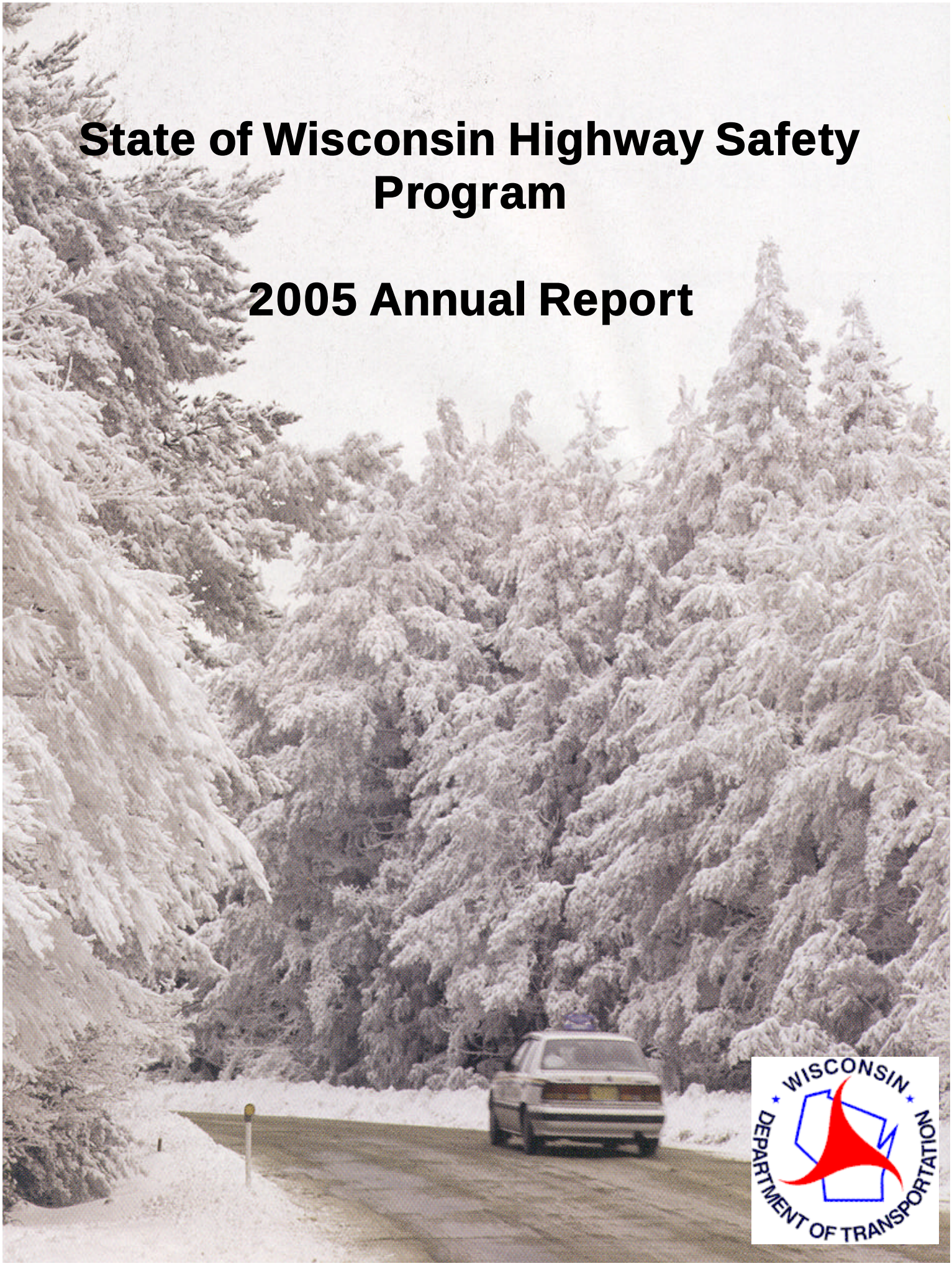
State of Wisconsin Highway Safety Program

2005 Annual Report



Major Dan Lonsdorf, Director and designated Governor's Highway Safety Coordinator and Secretary of Transportation, Frank Busalacchi, Governor's Highway Safety Representative.

Wisconsin Department of Transportation

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December 30, 2005

I am pleased to present the State of Wisconsin's Annual Report of federal fiscal year 2005 Highway Safety Program Activities.

Each section of this 2005 Annual Report describes a priority safety program, and includes information about the state's progress toward achieving long-term goals and short-term objectives. The report describes strategies selected and activities funded with Highway Safety dollars. It also describes activities undertaken by our safety partners as well as legislative changes that support safety program goals.

The programs and projects described in the Report were selected using a comprehensive approach to strategic and program planning, and they employ Wisconsin's excellent safety data to identify at-risk groups, locations and behaviors.

While program implementation was difficult during 2005 because of the delayed reauthorization of the six-year Transportation bill and multiple distributions of federal funds, we are committed to a high level of activity and achievement during FFY 2006.

