
<b>Primary countermeasure strategy</b>	Motorcycle Rider Training

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will purchase training motorcycles, three-wheel motorcycles, trikes, scooters, traffic (motorcycle) simulators, or other motorcycle trainers or traffic simulators. This activity will fund new training and support materials for motorcycle awareness. Providing necessary training vehicles will complement and enhance the Rider Education Program. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 Motorcycle Rider Training

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcyclist Training (FAST)	\$60,000.00	\$15,000.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
two-wheel motorcycle	6	\$6,000.00	\$36,000.00	\$6,000.00	\$36,000.00
three-wheel motorcycle	1	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00

### 5.7.3 Countermeasure Strategy: Highway Safety Office Program Management

**Program area** Motorcycle Safety  
**Countermeasure strategy** Highway Safety Office Program Management

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Program management is an essential component to improve traffic safety in the state of Wisconsin. This position functions within the Bureau of Transportation Safety to work with partner agencies including but not limited to law enforcement, technical colleges, motorcycle dealerships, private business, and advocacy groups, and other BOTS staff to coordinate traffic safety and rider education grants, impairment enforcement and awareness efforts to reduce fatalities and injuries among motorcycle riders as indicated by crash and injury data.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

State transportation safety funds are used to support the management of the Wisconsin Motorcyclist Safety Program, which will benefit the state in reaching performance measure C7, to decrease annual motorcyclist fatalities five percent from the 2013-2017 average of 79.4 to 75 in 2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This position is essential for continuing coordination of Wisconsin's strong rider education program, associated grants, and outreach efforts. This is a current position. This countermeasure strategy will help Wisconsin increase use of rider education resources and motorist awareness of motorcyclists. This will in turn decrease fatalities, including those of un-helmeted motorcyclists. The same amount of expenditures are planned in 2019 as that which were indicated in the 2018 Highway Safety Plan.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-79-01	Program Management	Highway Safety Office Program Management

### 5.7.3.1 Planned Activity: Program Management

**Planned activity name** Program Management  
**Planned activity number** 2019-79-01  
**Primary countermeasure strategy** Highway Safety Office Program Management

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This State Program Manager position will coordinate, plan, and manage the Wisconsin Motorcyclist Safety Program (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 & supplies, training and travel, printing and postage, and National Association of State Motorcycle Safety Administrator dues.

**Enter intended subrecipients.**

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	Other	Other	\$150,000.00		

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.7.4 Countermeasure Strategy: Communication Campaign

**Program area** Motorcycle Safety  
**Countermeasure strategy** Communication Campaign

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required**

under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The ability to communicate directly with individual constituents allows for targeted discussions related to 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.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing federal highway safety funding for outreach to the motorcyclist community about safe riding as well as spending state revenue generated from the sale of specialized Harley-Davidson license plates for automobiles and trucks will help the state reach performance target C7, to decrease annual motorcyclist fatalities five percent from the 2013-2017 average of 79.4 to 75 in 2019.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

One of the ways Wisconsin qualifies for a 405(f) motorcyclist safety grant is by having a motorcyclist awareness program.

This countermeasure strategy will help Wisconsin increase use of rider education resources, awareness of motorcyclist responsibilities for safe riding strategies, and motorist awareness of motorcyclists to decrease fatalities, including un-helmeted motorcyclists. This countermeasure strategy will also help Wisconsin increase motorist awareness of motorcyclists to decrease motorcyclist fatalities. State expenditures in 2017 were \$175,656.66 and federal expenditures were \$143,570,21.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-70-04-MC	Communication and Outreach	Communication Campaign
2019-79-07	Motorcycle Awareness and Motorist Education	Communication Campaign

#### 5.7.4.1 Planned Activity: Communication and Outreach

<b>Planned activity name</b>	Communication and Outreach
<b>Planned activity number</b>	2019-70-04-MC
<b>Primary countermeasure strategy</b>	Communication Campaign

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an**



**active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

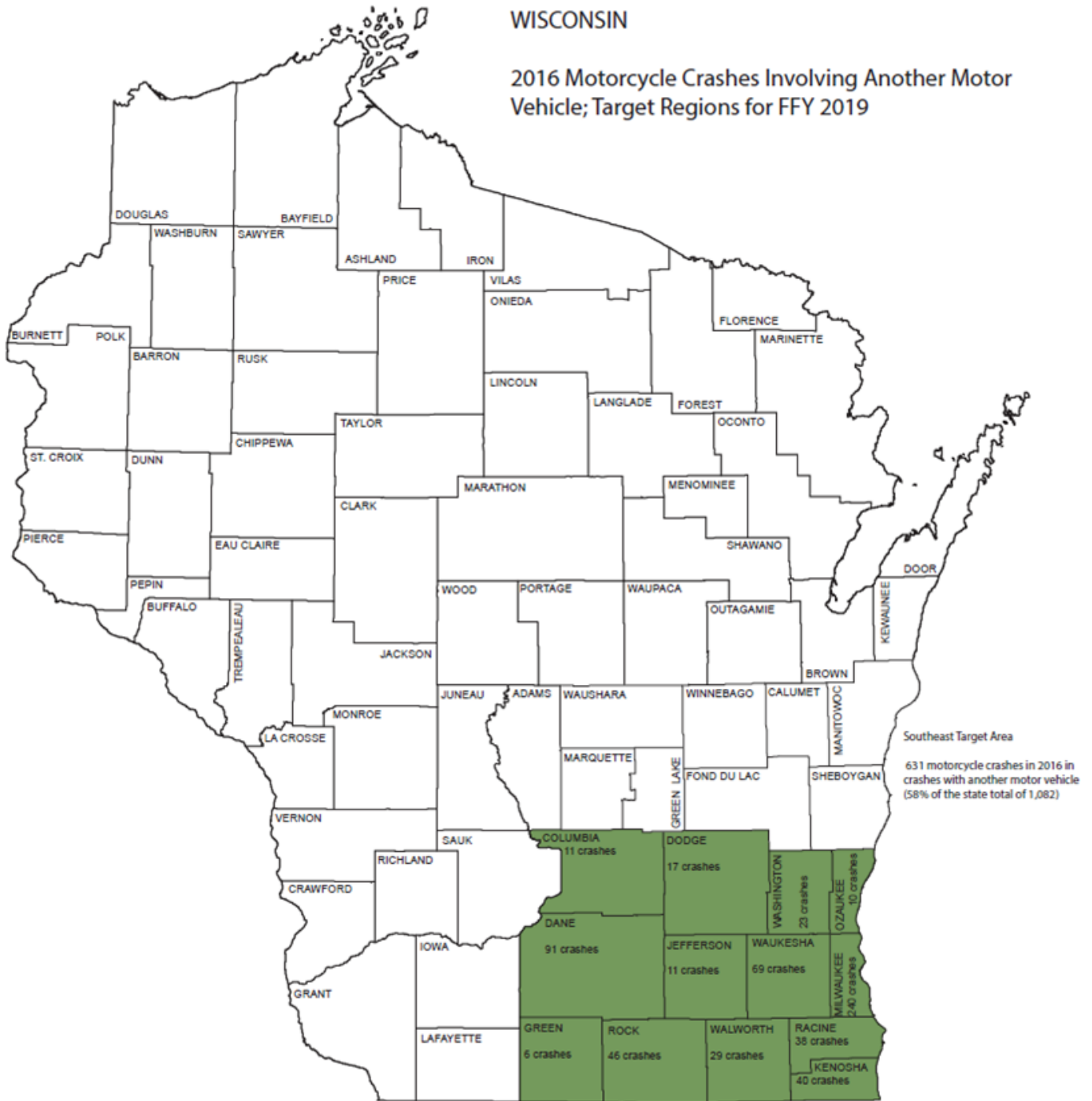
No

**Enter description of the planned activity.**

BOTS will continue expansion of the role the mobile outreach program plays and the number of activities it participates in to promote all aspects of motorcyclist awareness, safety, and rider education. BOTS will offer a variety of motorist and motorcyclist-related training and awareness activities as well as promote appropriate class M endorsement for owners of all on-road motorcycles. This activity will place and promote SMARTrainers. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

The Wisconsin Motorcyclist Safety Program improves motorist awareness of the presence of motorcyclists on or near its roadways and promotes safe driving practices that avoid injuries to motorcyclists. Through analysis of motorcycle crashes, it is evident that motorcycle awareness on the part of the general motoring public is a key component to reducing crashes and fatalities. A key issue that continues to be a contributing factor to multiple vehicle crashes is the fact that motorists claim to have not seen the motorcyclist. As a result, and via an ongoing campaign through the WISDOT Radio Newsline, motorists are encouraged to Look Twice for motorcyclists as they enter the driver's field of vision, change lanes, or approach intersections. In addition, motorists are also continually encouraged to Share the Roadways with motorcyclists.

In 2016, the most recent year finalized crash data are available, the year required per 23 C.F.R. §1300.25(f)(2), Wisconsin experienced 1,082 motorcycle crashes involving a motorcycle and another motor vehicle. The highest number of motorcycle crashes happened in the southeastern portion of the state where most of the population resides. This area is being targeted in 2019 for numerous activities intended to reduce crashes and fatalities. Although the southeast region is being targeted for programming, events and activities of the Wisconsin Motorcycle Safety Program will happen throughout the state. This target region accounted for 58% of the motorcycle crashes involving another motor vehicle in 2016.



Enter intended subrecipients.

BOTS

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$200,000.00	\$50,000.00	\$0.00

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

### 5.7.4.2 Planned Activity: Motorcycle Awareness and Motorist Education

Planned activity name Motorcycle Awareness and Motorist Education

Planned activity number 2019-79-07

Primary countermeasure strategy Communication Campaign

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### **Enter description of the planned activity.**

The Wisconsin Motorcyclist Safety Program will develop a specific media campaign to promote motorist awareness of motorcyclists. This campaign will be targeted to coincide with major motorcycling activities taking place during the most active segment of the riding season. This activity will be funded from the sale of Harvey-Davidson license plates per ss. 20.395 (5) (eh), 85.30, and 341.14 (6r) (b) 14m., Wis. Stats.

#### **Enter intended subrecipients.**

#### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

2019 Communication Campaign

#### Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	Other	Other	\$180,000.00		

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.7.5 Countermeasure Strategy: Alcohol Impairment: Detection, Enforcement and Sanctions

**Program area** Motorcycle Safety

**Countermeasure strategy** Alcohol Impairment: Detection, Enforcement and Sanctions

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as**

**enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Impairment has been a significant contributing factor to fatal crashes among motorcyclists. Enforcement will occur to reduce the number of impaired motorcyclists on the roadways.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Providing highway safety funds to address impaired operation of a motorcycle will help the state to reach performance target C7, to decrease annual motorcycle fatalities five from the 2013-2017 average of 79.5 to 75 in 2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Enforcement of the state's OWI laws among the motorcycling community will help Wisconsin decrease the number of fatal crashes among motorcyclists. An increase in funding toward this countermeasure strategy is planned this year since BOTS will expand these activities into new areas.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

## Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-70-05-MC	Motorcycle Operation under the Influence of Alcohol or Other Drugs Law Enforcement	Alcohol Impairment: Detection, Enforcement and Sanctions

### 5.7.5.1 Planned Activity: Motorcycle Operation under the Influence of Alcohol or Other Drugs Law Enforcement

<b>Planned activity name</b>	Motorcycle Operation under the Influence of Alcohol or Other Drugs Law Enforcement
<b>Planned activity number</b>	2019-70-05-MC
<b>Primary countermeasure strategy</b>	Alcohol Impairment: Detection, Enforcement and Sanctions

#### Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

#### Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

#### Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

#### Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

#### Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

#### Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

#### Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

#### Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will

**undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

BOTS will encourage participation in impaired driving high-visibility enforcement (HVE) and deterrence activities where there is the highest occurrence of motorcyclist crashes and fatalities involving motorcyclists impaired by drugs or alcohol. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

TBD

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$70,000.00	\$17,500.00	\$70,000.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

**5.8 Program Area: Traffic Records**

**Program area type** Traffic Records

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**



No

## Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

The FAST Act requires states to have a Traffic Records Coordinating Committee (TRCC) and a traffic records coordinator to administer the traffic records program. The traffic records coordinator is an existing position. Members of the TRCC include owners, operators, collectors, and users of traffic records and public health and injury control data systems. The TRCC also includes representatives from organizations related to highway safety, highway infrastructure, law enforcement, adjudication, public health, EMS, and others. The group meets at least quarterly (and sometimes more often, such as when plans are being formulated). The members of the TRCC have review and approval authority with respect to state highway safety data and systems. The TRCC members make decisions concerning membership and leadership, changes to the state's multi-year strategic plan, and interim performance measures used to demonstrate progress.

The TRCC accepted proposals from members to address the recommendations from the most recent traffic records assessment. The goals and principles set forth in the TRCC's 2019 Strategic Plan, NHTSA's publication Model Performance Measures for State Traffic Records Systems, and the following recommendations from the traffic records assessment were used to set performance targets and the planned activities within the countermeasure strategies of the traffic records program:

### 1. Strategic Planning Recommendation

- a. Strengthen the TRCC's abilities for strategic planning to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### 2. Crash Recommendations

- a. Improve the applicable guidelines for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- b. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### 3. Vehicle Recommendations

- a. Improve the procedures/ process flows for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- b. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### 4. Driver Recommendations

- a. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### 5. Roadway Recommendations

- a. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- b. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- c. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

## 6. Citation / Adjudication Recommendations

- a. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

## 7. EMS / Injury Surveillance Recommendations

- a. Improve the description and contents of the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- b. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- c. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

## 8. Data Use and Integration Recommendations

- a. Improve the traffic records systems capacity to integrate data to reflect best practices identified in the Traffic Records Program Assessment Advisory.

States are allowed to use grant funds for making data program improvements to core highway safety databases related to quantifiable, measurable progress in any of the significant data program attributes of accuracy, completeness, timeliness, uniformity, accessibility, or integration. This section includes the project concepts that the TRCC has approved for grant funding for federal fiscal year 2019.

## Performance measures

**Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.**

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-1) Number of traffic fatalities (FARS)	5 Year	2019	555.7

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Improving Vehicle Database Accessibility
2019	Improving Emergency Medical Services Database Integration
2019	Improving Crash Database Integration
2019	Improving Crash Database Completeness

2019	Improving Crash Database Accuracy
2019	Improving Crash Database Accessibility
2019	Improving Citation Database Completeness
2019	Improving Adjudication Database Integration
2019	Highway Safety Office Program Management

### 5.8.1 Countermeasure Strategy: Improving Vehicle Database Accessibility

**Program area** Traffic Records

**Countermeasure strategy** Improving Vehicle Database Accessibility

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as**

**enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

This countermeasure strategy will add a query and import functionality into Mobile Architecture for Communications Handling (MACH), a kind of law enforcement communications software, to provide for more complete and accurate vehicle data being captured while decreasing the amount of time required of the user to input the data.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Improving the accessibility of the vehicle database will help the state reach performance target C1, to decrease the five-year average of traffic fatalities two percent from the 2013-2017 average of 567.0 to 555.7 for 2015-2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The MACH Bot can currently import 12 state person and vehicle returns into TraCS and an additional six states vehicle or person information. By the end of the 2018, all the remaining state person and vehicle should import into TraCS.

The amount allocated to this countermeasure strategy is according to the budget submitted to and approved by the TRCC.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

## Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-58-06-M3-03	Mobile Architecture for Communications Handling (MACH) Bot	Improving Vehicle Database Accessibility

### 5.8.1.1 Planned Activity: Mobile Architecture for Communications Handling (MACH) Bot

Planned activity name	Mobile Architecture for Communications Handling (MACH) Bot
Planned activity number	2019-58-06-M3-03
Primary countermeasure strategy	Improving Vehicle Database Accessibility

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

An additional MACH Bot feature in MACH has been developed to allow users to securely query the Wisconsin TIME system for information like driver's license records and license plate records. The current MACH Bot can then import the information obtained from the TIME queries directly into the electronic crash, citation, warning and other forms in the Traffic and Criminal Software (TraCS). This will improve the accessibility of vehicle data as well as the accessibility of driver data by expanding the MACH Bot's Traffic and Criminal Software (TraCS) import capabilities to all 50 states by the end of the calendar year 2018. The developer of MACH and TraCS, Technology Enterprise Group, has recently released information that with a small amount of additional development funding it could provide the same import capabilities for all remaining states. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Wisconsin State Patrol

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Improving Vehicle Database Accessibility

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$8,000.00	\$2,000.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.8.2 Countermeasure Strategy: Improving Emergency Medical Services Database Integration****Program area** Traffic Records**Countermeasure strategy** Improving Emergency Medical Services Database Integration

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The Wisconsin Crash Outcome Data Evaluation System (CODES) Project links Wisconsin, Minnesota, and Iowa hospital patient records with the DOT's Traffic Crash File. BOTS, NHTSA, and other researchers use these linked data for traffic injury-related epidemiological research and for program planning, evaluation, and administration at national, state, and local levels. Wisconsin's hospital inpatient and emergency department datasets are used for traffic crash-related injury surveillance and analysis by DOT, local agencies, and other researchers doing traffic injury-related investigations as well as for traffic safety program planning, management, evaluation, and administration.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Spending highway safety funds to improve the integration of emergency medical services databases to other traffic safety databases will serve the state in attaining performance target C1, to decrease the five-year average of traffic fatalities two percent from the 2013-2017 average of 567.0 to 555.7 for 2015-2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This countermeasure strategy addresses the data use and integration recommendations outlined in the 2015 State of Wisconsin Traffic Records Assessment. The goal of this project is to continue to improve deficiencies in the timeliness, accuracy, completeness, and accessibility of hospital inpatient and emergency department visit data for Wisconsin residents, as well as more effectively integrate these data with Wisconsin Traffic Crash reports. The amount allocated to this countermeasure strategy is according to the budgets submitted to and approved by the TRCC.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-58-03-M3-10	CODES Traffic Crash Record Linkage Project	Improving Emergency Medical Services Database Integration
2019-58-03-M3-11	Hospital Patient Data Archive Improvement Project	Improving Emergency Medical Services Database Integration



### 5.8.2.1 Planned Activity: CODES Traffic Crash Record Linkage Project

**Planned activity name** CODES Traffic Crash Record Linkage Project

**Planned activity number** 2019-58-03-M3-10

**Primary countermeasure strategy** Improving Emergency Medical Services Database Integration

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This project will improve emergency medical services database integration with other data sources with the following objectives:

Objective 1: Create the basic CODES file linkages for 2018 data between Wisconsin Traffic Crash records and Wisconsin Hospital Inpatient records, Wisconsin Hospital Emergency Department Visit (ED Visit) records, and WARDS records.

Objective 2: Create the basic CODES file linkages for 2018 data between Wisconsin Traffic Crash records and Minnesota Hospital Inpatient records, Minnesota Hospital Emergency Department Visit (ED Visit) records, and WARDS records.

Objective 3: Create the basic CODES file linkages for 2018 data between Wisconsin Traffic Crash records and Iowa Hospital Inpatient records, Iowa Hospital Emergency Department Visit (ED Visit) records, and WARDS records.

Objective 4: Explore the possibility of linking CODES files with other data sources such as Wisconsin Trauma Registry data, PDMP data, and opioid-related datasets.

Objective 5: Advise and participate in the Wisconsin CODES Board when convened and to provide advice and consultation to CODES data users as requested.

Objective 6: Advise and participate in the Wisconsin Traffic Records Coordinating Committee on behalf of the Division of Public Health.

The Wisconsin CODES Project links Wisconsin, Minnesota, and Iowa hospital patient records with the DOT's traffic crash file. This project will match 2018 Wisconsin traffic crash reports to hospital inpatient, emergency department (ED), and Wisconsin Ambulance Run Data System (WARDS) data records from Wisconsin, Minnesota, and Iowa updating Wisconsin's CODES data resource. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

#### Enter intended subrecipients.

Office of Health Informatics, Division of Public Health, Wisconsin Department of Health Services

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Improving Emergency Medical Services Database Integration

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$50,327.00	\$12,581.75	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.8.2.2 Planned Activity: Hospital Patient Data Archive Improvement Project

<b>Planned activity name</b>	Hospital Patient Data Archive Improvement Project
<b>Planned activity number</b>	2019-58-03-M3-11
<b>Primary countermeasure strategy</b>	Improving Emergency Medical Services Database Integration

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This activity will continue to enhance data timeliness, accuracy, and completeness by further developing procedures for efficiently processing quarterly additions from Wisconsin, Minnesota, and Iowa hospitals and emergency departments to the archive, thus facilitating higher quality data linkages with other public health and state databases. The 2019 project will write new codes that will allow for quicker and more efficient access to the views and tables retrieved from the Structured Query Language (SQL) database and create more standardized views and tables that present data in a more clear and interpretable way. In addition, this activity will improve the data transformation process by creating code to automate the transformation. Finally, this activity will aid in performing historic trend analysis since the conversion of data from International Classification of Diseases (ICD)-9 coding to ICD-10 coding. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Office of Health Informatics, Division of Public Health, Wisconsin Department of Health Services

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Improving Emergency Medical Services Database Integration

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$50,570.00	\$12,642.50	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.8.2.3 Planned Activity: Crash Outcome Data Evaluation System (CODES)**

Planned activity name	Crash Outcome Data Evaluation System (CODES)
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**Planned activity number** 2019-58-03-M3-12

**Primary countermeasure strategy** Improving Emergency Medical Services Database Integration

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This activity will link together crash data for Wisconsin and Minnesota with the hospital discharge and emergency department data files for 2017. It will also add necessary components such as injury severity and medical/other costs to 2017 data. Some information components that will be added to 2017 data include injury severity information using International Classification of Diseases (ICD)-10 standards using translation sheets as well as updated economic and social costs of motor vehicle crashes using a new methodology. This activity will also develop public use data files, statewide crash and injury outcome reports for different classes of persons, develop reports specific to 72 counties and 70 communities, and analysis covering major behavioral highway safety issue

areas. This activity will also update an online query system for this most recent year and add the maximum abbreviated injury score as an element to query.

#### Enter intended subrecipients.

University of Wisconsin-Madison

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Improving Emergency Medical Services Database Integration

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$130,000.00	\$32,500.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.8.3 Countermeasure Strategy: Improving Crash Database Integration

**Program area** Traffic Records  
**Countermeasure strategy** Improving Crash Database Integration

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

This countermeasure strategy will improve the integration of the crash database with other data sources by building upon the foundation through a prototype integration of external datasets. Last year, Wisconsin introduced a new crash database for recording and reporting information on motor vehicle crashes in the state. Significantly expanded from its predecessor and compliant with national standards for crash reporting, this crash database is an important tool for roadway safety and efficiency improvement programs. These 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 in order to enhance overall safety analysis capabilities.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Improving the integration of the crash database with other data sources will support the state in reaching performance target C1, to decrease the five-year average of traffic fatalities two percent from the 2013-2017 average of 567.0 to 555.7 for 2015-2019.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

As the custodian of the crash database, the Division of State Patrol is constantly seeking to improve the quality of crash data by integrating the data with other data sources. The amount allocated to this countermeasure strategy is according to the budgets submitted to and approved by the TRCC.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-58-03-M3-05	WisTransPortal Safety Data Warehouse Data Linkage Prototype	Improving Crash Database Integration
2019-58-03-M3-06	Developing Linkages between DMV Data and Crash Data	Improving Crash Database Integration

#### 5.8.3.1 Planned Activity: WisTransPortal Safety Data Warehouse Data Linkage Prototype

<b>Planned activity name</b>	WisTransPortal Safety Data Warehouse Data Linkage Prototype
<b>Planned activity number</b>	2019-58-03-M3-05
<b>Primary countermeasure strategy</b>	Improving Crash Database Integration

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**



No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This activity would apply the foundational results from the 2018 project to link a critical dataset to improve data-driven safety research, analysis, and decision support on WisTransPortal. It would also test the effectiveness of the architectural model to support a longer-term buildout of a crash data warehouse based on the NHTSA traffic safety information system "honeycomb" model for connected datasets, a fundamental long-term goal of the new DT4000 crash database and for the associated WisDOT crash data pipeline project process. Realizing the full potential of the ability to conduct safety analyses now that BOTS houses the crash database is a multi-year undertaking that will require upfront planning and iterative development to incorporate project objectives from the Wisconsin Department of Transportation (WisDOT) crash data pipeline planning process. This activity will build a prototype model for the integration of crash data with one external dataset, to be determined in coordination with the Bureau of Transportation Safety (BOTS) at the outset of the project period. Potential datasets include toxicology report data from the Wisconsin State Hygiene Laboratory and Wisconsin driver citation records. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