Sincerely,

Major Daniel W. Lonsdorf, Director
Bureau of Transportation Safety

Wisconsin
2005
Highway Safety Program

Final Report

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Program Administration Wisconsin's Highway Safety Program is administered by a unit within the Wisconsin Department of Transportation's Bureau of Transportation Safety. The Secretary of Transportation, Frank Busalacchi, is the Governor's Highway Safety Representative and Major Dan Lonsdorf, Director of the Bureau of Transportation Safety, is the State Highway Safety Coordinator.

The mission of the Highway Safety Office is coordination of statewide behavioral highway safety programs, making effective use of all highway safety funds and other resources, and provision of leadership, partnership, innovation and program support for Wisconsin's traffic safety activists, professionals and organizations to decrease crashes, deaths and injuries on all Wisconsin roadways.

Highway Safety Planning & Administration functions are performed by state- and federal-funded Bureau of Transportation Safety staff, with the assistance of other safety professionals within WisDOT and throughout the state in planning meetings and work groups. Planning & Administration functions overlap with Traffic Records functions, as well as with WisDOT planning; jointly they produce high-quality data-driven reports, publications, fact sheets and other publications, including the Highway Safety Performance Plan and this Annual Report of Highway Safety Program Activity.

Funds

More than $12.3 million of federal Highway Safety formula grant, incentive grant and penalty transfer funds were programmed during 2005. These include:

Section 402 State and Community Highway Safety Grant Funds
Section 410 Alcohol Incentive Funds
Section 157 Safety Belt Incentive Funds
Section 157 Safety Belt Innovative Funds
Section 163 0.08 Per Se Alcohol Transfer Funds
Section 164 Repeat Alcohol Offender Transfer Funds
Section 2003b Child Passenger Protection Education Incentive Funds

Wisconsin also competed successfully for nearly $380,000 Section 403 Research Grant funds, and is the designated state agency for managing nearly $500,000 USDOJ Office of Juvenile Justice Delinquency Prevention Program Enforcing Underage Drinking funds.

The Highway Safety Office also administers more than $2.3 million in State of Wisconsin funds for required administrative match, transportation safety planning and policy analysis, pedestrian and bicycle safety, the Safe Rides, Pretrial Intensive Supervision and the State Motorcycle Rider Education programs.

2005 Fund Summary									
Fund	402	410	157OP	IN2	IN4	IN5	2003b	163	164AL
Planned	$4,199,000	$1,032,287	$474,700	$163,255	$55,571	$0	$255,000	$1,039,169	$300,000
Obligated	$4,670,783	$1,998,867	$878,255	$163,255	$55,571	$300,000	$273,587	$3,635,934	$345,261
Expended	$2,402,474	$913,075	$7,654	$163,255	$55,571	$300,000	$166,686	$483,794	$345,261

Goals and Performance Measures

The State Highway Safety Goal is to reduce the number of deaths and serious injuries that result from traffic crashes on Wisconsin roadways.

Wisconsin's primary performance measures and summary data showing Wisconsin's progress toward its goal are shown on pages iii and iv of this report. Page v shows the 2005 distribution of crashes and incapacitating injuries by county, and the distribution of safety grant funds.

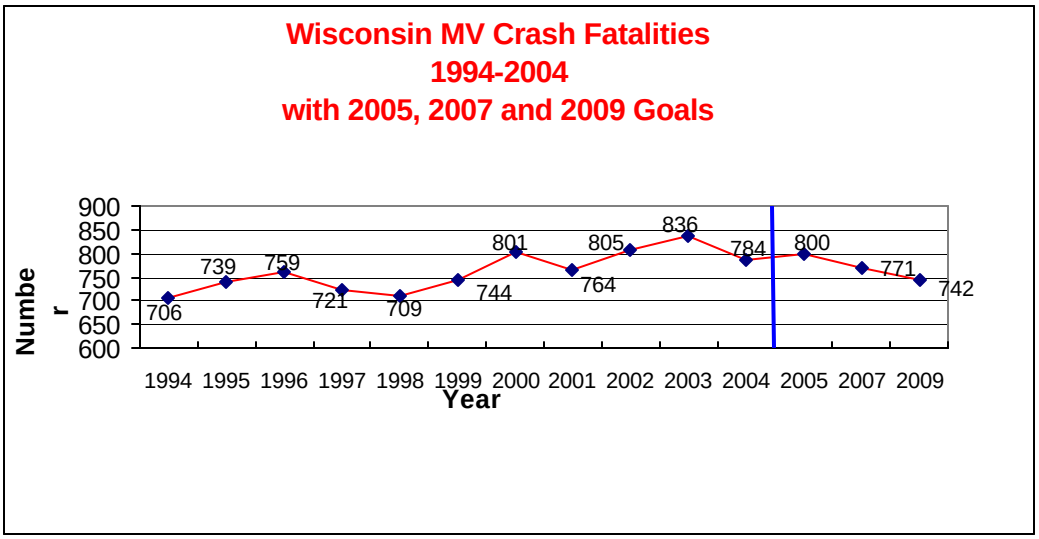
In developing its annual Highway Safety Performance Plan, Wisconsin's excellent data were used to select goals and objectives and to identify high-risk groups and locations. The high-risk locations and the locations of grant-funded projects are shown on page v of this report. Programs, projects, and activities that were most likely to be effective in decreasing deaths and injuries were supported.