University of Wisconsin-Madison, Traffic Operations and Safety Laboratory

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Improving Crash Database Integration

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$25,000.00	\$6,250.00	

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.8.3.2 Planned Activity: Developing Linkages between DMV Data and Crash Data

<b>Planned activity name</b>	Developing Linkages between DMV Data and Crash Data
<b>Planned activity number</b>	2019-58-03-M3-06
<b>Primary countermeasure strategy</b>	Improving Crash Database Integration

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under

**§ 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The scope of this planned activity is to get the DMV data (vehicle, driver, registration/title, roadway, citation/adjudication/warnings, motorcycle training information) from mainframe DMV DB2 tables and load the data into the DET server for creating linkages with crash data. This system will be used for crash data reporting throughout the Wisconsin Department of Transportation. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS, Crash Records Unit

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Improving Crash Database Integration

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal	Funding Source	Eligible Use of Funds	Estimated Funding	Match	Local Benefit
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Year			Amount	Amount
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$50,000.00	\$12,500.00

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.8.4 Countermeasure Strategy: Improving Crash Database Completeness

**Program area** Traffic Records

**Countermeasure strategy** Improving Crash Database Completeness

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural**

**roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

If or when law enforcement does not file a crash report form (DT4000), motorists are required to complete the Wisconsin Driver Report of Crash, DT4002. Traditionally, driver reports of crashes are not included in safety evaluations due to questions associated with accuracy and completeness of those reports. In 2017, over 10,500 DT4002 forms have been completed, while over 122,500 police-reported crashes (DT 4000) have been completed. Considering that driver reported crashes are about 8% of the police reported crashes, it is fitting for traffic safety professionals to examine these reports. An examination of these reports will be valuable in determining the causes of all crashes, which will benefit the state by allowing BOTS to have an even better picture about how to allocate highway safety funding among the different program areas.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

This countermeasure strategy will improve the completeness of the crash database by performing a comparative and trend analysis of the driver reported crashes (DT4002), examining the completeness of these reports, and evaluating the feasibility of incorporating them into safety analyses or using them as a surrogate safety measure. Improving the completeness of the crash database will be of service to the state in reaching performance target C1, to decrease the five-year average of traffic fatalities two percent from the 2013-2017 average of 567.0 to 555.7 for 2015-2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

According to Wisconsin's 2015 Traffic Records Assessment: "Another easily implemented improvement in the crash data management program would be to develop a set of periodic comparative and trend analyses. These reports are used to identify unexplained differences in the data across years and jurisdictions. This process will be especially valuable as the State implements its new crash database." The proposed project partially addresses this recommended improvement in the context of DT4002. The amount allocated to this countermeasure strategy is according to the budget submitted to and approved by the TRCC.

**Planned activities**

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-58-03-M3-04	Examining Driver Reports of Crashes	Improving Crash Database Completeness

**5.8.4.1 Planned Activity: Examining Driver Reports of Crashes**

<b>Planned activity name</b>	Examining Driver Reports of Crashes
<b>Planned activity number</b>	2019-58-03-M3-04
<b>Primary countermeasure strategy</b>	Improving Crash Database Completeness

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This project is broken down into three objectives.

1. Trend Analysis: Identify variation in the number of driver-reported crashes over a five-year period before the introduction of DT4002 and the time period after its introduction.
2. Report Completeness: Examine a random sample of the reports to quantify completeness.
3. Feasibility of Using in Analysis: A manual review of a random sample will be conducted to verify the accuracy of attributes and feasibility of using in safety analysis and/or as a surrogate safety measure.

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

**Enter intended subrecipients.**

University of Wisconsin-Madison, Traffic Operations and Safety Laboratory

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Improving Crash Database Completeness

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$50,000.00	\$12,500.00	

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.8.5 Countermeasure Strategy: Improving Crash Database Accuracy

**Program area** Traffic Records

**Countermeasure strategy** Improving Crash Database Accuracy

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No



**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

A modest decrease in the time it takes to complete an element of the crash form will result in aggregate time savings of 140 officer hours a year. This is time that can now be spent on traffic law enforcement, which will improve traffic safety.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Improving the accuracy of the crash database will help the state to reach performance target C1, to decrease the five-year average of traffic fatalities two percent from the 2013-2017 average of 567.0 to 555.7 for 2015-2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This project will improve accuracy of the crash database by decreased cognitive burden (no need to translate between verbal and spatial representations of the information) and manual dexterity requirements (clicking on the figure versus scrolling and clicking exactly on the box in the drop-down list) of the new widget will improve the accuracy of entry of these data. The Traffic and Criminal Software (TraCS) Forms Advisory Committee has identified this project to be proposed to the TRCC because of its ability to improve data quality. The amount allocated to this countermeasure strategy is according to the budget submitted to and approved by the TRCC.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its**

performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-58-06-M3-01	Traffic and Criminal Software (TraCS) Update	Improving Crash Database Accuracy

#### 5.8.5.1 Planned Activity: Traffic and Criminal Software (TraCS) Update

Planned activity name	Traffic and Criminal Software (TraCS) Update
Planned activity number	2019-58-06-M3-01
Primary countermeasure strategy	Improving Crash Database Accuracy

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This planned activity will address developing a custom data entry widget that can be completed by simply clicking on the image of the vehicle to indicate the values of a data field. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Bureau of Transportation Safety, Crash Records Unit

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Improving Crash Database Accuracy

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$5,000.00	\$1,250.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.8.6 Countermeasure Strategy: Improving Crash Database Accessibility**

**Program area** Traffic Records  
**Countermeasure strategy** Improving Crash Database Accessibility

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative**

**countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Each year, thousands of Wisconsin residents are injured or killed in traffic crashes. In an effort to prevent these tragedies, the legislature has established a traffic safety commission (TSC) in every county. These commissions are charged, per Wisconsin statute 83.013 (1), to maintain a map of traffic crashes within their county and to review those crashes on a quarterly basis for general awareness and to provide recommendations for corrective action, as appropriate. Because of the complexity of traffic crashes, the legislature required a breadth of expertise to serve on these commissions. TSC membership creates a collaboration of stakeholders dedicated to reducing injuries and death on their roadways locally, regionally and statewide. Making crash data more accessible to the TSCs will help local agencies make data-driven decisions for their programs. New research and development into predictive crash analytics will lessen risky driver behaviors and may also allow for better crash outcomes by lessening response times. Specific objectives will include algorithmic improvements based on performance results from the new system.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Spending highway safety funds to improve the accessibility of the crash database will help the state reach performance target C1, to decrease the five-year average of traffic fatalities two percent from the 2013-2017 average of 567.0 to 555.7 for 2015-2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Improving the accessibility of the crash database and a focus on predictive analytics will be accomplished by making enhancements to the TSC resources area in community maps and by providing high-quality data that will allow law enforcement agencies to visualize where, when, and how crashes are most likely to occur in a dynamic map layer. These activities will complete a feedback loop between crash reporting to the state and law enforcement agencies. The amount allocated to this countermeasure strategy is according to the budgets submitted to and approved by the TRCC.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-58-03-M3-02	Community Maps TSC Crash Mapping Improvements	Improving Crash Database Accessibility
2019-58-03-M3-03	WisTransPortal/Predictive Crash Research and Development	Improving Crash Database Accessibility

### 5.8.6.1 Planned Activity: Community Maps TSC Crash Mapping Improvements

**Planned activity name** Community Maps TSC Crash Mapping Improvements  
**Planned activity number** 2019-58-03-M3-02  
**Primary countermeasure strategy** Improving Crash Database Accessibility

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

The Community Maps system serves as an integral component of the Wisconsin State Patrol's predictive analytics and of the county traffic safety commission (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. The 2019 project will provide system support

and prioritized enhancements to the Community Maps system to build upon the successful 2018 rollout. Specific objectives include improvements to Community Maps analytics and reporting capabilities and enhancements to the TSC Resources area. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

#### Enter intended subrecipients.

University of Wisconsin-Madison, Traffic Operations and Safety Laboratory

BOTS

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Improving Crash Database Accessibility

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$65,000.00	\$16,250.00	

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.8.6.2 Planned Activity: WisTransPortal/Predictive Crash Research and Development

<b>Planned activity name</b>	WisTransPortal/Predictive Crash Research and Development
<b>Planned activity number</b>	2019-58-03-M3-03
<b>Primary countermeasure strategy</b>	Improving Crash Database Accessibility

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an

**active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This activity will allow the University of Wisconsin-Madison Traffic Operations and Safety Laboratory to continue researching and developing best practices for predicting where and under what conditions crash occur. This would allow law enforcement agencies—the State Patrol in particular—to expend resources in the most efficient manner possible by being in a place where and when crashes are most likely to occur. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

Division of State Patrol

University of Wisconsin-Madison, Traffic Operations and Safety Laboratory

Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**



**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Improving Crash Database Accessibility

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$65,000.00	\$16,250.00	

**Major purchases and dispositions**

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.8.7 Countermeasure Strategy: Improving Citation Database Completeness**

**Program area** Traffic Records

**Countermeasure strategy** Improving Citation Database Completeness

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Traffic safety in Wisconsin relies upon enforcement, which in turn relies upon cooperation between agencies (particularly in small rural agencies with limited human resources). By boosting the number of Traffic and Criminal Software (TraCS) users, this countermeasure strategy will improve traffic safety through the state. Additionally, by attending conferences and receiving information about best practices for TraCS-related issues, Division of State Patrol staff will be able to more effectively assist law enforcement agencies when they have problems entering data.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Expenditures of highway safety funds to improve the completeness of the citation database will benefit the state by helping it reach performance target C1, to decrease the five-year average of traffic fatalities two percent from the 2013-2017 average of 567.0 to 555.7 for 2015-2019.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This countermeasure strategy will boost the completeness of law enforcement data because TraCS is transmitted electronically and validated electronically. By learning from other TraCS users and gaining valuable updates from TraCS developers, further implementation of TraCS and attendance at conferences will improve their ability to help law enforcement agencies (LEAs) with TraCS-related issues and problems; this will, in turn, boost the completeness of the TraCS data that LEAs enter. Planned expenditures for the activities of this countermeasure strategy are for the same amounts as was indicated in the 2018 Highway Safety Plan.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-58-03-M3-07	Travel Stipend for Bi-Annual DSP TraCS Training	Improving Citation Database Completeness
2019-58-06-M3-02	Final TraCS Implementation for Select Agencies	Improving Citation Database Completeness

#### 5.8.7.1 Planned Activity: Travel Stipend for Bi-Annual DSP TraCS Training

<b>Planned activity name</b>	Travel Stipend for Bi-Annual DSP TraCS Training
<b>Planned activity number</b>	2019-58-03-M3-07
<b>Primary countermeasure strategy</b>	Improving Citation Database Completeness

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This funding will support two individuals from the Division of State Patrol (DSP) to attend two different TraCS-related user conferences. TraCS is the software used by all Wisconsin law enforcement agencies to collect and transmit crashes and citations. Entering accurate data in TraCS is absolutely crucial in that it allows the Bureau of Transportation Safety (BOTS) to target grants, study dangerous areas and emerging behavioral issues on Wisconsin roads, and share crash data through Community Maps at the TSCs. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

TBD

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Improving Citation Database Completeness

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$6,000.00	\$1,500.00	

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.8.7.2 Planned Activity: Final TraCS Implementation for Select Agencies

**Planned activity name** Final TraCS Implementation for Select Agencies

**Planned activity number** 2019-58-06-M3-02

**Primary countermeasure strategy** Improving Citation Database Completeness

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

While most law enforcement agencies are utilizing TraCS, there are some small agencies throughout the state that have not yet joined TraCS. These funds will provide strategic start-up funds to small agencies to implement TraCS. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Improving Citation Database Completeness

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$25,000.00	\$6,250.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.8.8 Countermeasure Strategy: Improving Adjudication Database Integration**

**Program area** Traffic Records

**Countermeasure strategy** Improving Adjudication Database Integration

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Ignition interlock devices (IIDs) are a tool to reduce the recurrence of impaired driving. There is increasing interest in the potential benefits of IID. Improving data systems surrounding the use of these devices has the potential to reduce OWI recidivism.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Spending highway safety funds to improve the integration of the adjudication database will help the state in reaching performance target C1, to decrease the five-year average of traffic fatalities two percent from the 2013-2017 average of 567.0 to 555.7 for 2015-2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

This countermeasure strategy will identify the current process and improvements that can be made to help law enforcement improve compliance with IID. The amount allocated to this countermeasure strategy is according to the budgets submitted to and approved by the TRCC.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-58-03-M3-08	Ignition Interlock Device Pilot	Improving Adjudication Database Integration

### 5.8.8.1 Planned Activity: Ignition Interlock Device Pilot

<b>Planned activity name</b>	Ignition Interlock Device Pilot
<b>Planned activity number</b>	2019-58-03-M3-08



Primary countermeasure strategy Improving Adjudication Database Integration

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This project will identify the current process and improvements that can be made to help law enforcement improve compliance with IID. This activity will document the flow of data from ignition interlock installation and offenders. The subrecipient will work with a pilot county to determine the benefits of the real-time data from IID as well as improving the XML feeds from the vendor. For this project, the subrecipient will collaborate with the WisDOT Bureau of Transportation Safety Chemical Testing Section to pilot and document the benefits of real-time data collection of ignition interlock devices. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

University of Wisconsin-Madison, Traffic Operations and Safety Laboratory

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Improving Adjudication Database Integration

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$30,000.00	\$7,500.00	

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.8.9 Countermeasure Strategy: Highway Safety Office Program Management

**Program area** Traffic Records

**Countermeasure strategy** Highway Safety Office Program Management

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

**Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

This countermeasure strategy will impact traffic safety through the effective organization and planning of the Traffic Records Coordinating Committee (TRCC) and its projects. An effective and well-functioning TRCC relies upon strong strategic direction, organization, and support from the Bureau of Transportation Safety. This group also relies upon best-practices gained from attendance at national conferences. Traffic safety analysis relies upon greater data integration and the knowledge of best-practices in traffic safety data management. This countermeasure strategy will support all traffic safety data improvement efforts, and thus make Wisconsin's roads safer.

**Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Coordinating program management and strategic planning for the traffic records program will help the state in reaching performance target C1, to decrease the five-year average of traffic fatalities two percent from the 2013-2017 average of 567.0 to 555.7 for 2015-2019. Coordination of the program is necessary in order to make the quantifiable and measurable improvements to the state's core highway safety databases described in this section.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Objective analysis of the benefits and costs of different projects—and the reporting of these facts to TRCC members—is a crucial part of ensuring that federal transportation dollars are wisely spent where they can do the most good. Moreover, a well-organized TRCC is only possible with these funds and this position; an organized TRCC allows for more integrated, accessible, timely, and accurate data. An effective and well-functioning TRCC relies upon strong strategic direction, organization, and support from the Bureau of Transportation Safety. This group also relies upon best-practices gained from attendance at national conferences. These funds will maximize the efficiency of TRCC meetings and boost productivity among TRCC members by supporting planning processes and best-practices in regards to data. The funding amount allocated to these activities is the same as that in the 2018 Highway Safety Plan.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-58-01-M3	Program Evaluation Analyst	Highway Safety Office Program Management
2019-58-03-M3-01	TRCC Coordination and Planning	Highway Safety Office Program Management

### 5.8.9.1 Planned Activity: Program Evaluation Analyst

<b>Planned activity name</b>	Program Evaluation Analyst
<b>Planned activity number</b>	2019-58-01-M3
<b>Primary countermeasure strategy</b>	Highway Safety Office Program Management

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

This activity will fund a 1.0 FTE Program Evaluation Analyst position. This is a current position. Objective analysis of the benefits and costs of different projects—and the reporting of these facts to TRCC members—is a crucial part of ensuring that federal transportation dollars are wisely spent where they can do the most good. Moreover, a well-organized TRCC is only possible with these funds and this position; an organized TRCC allows for more integrated, accessible, timely, and accurate data. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

**Enter intended subrecipients.**

BOTS

Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$90,000.00	\$22,500.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.8.9.2 Planned Activity: TRCC Coordination and Planning**

<b>Planned activity name</b>	TRCC Coordination and Planning
<b>Planned activity number</b>	2019-58-03-M3-01
<b>Primary countermeasure strategy</b>	Highway Safety Office Program Management

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

#### Enter description of the planned activity.

This activity will fund the coordination, planning, and management of the traffic records program, as well as the administration of the Traffic Records Strategic Plan (TRSP) and Strategic Highway Safety Plan (SHSP) data sections. This activity will also fund the planning and production of TRCC Meetings, TRSP development, and travel to national conferences. Wisconsin meets its requirements for match with traffic enforcement conducted on straight time by the Wisconsin State Patrol.

#### Enter intended subrecipients.

TBD

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Highway Safety Office Program Management

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data	405c Data Program	\$10,000.00	\$2,500.00	

Program

(FAST)

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.9 Program Area: Planning & Administration

**Program area type** Planning & Administration

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

No

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

**Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

The highway safety planning process is circular and continuous. At any one time during the year, the Bureau of Transportation Safety may be working on previous, current, and upcoming fiscal year plans. BOTS is planning for 100% on-time submission of its Highway Safety Plan and Annual Report in 2019.

Critical to the success of the implementation of the Highway Safety Plan and the Strategic Highway Safety Plan at the local level is through outreach at each of the county traffic safety commissions. BOTS has a goal to attend 90% of county traffic safety commission in 2019.

Expenditures for planning and administration are specifically allowed under 402, and they are necessary to address the highway safety problems identified in all other program areas.

### Planned Activities in the Planning & Administration

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-10-01-PA	Federally-Funded Planning and Administration	Planning & Administration
2019-19-01	State-Funded Planning and Administration	Planning & Administration

### 5.9.1 Planned Activity: Federally-Funded Planning and Administration



**Planned activity name** Federally-Funded Planning and Administration  
**Planned activity number** 2019-10-01-PA  
**Primary countermeasure strategy** Planning & Administration

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Federal funds cover salaries, benefits, travel, and training for the following employees: the Grants Management Supervisor, the Policy and Program Supervisor, two FTE Operations Program Associates, 0.5 FTE Office Associate, and 0.5 FTE Office Operations Associate. These staff members have the following responsibilities:

Participate on committees and task forces.

Develop internal controls, monitoring policies, and analysis.

Target effective law enforcement grants.

Manage the process of grant reimbursement requests from grant partners, as well as reimbursement requests to the federal government.

Report on results of funding to NHTSA.

Provide office support.

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

#### Enter intended subrecipients.

BOTS

#### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

2019 Planning & Administration

#### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$320,000.00	\$80,000.00	\$0.00

#### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

#### 5.9.2 Planned Activity: State-Funded Planning and Administration

**Planned activity name** State-Funded Planning and Administration

**Planned activity number** 2019-19-01

**Primary countermeasure strategy** Planning & Administration

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]**

No

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

State transportation funds cover the salaries, benefits, travel, and training for the Director, the Section Chief, and two full-time analysts. They have the following responsibilities:

- Prioritize the state's most significant highway safety challenges.
- Apply for all federal funding and write the state's Highway Safety Plan.
- Act as representative for the State of Wisconsin as the Highway Safety Coordinator.
- Promote highway safety in Wisconsin.
- Ensure grant shells have proper contract language.
- Organize and host the Governor's Conference on Highway Safety.
- Prepare report of grants subject to the Federal Funding Accountability and Transparency Act.

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

**Enter intended subrecipients.**

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

2019 Planning & Administration

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source	Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019		Other		\$500,000.00		

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 6 Evidence-based Traffic Safety Enforcement Program (TSEP)

### Evidence-based traffic safety enforcement program (TSEP) information

**Identify the planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP).**

#### Planned activities in the TSEP:

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-25-02-M2-01	Occupant Protection Public Information and Education	Communication Campaign
2019-31-02-M5	Impaired Driving Communication Program	Communication Campaign
2019-90-07-PM	Paid Media - Multiple Programs	Paid Media
2019-31-07-PM	Paid Media - Impaired Driving	Paid Media
2019-20-06-OP-01	Click It or Ticket Mobilization	Short-term, High Visibility Seat Belt Law Enforcement

2019-20-05-OP	Occupant Protection Law Enforcement - 402	Sustained Enforcement
2019-25-05-M2	Occupant Protection Law Enforcement - 405(b)	Sustained Enforcement
2019-30-06-AL-01	Drive Sober or Get Pulled Over - Winter Holidays	High Visibility Enforcement - Impaired Driving
2019-30-06-AL-02	Drive Sober or Get Pulled Over - Labor Day	High Visibility Enforcement - Impaired Driving
2019-31-05-M5	Impaired Driving Enforcement	High Visibility Saturation Patrols
2019-40-05-PT	Speed Enforcement	Speed Enforcement

## Analysis

### Enter analysis of crashes, crash fatalities, and injuries in areas of highest risk.

The traffic safety enforcement program (TSEP) encompasses three major behavioral highway safety issue areas: alcohol, occupant protection, and speed. The projects will be chosen using the targeting methodology specified in the highway safety planning process section of the HSP. In summary, each injury in the crash database for 2015-2017 is given a numerical score as follows: fatality = 20, suspected serious injury = 20, suspected minor injury = 10, possible injury = 5, unknown or no injury = 1. For speed and alcohol, injuries of any person in a crash flagged as related to speed or alcohol will count toward the total. For occupant protection, only unrestrained fatalities or injuries will count toward the total. A county can be selected based on its absolute number of injuries in a behavioral area, based on a normalized score considering 2017 state population estimates for minor civil divisions, or a combination of the two. For occupant protection grants, a county may additionally be selected based on having a disproportionate number of unrestrained teenage drivers involved in crashes from 2015 to 2017. Municipalities within counties are also identified to determine the areas within a county that are at greater risk for traffic crashes, injuries, or fatalities in each of the three behavioral areas. The TSEP also incorporates the activities of the three national high-visibility enforcement mobilizations.

### Enter explanation of the deployment of resources based on the analysis performed.

BOTS uses a high-visibility enforcement task force model for all enforcement grants in its TSEP program. This model, which involves multiple law enforcement agencies working together on the same day or night in the same jurisdiction or along the same corridor, has shown to be effective at enforcing traffic laws. The goal of these coordinated enforcement efforts is not to write more citations. The goal is for the agencies participating in the high-visibility enforcement efforts is to inform the public of the intent of the enforcement effort, be highly visible while conducting deployments, and to encourage voluntary compliance with traffic laws to keep people safe on our roadways. The task forces typically notify communities prior to enforcement efforts, and then all agencies on the task force go out on patrols at the same time. While any agency within a targeted county can participate on a task force, law enforcement agencies in the municipalities that make the targeting list are especially encouraged to join a task force.

### Enter description of how the State plans to monitor the effectiveness of enforcement activities, make ongoing adjustments as warranted by data, and update the countermeasure strategies and projects in the Highway Safety Plan (HSP).

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. Upon finding a serious traffic safety issue that unanticipatedly presents itself, BOTS adjusts its programming to address it.