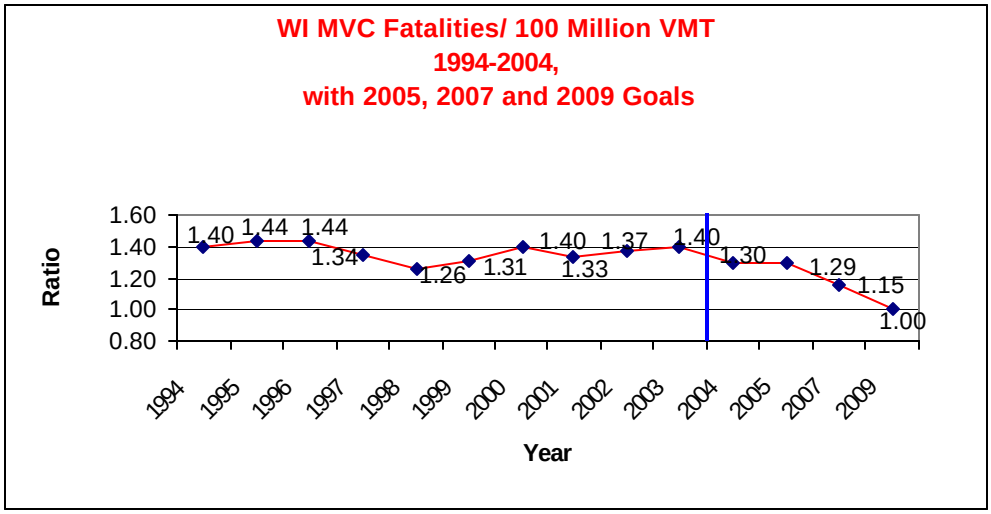
NOTE: ***Final 2004 crash data are used in this report because it is due before CY2005 data reflecting 2005 HSP funded activity will be available (in April of 2006).***

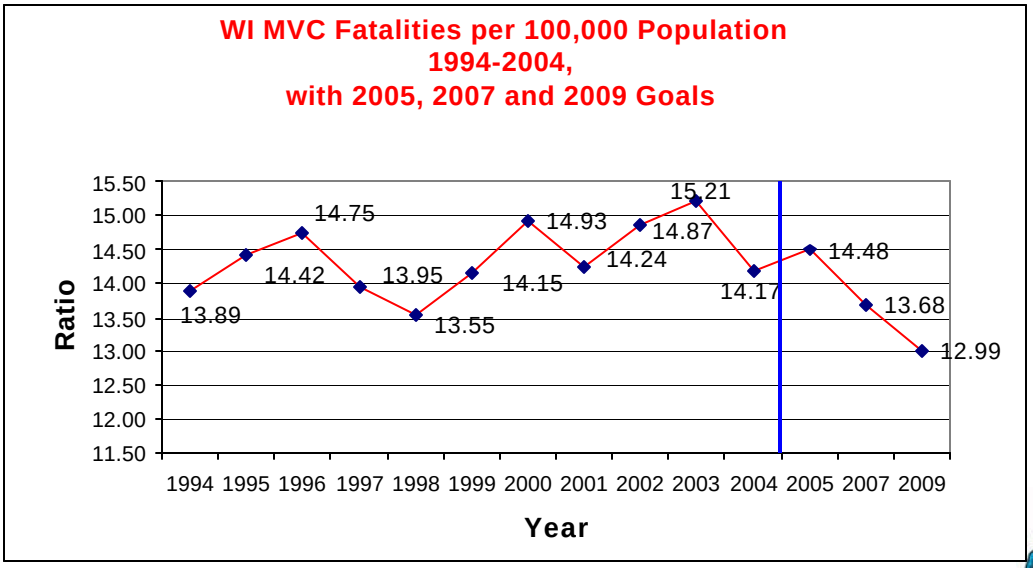
2005 Fiscal Summary as of January 5, 2006

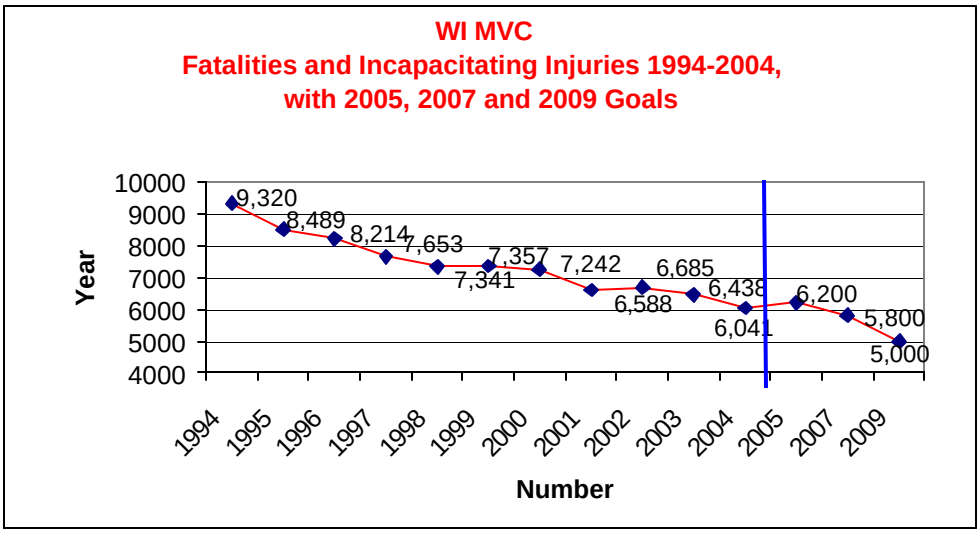
Fund	Program	Description	Fed Obligated	Fed Expended	Match	Tot Program	Local Ben
402	01-PA	Planning & Admin	250,000	234,225	532,250	766,475	54,421
	02-OP	Occupant Protection	892,250	355,337	258,584	613,921	144,027
	02-PM	Paid Media	150,000	25,000	20,000	45,000	12,500
	03-AL	Alcohol/Other Drugs	800,000	497,099	251,214	748,313	344,933
	04-PT	Police Traffic Services	854,651	296,006	127,369	423,375	279,388
	04-PT	Large Truck Safety	10,000	0	0	0	0
	05-TR	Traffic Records	409,993	204,445	615,590	820,035	89,197
	06-EM	Injury Control - EMS	100,000	5,791	6,056	11,846	4,620
	07-MC	Motorcycle Safety	244,000	52,008	735,690	787,698	16,769
	09-PS	Pedestrian/Bicycle	104,964	55,607	47,693	103,300	53,616
	10-CP	Corridor/Community	854,925	676,955	840,913	1,517,869	375,438
		402	4,670,783	2,402,474	3,435,359	5,837,833	1,374,909
157	157OP	Occupant Protection-157	678,813	7,654	30,000	37,654	3,827
Incent	157PM	OP Paid Media -157	200,100	0	0	0	0
		157 Incentive	878,913	7,654	30,000	37,654	3,827
157	**IN2**	Innovative Seat Belt	163,255	163,255	40,814	204,069	163,255
	IN4	Innovative Seat Belt	55,571	55,571	13,893	69,464	28,000
Innov	**IN5**	Innovative Seat Belt	300,000	300,000	206,975	506,975	231,400
		157 Innovative	518,826	518,826	261,682	780,508	422,655
2003(b)	**J3**	Child Passenger Safety	273,587	116,686	20,222	136,908	53,495
164	**164AL**	Alcohol - 164	345,262	345,262	179,837	525,099	172,631
410	41-J8	Alcohol Community	1,836,638	589,760	955,392	1,545,152	260,561
	41-J8PM	Alcohol Paid Media	400,000	323,315	0	323,315	80,829
		J8	2,236,638	913,075	955,392	1,868,467	341,390
TOTAL	**USDOT**	**ALL GTS PROGRAMS**	**8,924,010**	**4,303,977**	**4,882,492**	**9,186,469**	**2,368,907**
CODES	403	CODES Data Network	62,106	61,577	0	61,577	14,000
		GDL Demonstration	317,000	6,980	0	6,980	1,400
HN10	**163**	0.08 Incentive (163)	3,635,934	483,794	254,108	737,902	332,507
TOTAL	**USDOT**	**Non GTS PROGRAMS**	**4,015,040**	**552,350**	**254,108**	**806,458**	**347,907**
USDOJ	OJJDP	Youth Alcohol Programs	494,974	216,841	236,630	453,472	114,344
State	MREP	Motorcycle Rider Program	754,000	754,000	0	754,000	640,000
State	463	Pedestrian/Bicycle Safety	94,000	74,000	0	74,000	20,000
State	568	Alcohol Pre-Trial Supervision	779,400	613,771	0	613,771	613,771
State	531	Safe Ride Home	170,097	0	0	0	0
TOTAL		**OTHER FUNDS**	**2,292,471**	**1,658,612**	**236,630**	**1,895,242**	**728,115**
GRAND TOTAL		**ALL FUNDS**	**15,231,520.75**	**6,514,939.40**	**5,373,230.04**	**11,888,169.44**	**3,444,927.99**