## 7 High Visibility Enforcement

### High-visibility enforcement (HVE) strategies

#### Planned HVE strategies to support national mobilizations:

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

**Countermeasure Strategy Name**

Short-term, High Visibility Seat Belt Law Enforcement

Paid Media

High Visibility Enforcement - Impaired Driving

Communication Campaign

**HVE activities**

**Select specific HVE planned activities that demonstrate the State's support and participation in the National high-visibility law enforcement mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles.**

**HVE Campaigns Selected**

<b>Planned activity unique identifier</b>	<b>Planned Activity Name</b>	<b>Primary Countermeasure</b>
2019-25-02-M2-01	Occupant Protection Public Information and Education	Communication Campaign
2019-31-02-M5	Impaired Driving Communication Program	Communication Campaign
2019-90-07-PM	Paid Media - Multiple Programs	Paid Media
2019-31-07-PM	Paid Media - Impaired Driving	Paid Media
2019-20-06-OP-01	Click It or Ticket Mobilization	Short-term, High Visibility Seat Belt Law Enforcement
2019-30-06-AL-01	Drive Sober or Get Pulled Over - Winter Holidays	High Visibility Enforcement - Impaired Driving
2019-30-06-AL-02	Drive Sober or Get Pulled Over - Labor Day	High Visibility Enforcement - Impaired Driving

**8 405(b) Occupant Protection Grant****Occupant protection information**

405(b) qualification status: Lower seat belt use rate State

**Occupant protection plan**

**Submit State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems.**

**Program Area**

Occupant Protection (Adult and Child Passenger Safety)

**Participation in Click-it-or-Ticket (CIOT) national mobilization**

**Select or click Add New to submit the planned participating agencies during the fiscal year of the grant, as required under § 1300.11(d)(6).**

**Agencies planning to participate in CIOT**

**Agency**

Adams County Sheriff's Office  
Adams Police Department  
Altoona Police Department  
Arcadia Police Department  
Arena Police Department  
Ashwaubenon Department of Public Safety  
Augusta Police Department  
Baldwin Police Department  
Baraboo Police Department  
Barneveld Police Department  
Bayfield Police Department  
Bayside Police Department  
Belleville Police Department  
Black River Falls Police Department  
Boscobel Police Department  
Brillion Police Department  
Brodhead Police Department  
Brooklyn Police Department  
Brown County Sheriff's Department  
Brown Deer Police Department  
Brownsville Police Department  
Buffalo County Sheriff's Office  
Burlington Police Department  
Burnett County Sheriff's Department  
Butler Police Department  
Cadott Police Department  
Cascade Police Department  
Cedarburg Police Department  
Chilton Police Department  
Chippewa County Sheriff's Office  
Cleveland Police Department  
Columbus Police Department  
Cornell Police Department  
Cottage Grove Police Department

Cross Plains Police Department  
Cudahy Police Department  
Dane County Sheriff's Office  
Dane Police Department  
DeForest Police Department  
Dickeyville Police Department  
Dodgeville Police Department  
Dunn County Sheriff's Office  
Durand Police Department  
Eagle Police Department  
East Troy Police Department  
Edgar Police Department  
Edgerton Police Department  
Elkhart Lake Police Department  
Elkhorn Police Department  
Ellsworth Police Department  
Elm Grove Police Department  
Everest Metropolitan Police Department  
Fennimore Police Department  
Fitchburg Police Department  
Fort Atkinson Police Department  
Fountain City Police Department  
Fox Point Police Department  
Franklin Police Department  
Fredonia Marshal's Office  
Genoa City Police Department  
Germantown Police Department  
Grand Rapids Police Department  
Grant County Sheriff's Office  
Grantsburg Police Department  
Hammond Police Department  
Highland Police Department  
Hillsboro Police Department  
Hobart/Lawrence Police Department  
Iowa County Sheriff's Office  
Town of Iron River Police Department  
Jackson County Sheriff's Office



Jackson Police Department  
Janesville Police Department  
Jefferson County Sheriff's Office  
Jefferson Police Department  
Juneau County Sheriff's Office  
Juneau Police Department  
Kenosha Police Department  
Kewaskum Police Department  
Kiel Police Department  
La Farge Police Department  
La Pointe Police Department  
Lafayette County Sheriff's Office  
Lake Delton Police Department  
Lake Hallie Police Department  
Lake Mills Police Department  
Lancaster Police Department  
Lannon Police Department  
Linden Police Department  
Lodi Police Department  
Lone Rock Police Department  
Madison Police Department  
Town of Madison Police Department  
Manawa Police Department  
Manitowoc Police Department  
Maple Bluff Police Department  
Marathon County Sheriff's Office  
Marinette Police Department  
Marquette County Sheriff's Department  
Marquette University Police Department  
Marshall Police Department  
Mauston Police Department  
Mayville Police Department  
Mellen Police Department  
Menomonie Police Department  
Mequon Police Department  
Merrill Police Department

Merrillan Police Department  
Milton Police Department  
Town of Milton Police Department  
Milwaukee Police Department  
Mineral Point Police Department  
Minocqua Police Department  
Mishicot Police Department  
Mondovi Police Department  
Monroe County Sheriff's Office  
Montello Police Department  
Town of Mukwonago Police Department  
Mukwonago Police Department  
Muscodah Police Department  
Necedah Police Department  
Neillsville Police Department  
Nekoosa Police Department  
New Glarus Police Department  
New Holstein Police Department  
New Lisbon Police Department  
New Richmond Police Department  
Newburg Police Department  
North Hudson Police Department  
Norwalk Police Department  
Norway Police Department  
Town of Oakland Police Department  
Oconomowoc Police Department  
Oconto County Sheriff's Office  
Onalaska Police Department  
Ontario Police Department  
Osseo Police Department  
Ozaukee County Sheriff's Office  
Palmyra Police Department  
Pepin County Sheriff's Department  
Pepin Police Department  
Village of Pewaukee Police Department  
Plain Police Department  
Platteville Police Department

Port Edward Police Department  
Port Washington Police Department  
Portage Police Department  
Poynette Police Department  
Prairie du Chien Police Department  
Randolph Police Department  
Readstown Police Department  
Redgranite Police Department  
Rhinelanders Police Department  
Rice Lake Police Department  
Richland Center Police Department  
Richland County Sheriff's Office  
Ridgeway Police Department  
Ripon Police Department  
Town of Ripon Police Department  
River Hills Police Department  
Roberts Police Department  
Town of Rome Police Department  
Rosendale Police Department  
Sauk County Sheriff's Office  
Sauk Prairie Police Department  
Sharon Police Department  
Shawano County Sheriff's Department  
Shawano Police Department  
Sheboygan County Sheriff's Office  
Shell Lake Police Department  
Shiocton Police Department  
Shorewood Hills Police Department  
Siren Police Department  
Slinger Police Department  
Sparta Police Department  
Spring Green Police Department  
Spring Valley Police Department  
St. Croix County Sheriff's Department  
St. Francis Police Department  
Stanley Police Department

Stoughton Police Department  
Sturgeon Bay Police Department  
Sturtevant Police Department  
Summit Police Department  
Thorp Police Department  
Tomah Police Department  
Tomahawk Police Department  
Twin Lakes Police Department  
Union Center Police Department  
UW-Platteville Police Department  
UW-Eau Claire Police Department  
UW-Milwaukee Police Department  
UW-Oshkosh Police Department  
UW-Parkside Police Department  
UW-Stout Police Department  
UW-Whitewater Police Services  
Verona Police Department  
Wilton Police Department  
Viola Police Department  
Walworth County Sheriff's Department  
Walworth Police Department  
Washington Island Police Department  
Waterloo Police Department  
Watertown Police Department  
Waukesha County Sheriff's Office  
Waunakee Police Department  
Waupun Police Department  
Wausau Police Department  
Waushara County Sheriff's Department  
Wild Rose Police Department  
Williams Bay Police Department  
Wisconsin Dells Police Department  
Wisconsin Rapids Police Department  
Wonewoc Police Department  
Wood County Sheriff's Office  
Wrightstown Police Department

**Enter description of the State's planned participation in the Click-it-or-Ticket national mobilization.**

Wisconsin will participate in the Click It or Ticket high-visibility national enforcement mobilization in 2019. The mobilization will have an enforcement, paid media, and earned media component. Wisconsin has had good participation from law enforcement agencies throughout the state.

**Child restraint inspection stations**

**Submit countermeasure strategies, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.**

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

**Countermeasure Strategy Name**

Child Restraint System Inspection Station(s)

**Submit planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-25-03-M2-01	Child Passenger Safety (CPS) Programming - Inspection Stations	Child Restraint System Inspection Station(s)

**Enter the total number of planned inspection stations and/or events in the State.**

Planned inspection stations and/or events: 42

**Enter the number of planned inspection stations and/or inspection events serving each of the following population categories: urban, rural, and at-risk.**

Populations served - urban 33

Populations served - rural 9

Populations served - at risk 25

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

**Child passenger safety technicians**

**Submit countermeasure strategies, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.**

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

#### Countermeasure Strategy Name

Child Restraint System Inspection Station(s)

**Submit planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-25-03-M2-01	Child Passenger Safety (CPS) Programming - Inspection Stations	Child Restraint System Inspection Station(s)

**Enter an estimate of the total number of classes and the estimated total number of technicians to 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.**

Estimated total number of classes 10

Estimated total number of technicians 150

#### Maintenance of effort

**ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.**

#### Qualification criteria for a lower seat belt use rate State

**To qualify for an Occupant Protection Grant in a fiscal year, a lower seat belt use rate State (as determined by NHTSA) must submit, as part of its HSP, documentation demonstrating that it meets at least three of the following additional criteria. Select application criteria from the list below to display the associated requirements.**

Primary enforcement seat belt use statute	Yes
Occupant protection statute	No
Seat belt enforcement	No
High risk population countermeasure program	Yes
Comprehensive occupant protection program	No
Occupant protection program assessment	Yes

#### Primary enforcement seat belt use statute

**Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.**

The State's statute(s) demonstrates that the State has enacted and is enforcing occupant protection statutes that make a violation of the requirement to be secured in a seat belt or child restraint a primary offense.

s. 347.48 (2m) (b)-(d), s. 347.48 (4)(as), Wis. Stats., ss. 2991, 2992, and 9450 of 2009 Wis. Act 28

**High risk population countermeasure programs**

**Submit countermeasure strategies, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan.**

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

**Countermeasure Strategy Name**

Sustained Enforcement

**Submit planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-20-05-OP	Occupant Protection Law Enforcement - 402	Sustained Enforcement
2019-25-05-M2	Occupant Protection Law Enforcement - 405(b)	Sustained Enforcement

**Occupant protection program assessment**

**Enter the date of the NHTSA-facilitated assessment of all elements of its occupant protection program, which must have been conducted within three years prior to the application due date.**

Date of the NHTSA-facilitated assessment 4/13/2018

**9 405(c) - State Traffic Safety Information System Improvement Grant****Traffic records coordinating committee (TRCC)**

**Submit at least three meeting dates of the TRCC during the 12 months immediately preceding the application due date.**

**Meeting Date**

9/6/2017
12/6/2017
4/6/2018

**Enter the name and title of the State's Traffic Records Coordinator**

Name of State's Traffic Records Coordinator:	Ian Wright; Martin Broyles
Title of State's Traffic Records Coordinator:	Grants Specialist; Program and Policy Analyst-Adv.

**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.**

<b>2018 TRCC MEMBERS</b>			
<b>Member Organizations</b>	<b>Representative</b>		<b>Database Representation</b>
<b>DOT</b>			
SHSO Co-Chair (Tie vote)	Wright	Ian	Crash
SHSO Co-Chair (alt)	Broyles	Martin	Crash
OPFI	Pavich	Peter	
BOTS	Romanski	Randy	Crash
WSP -	Harvey	Dave	Citation or Adjudication
WSP - TraCS (alt)	Wolfe	Paul	Citation or Adjudication
WSP BDS	Schwartz	Darlene	Driver
DMV/BVS (alt)	Galbraith	Timothy	Vehicle
DTIM/BSHP (alt)	Schildt	Kelly	Roadway
DBM/BITS - GIS	Moline	Mitch	Crash
DTSD/BHO	Adams	Angela	Roadway
DTSD/BHO	Szymkowski	Rebecca	Roadway
DTSD/BHO (alt)	Porter	Brian	Roadway
BOTS	Corsi	Larry	Crash
WSP	Muthumari	Chokkalingam	Crash
BOTS	Vande Hey	Laura	Crash
BOTS	Barkholtz	Heather	Citation or Adjudication
DOT	McGinn	Reed	Vehicle
<b>State Agencies and Organizations</b>			
DOJ/CIB TIME	Doberstein	Courtney	Citation or Adjudication
DOJ	Fortunato	Dennis	Citation or Adjudication
OSC-CCAP	Olson	Andrea	Citation or Adjudication
OSC-CCAP (alt)	Hicks	Kim	Citation or Adjudication
DHS/DPH-EMS	Happel	Chuck	EMS or Injury Surveillance
DHS/DPH/BHIP	Taylor	Laurie	EMS or Injury Surveillance



DOJ	Jenswold	Tara	Citation or Adjudication
Menominee Tribal PD	Warrington	Warren	
DPI	Dean	Brian	Driver
	UW		
UW CHSRA-CODES	Bigelow	Wayne	EMS or Injury Surveillance
UW TOPS Lab	Bill	Andi	Crash
UW TOPS Lab (alt)	Parker	Steven	Crash
CIREN Center Milwaukee	Halloway	Dale	EMS or Injury Surveillance
	<b>Local Agencies &amp; Organizations</b>		
AAA	Jarmusz	Nick	
Jefferson County	Udovich	Brian	
Onalaska PD	Berg	Tim	
Dane County SO	Alsaker	Matt	
Madison PD	Knight	Trevor	
Madison PD (Alt)	Reilly	Deanna	
	<b>Federal Partners</b>		
NHTSA	Kinnard	Kari	
FHWA/WI Division	Jolicoeur	David	
FMCSA/WI Division	Oesterle	Mark	
FMCSA/WI Division	Gessler	Mark	

## State traffic records strategic plan

Upload a Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements, as described in paragraph (b)(3) of this section, that are anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases; (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

Documents Uploaded
Quantitative Improvement 071918.docx
completion_quality.xlsx
2019 TRCC Plan - Signed.pdf
Quantitative Improvement.docx

Enter a direct copy of the section of the State traffic records strategic plan that lists all recommendations from the State's most recent highway safety data and traffic records system assessment.