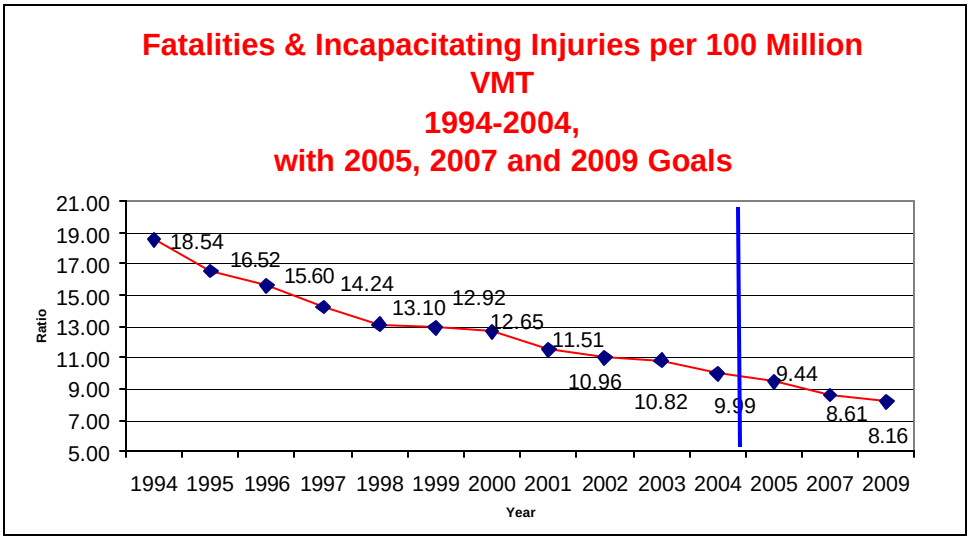
State Summary Data (GHSA Measures)

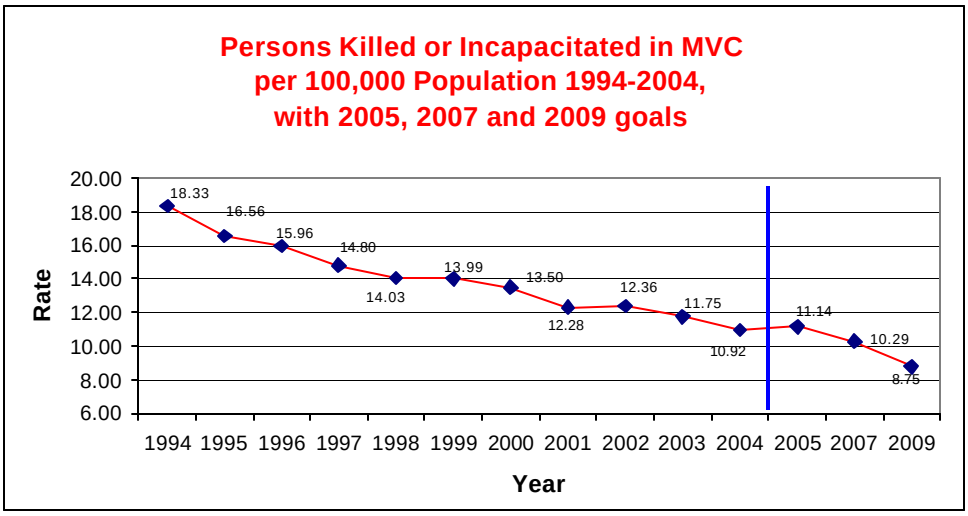






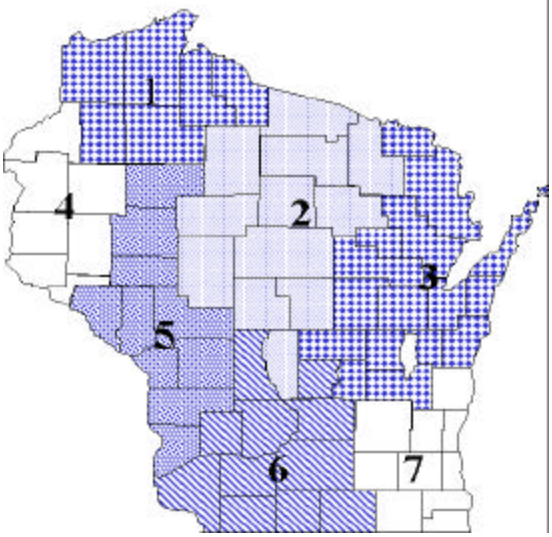

WI MVC
Fatalities and Incapacitating Injuries 1994-2004,
with 2005, 2007 and 2009 Goals
Year
10000
9000
8000
7000
6000
5000
4000
9,320
8,489
8,214
7,653
7,341
7,357
7,242
6,588
6,685
6,438
6,041
6,200
5,800
5,000
1994
1995
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005
2007
2009
Number


Fatalities & Incapacitating Injuries per 100 Million
VMT
1994-2004,
with 2005, 2007 and 2009 Goals
Ratio
21.00
19.00
17.00
15.00
13.00
11.00
9.00
7.00
5.00
18.54
16.52
15.60
14.24
13.10
12.92
12.65
11.51
10.96
10.82
9.99
9.44
8.61
8.16
1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2007 2009
Year