[State Data System Recommendations from the TRA](#)

### 1. Strategic Planning Recommendation

- a. Strengthen the TRCC's abilities for strategic planning to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### 2. Crash Recommendations

- a. Improve the applicable guidelines for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- b. Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### 3. Vehicle Recommendations

- a. Improve the procedures/ process flows for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- b. Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### 4. Driver Recommendations

- a. Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### 5. Roadway Recommendations

- a. Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- b. Improve the data dictionary for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- c. Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### 6. Citation / Adjudication Recommendations

- a. Improve the applicable guidelines for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### 7. EMS / Injury Surveillance Recommendations

- a. Improve the description and contents of the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- b. Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- c. Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

### 8. Data Use and Integration Recommendations

- a. Improve the traffic records systems capacity to integrate data to reflect best practices identified in the Traffic Records Program Assessment Advisory.

**Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of**

detail required under 23 C.F.R. 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress.

## TRAFFIC SAFETY INFORMATION SYSTEM STRATEGIC PLAN PROJECTS

### PROJECT NAME: Community Maps TSC Crash Mapping Improvements

**File/Database Name:** Community Maps

**Project Description:** Traffic Safety Commission Crash Mapping Improvements

**New Project or Extension of Existing Project?** Enhancement

**Lead Division or Department:** BOTS/TOPS (UW-Madison)

**Lead Contact, Name, Number, and Email:** Steven Parker, (sparker@engr.wisc.edu and 608/265-4921)

**Improve Accessibility of Crash Database:** Enhancements to the TSC resources area.

**Anticipated Budget:** \$65,000.

**TRCC Goals Fulfilled:** Goals 7, 13, and 14

**TRA Recommendations Fulfilled:** 2b

**Performance Measures:** Two main measurements will be used.

- 1.) Per month usage statistics of the Community Maps system.
- 2.) A measure of data availability in Community Maps in terms of total and per county crashes mapped and reported for the current year.

### PROJECT NAME: WisTransPortal Predictive Crash R&D

**File/Database Name:** WisTransPortal

**Project Description:** This project will allow the UW TOPS Lab to continue researching and developing best practices for predicting where and under what conditions crashes occur. This would allow LEAs—and the State Patrol in particular—to expend resources in the most efficient manner possible by being in place where and when crashes are most likely to occur. This visibility will lessen risky driver behaviors and may also allow for better crash outcomes by lessening response times. Specific objectives will include algorithmic improvements based on performance results from the new system.

**New Project or Extension of Existing Project?** Extension.

**Lead Division or Department:** DSP and the UW TOPS lab.

**Lead Contact, Name, Number, and Email:** Andi Bill, (bill@wisc.edu and 608-890-3425)

**Improve Accessibility of Crash Database:** Yes, this project will support the accessibility of high-quality data because it will allow LEAs to visualize where, when, and how crashes are most likely to occur (in a dynamic map layer).

**Unique Project Advantages?** Again, this project would complete a feedback loop between crash reporting and LEAs. It would also allow LEAs to act more proactively to prevent crashes, rather than by responding to them.

**Anticipated Budget:** \$65,000

**TRCC Goals Fulfilled:** Goals 2 and 14

**TRA Recommendations Fulfilled:** 1a and 2a

**Performance Measures:** Three main measurements will be used.

1. Number of troopers within the State Patrol who have access to predictive analytics software (can be measured based on the number of leadership having access to the software and the number of troopers in the field) (accessibility).
2. The enhanced predictive analytics algorithm will be demonstrated with respect to specific use cases in coordination with the State Patrol predictive analytics Project Action Team.
3. Specific, implementable performance measures will be developed in coordination with the State Patrol predictive analytics Project Action Team.

### PROJECT NAME: WisTransPortal Safety Data Warehouse Data Linkage Prototype

**File/Database Name:** WisTransPortal

**Project Description:** This project would allow TOPS to simplify and improve the web architecture of the WisTransPortal data warehouse.

**New Project or Extension of Existing Project?** Extension.

**Lead Division or Department:** DSP and the UW TOPS lab.

**Lead Contact, Name, Number, and Email:** Steven Parker, (sparker@engr.wisc.edu and 608-265-4921)

**Improve Integration of Crash Database with other Data Sources:** This project will build upon that foundation through a prototype integration of one external dataset, to be determined in coordination with the Bureau of Transportation Safety (BOTS) at the outset of the project period. Potential datasets include toxicology report data from the Wisconsin State Hygiene Laboratory and Wisconsin driver citation records.

**Anticipated Budget:** \$25,000.

**TRCC Goals Fulfilled:** Goal 14

**TRA Recommendations Fulfilled:** 8a

**Performance Measures:**

Two main measurements will be used.

1. Demonstrated tabular (database) linkages of the DT4000 crash data to the selected external dataset.
2. Evaluation of the effectiveness of that linkage with regard to the 2018 data warehouse conceptual architecture.

#### **PROJECT NAME: Wisconsin IID Pilot**

**File/Database Name:** WisTransPortal

**Project Description:** This project will document the flow of data from ignition interlock installation and offenders. We'll work with a pilot county to determine the benefits of the real-time data from IID as well as improving the XML feeds from the vendor. The scope of this project is dependent upon confirmation that the TOPS Lab will meet DPPA and other required data privacy and security aspects to study the IID data.

**New Project or Extension of Existing Project?** Extension.

**Lead Division or Department:** DSP and the UW TOPS lab.

**Lead Contact, Name, Number, and Email:** Steven Parker, (sparker@engr.wisc.edu and 608-265-4921)

**Improve Integration of Adjudication Database with Other Data Sources:** For this project, the TOPS Lab will collaborate with the WisDOT Bureau of Transportation Safety Chemical Testing Section to pilot and document the benefits of real time data collection of ignition interlock devices.

**Anticipated Budget:** \$30,000.

**TRCC Goals Fulfilled:** Goals 8 and 14

**TRA Recommendations Fulfilled:** 6a

**Performance Measures:** The evaluation plan will include identifying the current process and improvements that can be made to help law enforcement improve compliance with IID.

#### **PROJECT NAME: Examining Driver Reports of Crashes**

**File/Database Name:** WisTransPortal

**Project Description:** If or when law enforcement does not file a crash report form (DT4000), motorists are required to complete the Wisconsin Driver Report of Crash, DT4002. Traditionally, driver reports of crashes are not included in safety evaluations due to questions associated with accuracy and completeness of those reports. In 2017, over 10,500 DT4002 forms have been completed, while over 122,500 police-reported crashes (DT 4000) have been completed. Considering that driver reported crashes are about 8% of the police reported crashes, it behooves traffic safety professionals to examine these reports.

**New Project or Extension of Existing Project?** New Project

**Lead Division or Department:** UW TOPS lab.

**Lead Contact, Name, Number, and Email:** Steven Parker, (sparker@engr.wisc.edu and 608-265-4921)

**Improve Completeness of Crash Database:** This project will assess:

Perform a comparative and trend analysis of the driver reported crashes (DT4002)

Examine completeness of these reports

Evaluate the feasibility of incorporating them into safety analyses or using them as a surrogate safety measure.

**Anticipated Budget:** \$50,000

**TRCC Goals Fulfilled:** Goal 1

**TRA Recommendations Fulfilled:** 2b

**Performance Measures:** Corresponding to each of the three objectives:

Trend Analysis: Identify variation in the number of driver-reported crashes over a 5-year period before the introduction of DT4002 and the time period after its introduction.

Report Completeness: Examine a random sample of the reports to quantify completeness.

Feasibility of Using in Analysis: A manual review of a random sample will be conducted to verify the accuracy of attributes and feasibility of using in safety analysis and/or as a surrogate safety measure.

**PROJECT NAME: Develop Linkages between DMV Data and Crash Data**

**File/Database Name:** Crash Database

**Project Description:** The scope of this project is to get the DMV data (Vehicle, Driver, Registration/Title, Roadway, citation/adjudication/warnings, Motor Cycle Training information) from Mainframe DMV DB2 tables and load into DET server for creating linkages with Crash Data. This system will be used for Crash Data reporting department wide. BITS and BOTS are working on this project now. Please find the list of DMV tables we are going to extract the data.

**New Project or Extension of Existing Project?** Extension

**Lead Division or Department:** BOTS/DSP

**Lead Contact, Name, Number, and Email:** Chokkalingam Muthumari, 608 709-0100 Chokkalingam.Muthumari@dot.wi.gov

**Improve Crash Database Integration with other Data Sources:** The Model performance measures are intended to help states monitor and improve the quality of the data in their traffic records systems. Specifically, States can see these measures to develop and track performance goals in their traffic records strategic plans, Traffic Records Assessments, and Highway Safety Plans; establish data-quality improvements measures for specific traffic records projects; and support data improvement goals in the Strategic Highway Safety Plan.

**Anticipated Budget:** \$50,000

**TRCC Goals Fulfilled:** 2 and 14

**TRA Recommendations Fulfilled:** 3a, 3b, 4a, and 5c

**Performance Measures:** The Model performance measures are intended to help states monitor and improve the quality of the data in their traffic records systems. Specifically, States can use these measures to develop and track performance goals in their traffic records strategic plans, Traffic Records Assessments, and Highway Safety Plans; establish data-quality improvements measures for specific traffic records projects; and support data improvement goals in the Strategic Highway Safety Plan.

**PROJECT NAME: 2019 CODES Traffic Crash Record Linkage Project**

**File/Database Name:** Wisconsin Traffic Crash (WTC) reports to hospital inpatient, emergency department (ED), and Wisconsin Ambulance Run Data System (WARDS)

**Project Description:** The Wisconsin CODES Project links Wisconsin, Minnesota, and Iowa hospital patient records with the DOT's Traffic Crash File. The DOT's Bureau of Transportation Safety, NHTSA, and other researchers use these linked data for traffic injury-related epidemiologic research and for program planning, evaluation, and administration at national, state, and local levels. The DHS Office of Health Informatics (OHI) is the public sector repository for the Wisconsin Hospital Patient Data Systems. OHI developed Wisconsin's CODES linkage process and documentation for years 2002 - 2017 under previous Highway Safety Project Agreements. OHI has used its familiarity with the individual files and its role as data custodian to utilize both public and confidential data elements to create the most effective and efficient record linkage process.

**New Project or Extension of Existing Project?** Extension

**Lead Division or Department:** Office of Health Informatics, Division of Public Health, Department of Health Services

**Lead Contact, Name, Number, and Email:** Laurie Taylor, 608-267-8928 Laurie.Taylor@dhs.wisconsin.gov

**Improve EMS Database Integration with other Data Sources:**

Objective 1: Create the basic CODES file linkages for 2018 data between Wisconsin Traffic Crash records and Wisconsin Hospital Inpatient records, Wisconsin Hospital Emergency Department Visit (ED Visit) records, and WARDS records.

Objective 2: Create the basic CODES file linkages for 2018 data between Wisconsin Traffic Crash records and Minnesota Hospital Inpatient records, Minnesota Hospital Emergency Department Visit (ED Visit) records, and WARDS records.

Objective 3: Create the basic CODES file linkages for 2018 data between Wisconsin Traffic Crash records and Iowa Hospital Inpatient records, Iowa Hospital Emergency Department Visit (ED Visit) records, and WARDS records.

Objective 4: Explore the possibility of linking CODES files with other data sources such as Wisconsin Trauma Registry data, PDMP data, and opioid-related datasets.

Objective 5: Advise and participate in the Wisconsin CODES Board when convened and to provide advice and consultation to CODES data users as requested.

Objective 6: Advise and participate in the Wisconsin Traffic Records Coordinating Committee on behalf of the Division of Public Health.

**Anticipated Budget:** \$50,327

**TRCC Goals Fulfilled:** 4 and 14

**TRA Recommendations Fulfilled:** 7a, 7b, and 7c

**Performance Measures:** This project will address the following objective evaluations:

Objective 1 Evaluation: Linkage of 2018 Wisconsin Traffic Crash, Wisconsin Hospital Inpatient, and Wisconsin ED Visit records is completed and documented with statistics on the quality of the record linking results in the Project Report.