Persons Killed or Incapacitated in MVC
per 100,000 Population 1994-2004,
with 2005, 2007 and 2009 goals
Rate
20.00
18.00
16.00
14.00
12.00
10.00
8.00
6.00
18.33
16.56
15.96
14.80
14.03
13.99
13.50
12.28
12.36
11.75
10.92
11.14
10.29
8.75
1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2007 2009
Year

2005 Highway Safety Problem Identification and Grants

2005 Safety Belt Use By Wisconsin Media Markets

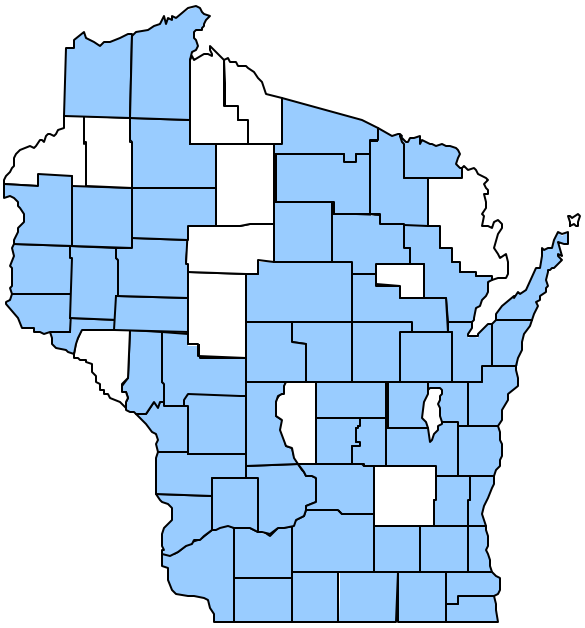


The maps illustrate Wisconsin's 2004 distribution of crashes, deaths and incapacitating injuries by county, 2005 observed safety belt use organized by primary media markets (Areas of Dominant Influence or ADI's), and the 2005 distribution of Highway Safety funds by county. The nearly statewide distribution of grants reflects federal guidance to support the Memorial Day Mobilization and Labor Day Crackdown as widely as possible.

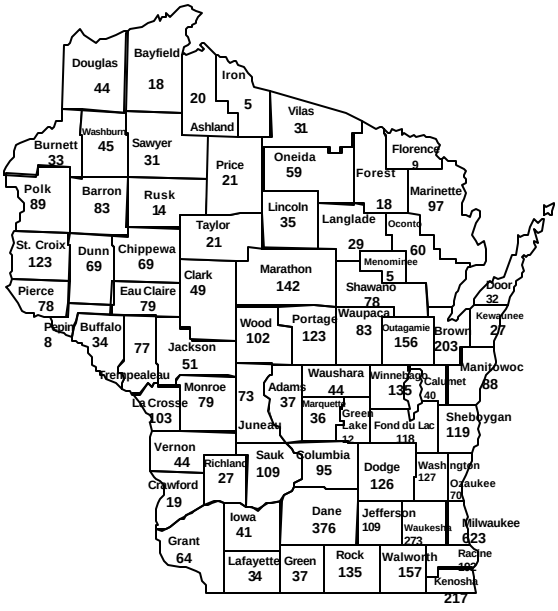
Average Belt Use by ADI

ADI	2001	2002	2003	2004	2005
1 – Duluth/Superior	62.5%	57.8%	62.1%	70.9%	70.6%
2 – Wausau/Rhinelander	63.8%	62.7%	62.7%	75.3%	66.1%
3 – Green Bay/Appleton	59.4%	63.6%	66.4%	70.7%	77.6%
5 – La Crosse/Eau Claire	70.0%	67.3%	74.1%	74.3%	72.5%
4 – Minneapolis/St. Paul	66.9%	67.9%	67.3%	72.7%	72.1%
6 – Madison	67.6%	73.4%	74.4%	75.6%	77.1%
7 – Milwaukee	72.1%	62.4%	70.7%	68.1%	72.1%
State Average	68.7%	66.1%	69.8%	72.4%	73.3%

2005 Grant Distribution by County



Persons Killed and Seriously Injured in all reportable traffic crashes 2004



Source: 2004 WisDOT DMV Crash Databse

Injury Prevention-
Occupant Protection

Program Goal: **To increase statewide average safety belt use to 75% by 2005, 77% by 2007, and 79% by 2009.**