Objective 2 Evaluation: Linkage of 2018 Wisconsin Traffic Crash, Minnesota Hospital Inpatient, and Minnesota ED Visit records is completed and documented with statistics on the quality of the record linking results in the Project Report.

Objective 3 Evaluation: Linkage of 2018 Wisconsin Traffic Crash, Iowa Hospital Inpatient, and Iowa ED Visit records is completed and documented with statistics on the quality of the record linking results in the Project Report.

Objective 4 Evaluation: Preliminary, proof-of-concept linkages with other appropriate and related data sources are created and the quality of the resulting dataset is assessed to determine if additional data provides additional information to enhance and augment the CODES dataset.

Objective 5 Evaluation: Participation in the Wisconsin CODES Board and provision of advice and consultation will be evident from the attendance and contribution of OHI staff.

Objective 6 Evaluation: Participation in the Wisconsin Traffic Records Coordinating Committee will be evident from the attendance and contribution of OHI staff.

**PROJECT NAME: Hospital Patient Data Archive Improvement Project**

**File/Database Name:** Hospital Inpatient and Emergency Department visit data

**Project Description:** This project addresses the Data Use and Integration recommendations outlined in the 2015 State of Wisconsin Traffic Records Assessment. The goal of this project is to continue to improve deficiencies in the timeliness, accuracy, completeness, and accessibility of Hospital Inpatient and Emergency Department visit data for Wisconsin residents, as well as more effectively integrate these data with Wisconsin Traffic Crash reports. Wisconsin's Hospital Inpatient and Emergency Department datasets are used for traffic crash-related injury surveillance and analysis by DOT, local agencies, and other researchers doing traffic injury-related investigations as well as for traffic safety program planning, management, evaluation, and administration.

**New Project or Extension of Existing Project?** Extension of Existing Project

**Lead Division or Department:** Office of Health Informatics, Division of Public Health, Department of Health Services

**Lead Contact, Name, Number, and Email:** Laurie Taylor, 608-267-8928 Laurie.Taylor@dhs.wisconsin.gov

**Improve EMS Database Completeness:** This project will continue to enhance data timeliness, accuracy, and completeness by further developing procedures for efficiently processing quarterly additions from Wisconsin, Minnesota, and Iowa hospitals and

Emergency Departments to the Archive, thus facilitating higher quality data linkages with other public health and state databases.

**Anticipated Budget:** \$50,570

**TRCC Goals Fulfilled:** 5

**TRA Recommendations Fulfilled:** 7a, 7b, and 7c

**Performance Measures:** This project will address the following objective evaluations:

Objective 1 Evaluation: A project status report will describe the routine procedures for efficiently processing quarterly Wisconsin, Minnesota, and Iowa hospital data received in a timely manner.

Objective 2 Evaluation: A detailed report will be created which includes documentation of conversations, agreements reached, required steps and processes, policies and statutes to consider, and legal guidance on pursuing a reciprocal data exchange relationship with Michigan and Illinois hospitals and Emergency Departments.

Objective 3 Evaluation: A project status report will describe the code developed to foster quicker and more efficient access, standardized views and tables, and automated data transformation, and will provide evidence of greater efficiency and speed.

Objective 4 Evaluation: A project status report will describe the code developed for retroactive conversion of data to ICD-10 codes back to 2012. Proof-of-concept historic trend analyses of hospital inpatient data will be performed to test the accuracy of the coding.

Objective 5 Evaluation: A project status report will describe progress towards extending record linkages to include the matching of 2012-2018 inpatient records to death records during the same period.

Objective 6 Evaluation: Copies of resource materials will be included in progress reports. Usage data will be provided regarding participation of data users in WISH tutorials, the number of custom data analytic requests received, and the number of Data Use Agreements approved for interested data users throughout the project period.

Objective 7 Evaluation: Participation in the Traffic Records Coordinating Committee will be evident from the attendance and contribution of OHI staff.

## **PROJECT NAME: CODES PROJECT PROPOSAL FY 2019**

**File/Database Name:** Crash Data

**Project Description:** The CODES project provides major accessibility to both crash and much injury surveillance data for transportation, safety and public health professionals, as well as for the general public. To our knowledge, no other state provides unlimited access to this information (if that information is even available – which it is not for most states) not only to individuals, but to the general public as well.

**New Project or Extension of Existing Project?** Extension of Existing Project

**Lead Division or Department:** University of Wisconsin Madison

**Lead Contact, Name, Number, and Email:** Wayne Bigelow, (608) 334-8228, wayne@chsra.wisc.edu

**Improve Injury Surveillance Data Completeness with Data from Minnesota and Illinois State Databases:** This project proposes that in the spring to fall of 2019 we develop a set of measures related to crash data completeness for counties and larger Wisconsin cities. A set of measures will be proposed for review at the March/April TRCC meeting. For the summer TRCC meeting, we will provide analysis using 2017 data (2018 data linkage will still be in progress), as well as comparing the results to a pre-TRACs comparison year such as 2010 or 2011. By establishing measures that can be used annually, we can potentially increase the completeness of WDOT's crash data.

**Anticipated Budget:** \$130,000

**TRCC Goals Fulfilled:** 1

**TRA Recommendations Fulfilled:** 7a and 7b

**Performance Measures:** Success will be determined by the timely development of reports and tables, and their inclusion on the Wisconsin CODES website as per the contract deliverable dates. This includes the development of new cost estimate methods utilizing the most recent NHTSA sponsored research. Additionally, the timely development and reporting of crash data quality measures, and the presentation of CODES to TSCs will be critical. The specific measurable improvement to be measured is the (expected) increase in number of website accesses by individuals.

**PROJECT NAME: 2019 TraCs Databars Update****File/Database Name:** Crash Data**Project Description:** This project will improve the TraCs data form by replacing existing Vehicle Damage element with new multi-select list data widget**New Project or Extension of Existing Project?** New Project**Lead Division or Department:** TraCs/ BOTS**Lead Contact, Name, Number, and Email:** Michael Satteson, 608-709-0092, Michael.Satteson@dot.wi.gov**Improve Accuracy of the Crash Database:** By decreased cognitive burden (no need to translate between verbal and spatial representations of the information) and manual dexterity requirements (clicking on the figure versus scrolling and clicking exactly on the box in the drop down list) of the new widget will improve the accuracy of entry of these data.**Anticipated Budget:** \$10,000**TRCC Goals Fulfilled:** 3**TRA Recommendations Fulfilled:** 2b**Performance Measures:** A modest but significant decrease in the time that it takes to complete this element of the form of about two seconds. Two seconds may not sound like much, but this element is completed about 250,000 times a year, so the aggregate time savings would be 140 officer hours a year.**PROJECT NAME: MACH BOT****File/Database Name:** MACH**Project Description:** The Wisconsin State Patrol and Wisconsin Department of Natural Resources are currently sharing the cost of an annual sub-license fee for a software called Mobile Architecture for Communications Handling (MACH). MACH software provides users real time GPS based mapping of the location of MACH users as well as providing secure messaging and file-sharing for its users. An additional MACH Bot feature in MACH has been developed to allow users to securely query the Wisconsin TIME system for information like driver's license records and license plate records. The current MACH Bot can then import the information obtained from the TIME queries directly into the electronic crash, citation, warning and other forms in the Traffic and Criminal Software (TraCS). This query and import functionality provides for more complete and accurate data being captured while decreasing the amount of time required of the user to input the data.**New Project or Extension of Existing Project?** New Project**Lead Division or Department:** WSP/BOTS**Lead Contact, Name, Number, and Email:** Dave Harvey, 608-709-0073, David.Harvey@dot.wi.gov**Improve Completeness of Vehicle Data:** Expand the MACH Bot's TraCS import capabilities to all 50 states by the end of calendar year 2018.**Anticipated Budget:** \$8,000**TRCC Goals Fulfilled:** 2**TRA Recommendations Fulfilled:** 5a and 8a**Performance Measures:** The MACH Bot can currently import 12 states person and vehicle returns into TraCS and an additional six states vehicle or person information. By the end of the 2018 all the remaining states person and vehicle should import into TraCS.**Submit the planned activities, at the level of detail required under § 1300.11(d), that implement recommendations.****\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure Strategy
2019-58-06-M3-01	Traffic and Criminal Software (TraCS) Update	Improving Crash Database Accuracy



2019-58-03-M3-04	Examining Driver Reports of Crashes	Improving Crash Database Completeness
2019-58-03-M3-05	WisTransPortal Safety Data Warehouse Data Linkage Prototype	Improving Crash Database Integration
2019-58-03-M3-06	Developing Linkages between DMV Data and Crash Data	Improving Crash Database Integration
2019-58-03-M3-10	CODES Traffic Crash Record Linkage Project	Improving Emergency Medical Services Database Integration
2019-58-03-M3-11	Hospital Patient Data Archive Improvement Project	Improving Emergency Medical Services Database Integration
2019-58-03-M3-12	Crash Outcome Data Evaluation System (CODES)	Improving Emergency Medical Services Database Integration
2019-58-06-M3-03	Mobile Architecture for Communications Handling (MACH) Bot	Improving Vehicle Database Accessibility
2019-58-03-M3-08	Ignition Interlock Device Pilot	Improving Adjudication Database Integration
2019-58-03-M3-02	Community Maps TSC Crash Mapping Improvements	Improving Crash Database Accessibility
2019-58-03-M3-03	WisTransPortal/Predictive Crash Research and Development	Improving Crash Database Accessibility

**Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.**

The Traffic Records Coordinating Committee will consider projects to support recommendation 5b from the most recent Traffic Records Assessment during federal fiscal year 2020. This recommendation from the Traffic Records Assessment was not addressed in this strategic plan because a proposal addressing the roadway data system's data dictionary was not submitted to the TRCC for approval. Members of the TRCC are encouraged to propose projects to address this recommendation.

## Quantitative improvement

**Enter a direct copy of the section of the State traffic records strategic plan that describes specific, quantifiable and measurable improvements, as described in 23 C.F.R. 1300.22(b)(3), that are anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases. Specifically, the State must demonstrate quantitative improvement in the data attribute of accuracy, completeness, timeliness, uniformity, accessibility or integration of a core database by providing a written description of the performance measures that clearly identifies which performance attribute for which core database the State is relying on to demonstrate progress using the methodology set forth in the "Model Performance Measures for State Traffic Records Systems" (DOT HS 811 441), as updated.**

The following are the goals of the TRCC. Please also see the countermeasure strategies and planned activities identified in a previous section for specific, quantifiable, and measurable improvements anticipated in Wisconsin's core safety databases.

**Goal 1:** Maintain and continue to improve the now-updated DT4000 crash data warehouse in areas of timeliness, completeness, accuracy, consistency, accessibility, and data integration. Ensure that this data source conforms as much as possible to MMUCC (Model Minimum Uniform Crash Criteria) and to MIRE (Model Inventory of Roadway Elements). Furthermore, BOTS's Crash Records Unit (CRU) should continue to improve the data quality and integration possibilities of the DT4002 (the self-reported crash used for minor crashes). The Crash Records Unit of BOTS should be supported in their attempts to automate the data input for both forms—and associated linkages—as much as possible.

**Goal 2:** Link, as comprehensively as possible, citation and crash data; this will particularly help DSP's innovative Predictive Analytics Project in determining resource allocation.

**Goal 3:** Organize and assist law enforcement training to improve the completeness and accuracy of the new DT4000 crash data form (as well as citation and adjudication forms). Such training should include periodic field training by CRU. Keep the system up-

to-date over the coming years by promoting strategic and planned upgrades to the system. Continue to assist law enforcement agencies (LEAs) with any questions they have.

**Goal 4:** Coordinate traffic safety information with related public health, safety, and security information to minimize duplication of effort and inefficient use of resources, and to enable multi-factorial analyses. To this end, the DOT should expand and deepen outreach to the Department of Health Services (DHS) and the Department of Children and Families (DCF).

**Goal 5:** Improve the link between crash data on the one hand, and EMS data/hospital records on the other. This will help state analysts quantify and study the health impacts of crashes, the importance of rapid and effective EMS service in determining positive health outcomes, and the relationship between proximate hospitals and health outcomes. Furthermore, this will allow researchers to understand the unique health risks from certain types of crashes (thus improving health outcomes).

**Goal 6:** Improve the interoperability, data completeness, data timeliness, and ease of use of WisTransPortal, the querying and visualization tool that was built by the Transportation Operations and Safety Laboratory (TOPS) for use in traffic safety commissions (TSCs). All of these improvements will increase the use of this tool by TSCs, thereby boosting the effectiveness of these bodies and the local analysis of traffic crashes that they bring.

**Goal 7:** Focus on improving the data sources that users can bring into WisTransPortal's Community Maps system (which is used at TSCs by BOTS staff, law enforcement liaisons (LELs), and law enforcement agencies (LEAs)). Moreover, linkages between the DT4000 crash reports and Community Maps should be made automatically.

**Goal 8:** Continue strategic investments in data gathering regarding risky driving behaviors in Wisconsin, such as the use of alcohol, opioids, and cell phones while driving. Such data will be helpful in the analyzing of such behaviors over the coming years (and the impacts of interventions and policy changes).

**Goal 9:** Ensure TRCC involvement at all stages in future strategic planning efforts, by establishing a forum for discussion, by the TRCC of all issues and initiatives to be addressed in the new Plan including the findings of the Traffic Records Assessment. TRCC members should consider the TRA a living document, and should measure projected projects against its goals.

**Goal 10:** Support efforts to collect high-quality bicycle and pedestrian exposure data, which can include latent demand factors. Such data is as of yet unavailable, and this data limitation hinders effective safety analysis.

**Goal 11:** Research and eventually implement predictive crash analytics programs (advanced computer statistics and mapping programs that allow users to predict where and when different types of crashes are most likely to occur). Such programs can improve law enforcement visibility (to prevent crashes), and decrease law enforcement response times when such crashes occur.

**Goal 12:** Support efforts within DOT divisions that are focused on connecting roadway and crash data. Such efforts will bolster traffic safety analysis being conducted by DOT engineers.

**Goal 13:** Strive to present information as visually as possible; this will allow research to be more widely adopted within and outside the DOT.

**Goal 14:** Create simple data architecture and linkages (as much as possible). If datasets and systems are already in existence, strive to adopt strategies to simplify the structure of the database.

**Upload supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.**

#### Documents Uploaded

Quantitative Improvement 071918.docx

completion\_quality.xlsx

2019 TRCC Plan - Signed.pdf

Quantitative Improvement.docx

## State highway safety data and traffic records system assessment

Enter the date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date and that complies with the procedures and methodologies outlined in NHTSA's "Traffic Records Highway Safety Program Advisory" (DOT HS 811 644), as updated.

Date of Assessment: 6/8/2015

## Requirement for maintenance of effort

**ASSURANCE:** The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

## 10 405(d) Impaired Driving Countermeasure Grant

### Impaired driving assurances

#### Impaired driving qualification - Low-Range State

**ASSURANCE:** The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

**ASSURANCE:** The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

## 11 405(d) Alcohol-Iginition Interlock Law

### Alcohol-ignition interlock laws

Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.

The State has enacted and is enforcing a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to drive only motor vehicles with alcohol-ignition interlocks for an authorized period of not less than 6 months.

N/A; see s. 343.301 (1g) (a) 2. and (2m) (a), Wis. Stats.

## 12 405(d) 24-7 Sobriety Programs

### Mandatory license restriction requirement

Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.

The State has enacted and is enforcing a statute that requires all individuals convicted of driving under the influence of alcohol or of driving while intoxicated to receive a restriction of driving privileges, unless an exception in paragraph 1300.23(g)(2) applies, for a period of not less than 30 days.

s. 343.30 (1q) (b), Wis. Stats.

### 24-7 Sobriety program information

Select whether the State will provide legal citation(s) to the State statute or upload State program information that authorizes a Statewide 24-7 sobriety program.

Provide legal citations: Yes

Upload State program information: No

## Provide legal citations

State law authorizes a Statewide 24-7 sobriety program.

N/A; see. s. 165.957 (2), Wis. Stats.

## 13 405(e) Distracted Driving

### Sample distracted driving questions

**Enter sample distracted driving questions from the State's driver's license examination.**

When you are driving, it is safest to use a cellular phone:

- A. only when you pull over to the side of the roadway and stop
- B. anytime
- C. only when driving through a residential area

If you are driving and find that nothing seems to help you stay awake, you should:

- A. stop and take a rest break as soon as it is safe to do so
- B. increase your speed to get away from other vehicles
- C. move over to the right lane and continue driving

### Legal citations

**The State's texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.**

Is a violation of the law a primary or secondary offense?: Primary Offense

Date Enacted: 11/1/2010

Date Amended:

**Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.**

#### Prohibition on texting while driving.

Prohibition on texting while driving.

N/A; see s. 346.89 (3) (a), Wis. Stats.

Definition of covered wireless communication devices.

s. 346.89 (3) (a), (4), and (4m), Wis. Stats.

Minimum fine of at least \$25 for an offense.

N/A; see s. 346.95 (2), Wis. Stats.

**Click Add New to provide legal citations for exemption(s) to the State's texting ban.**

Citation	Amended Date
ss. 343.305 (1) (b) and 346.89 (3) (b), Wis. Stats.	12/1/2010

**The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.**

Is a violation of the law a primary or secondary offense?: Primary Offense

Date Enacted: 11/1/2012

Date Amended:

**Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.**

#### **Prohibition on youth cell phone use while driving.**

Prohibition on youth cell phone use while driving.

N/A; see ss. 343.305 (1) (b) and 346.89 (4) (a), Wis. Stats.

Definition of covered wireless communication devices.

s. 346.89 (4) (a), Wis. Stats.

Minimum fine of at least \$25 for an offense.

N/A; see s. 346.95 (1), Wis. Statss.

**Click Add New to provide legal citations for exemption(s) to the State's youth cell phone use ban.**

Citation	Amended Date
ss. 343.305 (1) (b) and 346.89 (4) (a), Wis. Stats.	11/1/2012

## **14 405(f) Motorcyclist Safety Grant**

### Motorcycle safety information

**To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria. Select application criteria from the list below to display the associated requirements.**

Motorcycle rider training course	Yes
Motorcyclist awareness program	Yes
Reduction of fatalities and crashes	No
Impaired driving program	No
Reduction of impaired fatalities and accidents	No
Use of fees collected from motorcyclists	No

### Motorcycle rider training course

**Enter the name and organization of the head of the designated State authority over motorcyclist safety issues.**

State authority agency: Bureau of Transportation Safety

State authority name/title: David Pabst, Director

**Select the introductory rider curricula that has been approved by the designated State authority and adopted by the State.**

Approved curricula: (i) Motorcycle Safety Foundation Basic Rider Course

**CERTIFICATION: The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted the selected introductory rider curricula.**

**Enter a list of the counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant and the number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records, provided the State must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for a majority of the State's registered motorcycles.**

County or Political Subdivision	Number of registered motorcycles
Ashland	969
Barron	3468
Brown	16036
Douglas	2715
Eau Claire	5584
Fond du Lac	7473
Grant	3968
La Crosse	6561
Langlade	1377
Manitowoc	7683
Marathon	9416
Monroe	3635
Oneida	3162
Outagamie	13802
Sauk	4680
Shawano	3100
Sheboygan	9993
St. Croix	6671
Vernon	2066
Winnebago	11182
Wood	5836
Dane	23319

Kenosha	9677
Milwaukee	29635
Ozaukee	5969
Rock	10416
Waukesha	24773

**Enter the total number of registered motorcycles in State.**

363094

**Motorcyclist awareness program**

**Enter the name and organization of the head of the designated State authority over motorcyclist safety issues.**

State authority agency: Bureau of Transportation Safety

State authority name/title: David Pabst, Director

**CERTIFICATION: The State's motorcyclist awareness program was developed by or in coordination with the designated State authority having jurisdiction over motorcyclist safety issues.**

**Select one or more performance measures and corresponding performance targets developed for motorcycle awareness that identifies, using State crash data, the counties or political subdivisions within the State with the highest number of motorcycle crashes involving a motorcycle and another motor vehicle.**

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-7) Number of motorcyclist fatalities (FARS)	Annual	2019	75.0

**Enter the counties or political subdivisions within the State with the highest number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle. Such data shall be from the most recent calendar year for which final State crash data are available, but data no older than three calendar years prior to the application due date.**

County or Political Subdivision	# of MCC involving another motor vehicle
Dane	91
Kenosha	40
Milwaukee	240
Ozaukee	10
Rock	46
Waukesha	69
Columbia	11
Dodge	17
Washington	23

Jefferson	11
Green	6
Walworth	29
Racine	38

**Enter total number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle.**

Total # of MCC crashes involving another motor vehicle: 1082

**Submit countermeasure strategies that demonstrate that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest. The State shall select countermeasure strategies to address the State's motorcycle safety problem areas in order to meet the performance targets identified above.**

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

#### Countermeasure Strategy Name

Communication Campaign

**Submit planned activities that demonstrate that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest. The State shall select planned activities to address the State's motorcycle safety problem areas in order to meet the performance targets identified above.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2019-70-04-MC	Communication and Outreach	Communication Campaign
2019-79-07	Motorcycle Awareness and Motorist Education	Communication Campaign

## 15 405(g) Graduated Driver

### Graduated driver licensing

**Enter the date that the State's graduated driver's licensing statute requiring both a learner's permit stage and intermediate stage prior to receiving an unrestricted driver's license was last amended. The statute must be in effect and be enforced during the entire fiscal year of the grant.**

Graduated Driver Licensing Law Last Amended On 7/1/2015

**Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.**

#### Learner's permit stage

Applies prior to receipt of any other permit, license, or endorsement by the State if applicant is younger than 18 years of age and has not been issued an intermediate license or unrestricted driver's license by any State.



s. 343.085 (1) (b), Wis. Stats.

Applicant must pass vision test and knowledge assessment.

s. 343.16 (2) (b), Wis. Stats.

In effect for at least 6 months.

s. 343.085 (1) (b), Wis. Stats.

In effect until driver is at least 16 years of age.

ss. 343.07 (1g) and 343.085 (1) (b), Wis. Stats.

Must be accompanied and supervised at all times.

N/A; see s. 343.07 (1g) (a) 2., Wis. Stats.

Requires completion of State-certified driver education or training course or at least 50 hours of behind-the-wheel training, with at least 10 of those hours at night.

s. 343.06 (1) (c) or (cm), Wis. Stats.

Prohibits use of personal wireless communications device.

N/A; see ss. 343.305 (1) (b) and 346.89 (4) (a), Wis. Stats.

Extension of learner's permit stage if convicted of a driving-related offense.

s. 343.085 (1) (b), Wis. Stats.

Click Add New to provide legal citations for exemption(s) to the State's learner's permit stage, if applicable.

Citation	Amended Date
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s. 343.08, Wis. Stats.	6/24/1992
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**Open each requirement below to provide legal citations to demonstrate that the State statute meets the requirement.**

### Intermediate Stage

Commences after applicant younger than 18 years of age successfully completes the learner's permit stage, but prior to receipt of any other permit, license, or endorsement by the State.

s. 343.085 (1), Wis. Stats.

Applicant must pass behind-the-wheel driving skills assessment.

s. 343.16 (1) (a), Wis. Stats.

In effect for at least 6 months.

ss. 343.085 (1) (a) and 343.20 (1) (a), Wis. Stats., and s. Trans 102.16 (4) (b), Wis. Adm. Code

In effect until driver is at least 17 years of age.

ss. 343.07 (1g) and 343.085 (1) (b), Wis. Stats. and s. Trans 102.16 (4) (b), Wis. Adm. Code

Must be accompanied and supervised between hours of 10:00 p.m. and 5:00 a.m. during first 6 months of stage, except when operating a motor vehicle for the purposes of work, school, religious activities, or emergencies.

N/A; see s. 343.085 (2m) (a) 2., Wis. Stats.

No more than 1 nonfamilial passenger younger than 21 years of age allowed.

N/A, see s. 343.085 (2m) (a), Wis. Stats.

Prohibits use of personal wireless communications device.

N/A; see ss. 343.305 (1) (b) and 346.89 (4) (a), Wis. Stats.

Extension of intermediate stage if convicted of a driving-related offense.

s. 343.085 (2m) (b), Wis. Stats.

Click Add New to provide legal citations for exemption(s) to the State's intermediate stage, if applicable.

Citation	Amended Date
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s. 343.08, Wis. Stats.	6/24/1992
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## 16 Certifications, Assurances, and Highway Safety Plan PDFs

### Documents Uploaded

**HSP Certifications and Assurances - Signed.pdf**

**WISCONSIN - Highway Safety Plan - FY 2019 - Submitted.pdf**