1994 Baseline: 61.7% average statewide use.
2005 Status: 73.3% average statewide use.

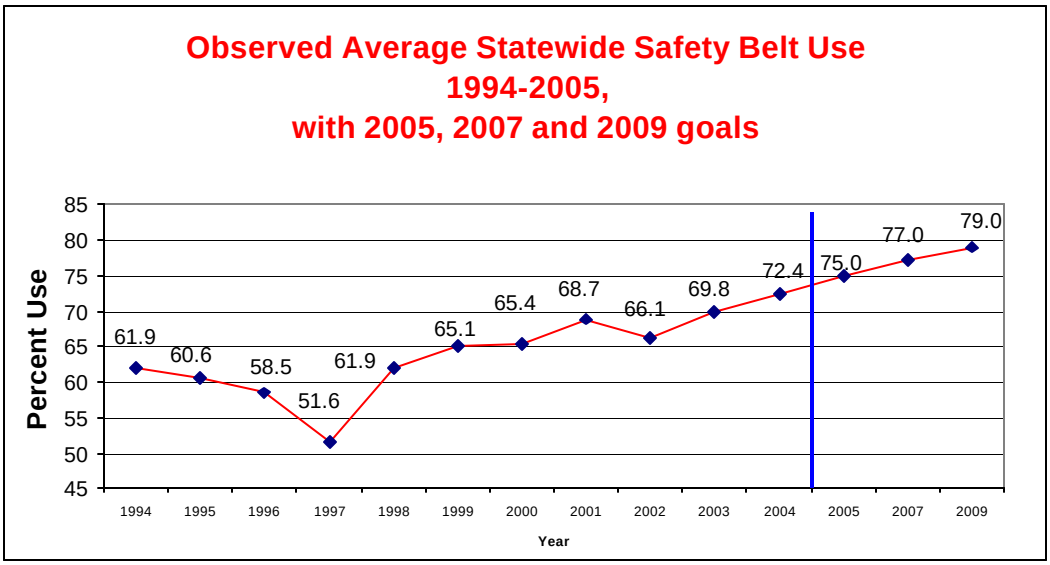
Program Goal: To reduce child (ages 1-9) occupant injuries and deaths to 2,400 by the end of CY 2004, to 2,300 by CY 2007 and 2,200 by CY 2009. NOTE: *CY2005 Crash data are not yet available.*

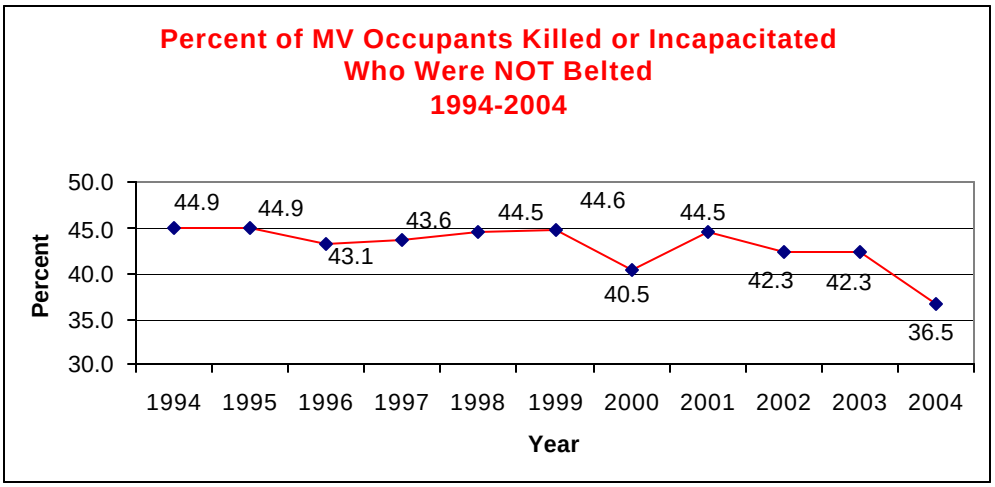
1994 Baseline: 2,709 child occupants ages 1 to 9 were killed or injured in crashes.
2004 Status: 2,107 child occupants ages 1 to 9 were killed or injured in crashes.

PROGRAM FUNDS

	2005 Budgeted	2005 Expended
(402)	$892,250	$355,337
(2003b)	$273,587	$116,686
(157 OP)	$678,813	$ 7,654
(IN2)	$163,255	$163,255
(IN4)	$ 55,571	$ 55,571
(IN5)	$0	$300,000
(402PM)	$150,000	$ 25,000
(157PM)	$280,000	$0

Objective 1: To increase statewide average safety belt use to 75% by the end of CY 2005.
1993 Baseline: 61.7% average statewide use, demonstrated in a fall 1993 statewide observational survey.
2005 Status: 73.3% average statewide use, demonstrated in a summer 2005 statewide observational survey.

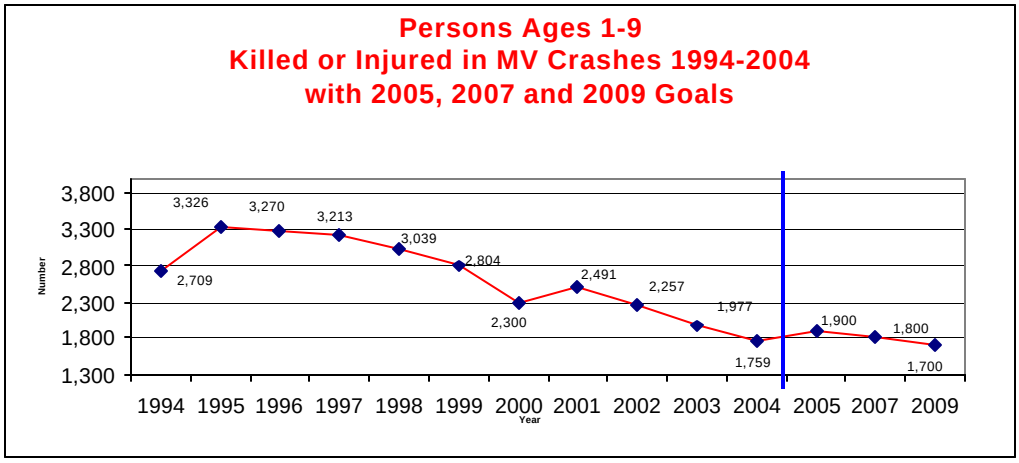




<u>Objective 2:</u> To reduce three-year average child occupant (1-9) injuries and deaths to 1,900 by the end of CY 2005.

<u>1994 Baseline</u>: 2,709 child occupants, ages 1 to 9, were killed or injured (1,189 children, ages 1-4, and 1,520 children, ages 5-9). The 1994-1996 three-year average was 2,664 (960 children, ages 1-4, and 1,530 children, ages 5-9).

<u>2004 Status</u>: 2,107 child occupants, ages 1 to 9, were killed or injured (720 children, ages 1-4 and 1,380 children, ages 5-9).



<u>Objective 3:</u> To reduce three-year average youth occupant (15-24) injuries and deaths to 1,725 by the end of CY 2005.

<u>1994 Baseline</u>: 2,448 occupants, ages 15 to 24, were killed or injured. The 1994-1996 three-year average was 2,321.

<u>2005 Status</u>: 867 occupants, ages 15-24 were killed or injured. The 2002-2004 three-year average was 959 KI.

<u>Objective 4:</u> To reduce three-year average school age child occupant (10-14) injuries and deaths to 1,400 by the end of CY 2005.

<u>1994 Baseline</u>: 1,691 occupants, ages 10 to 14, were killed or injured. The 1994-1996 three-year average was 1,903.

<u>2005 Status</u>: 2,053 child occupants, ages 10-14 were killed or injured. The 2002-2004 three-year average was 1,721. The 2004 increase is disturbing after 10 years of steady decline and will be studied to determine its cause.

Objective 5: To increase statewide average correct child safety seat use to 20% by the end of CY 2005, 30% by end of 2006 and 35% by end of 2007.

1994 Baseline: In 1994, 80.2% average statewide use of child safety seats from Fall 1993 observational survey. No baseline statewide data are available for correct use.

2004 Status: There was no average statewide use of child safety seats data available from Summer 2005 observational survey. There is no established baseline data available for correct use, however it is estimated to be 20% or less.

PROGRAM ACTIVITIES

Program Management Funds Expended: $0

Planned: Position lost.

Actual: 1 FTE position responsible for Occupant Protection, EMS and Injury Control was lost. Responsibilities managed in part by a state-funded position. Coordinates Mobilizations with LEL's and managers of other programs and coordinates CPS and media with Supervisor. Manages GDL Demonstration Grant.

Education

WINS Support Funds Expended: $99,482 (402)

Planned: Provide a statewide toll-free child passenger safety and safety belt information line. Maintain recall list for child safety seats. Provide free loan of safety promotional items including Vince and Larry and Bucklebear costumes. Provide traffic safety promotional incentive items.

Actual: Handled 2,046 telephone calls, provided safety promotional items for 70 events.

WCPSA Support Funds Expended: $0 (2003b)

Planned: Provide support for members of Wisconsin Child Passenger Safety Association (WCPSA) to attend quarterly meetings and statewide traffic safety conferences. Distribute newsletters and other correspondence.

Actual: WCPSA activities were combined with CPS training (see next item).

Child Passenger Safety Training Funds Expended: $7,507 (2003b)

Planned: Provide Child Passenger Safety Technician training to 75-100 practitioners. Provide for 3-5 Technician Instructor candidates to become certified instructors. Provide 10 child safety seat check ups and update training for child passenger safety advocates.

Actual: 11 CPS Technician trainings were conducted, certifying 115 safety advocates. 11 child safety seat check up events were held. 2-day breakout CPS sessions at the Annual EMSC Conference.

Child Passenger Safety Fitting Station Development Funds Expended: $ 9,697 (2003b)

Planned: Develop 5-10 Child Passenger Safety Fitting Stations following the Australian model.

Actual: Provided funding for the development of 3 permanent fitting stations.

Youth Community-based, Diverse Community and Faith-based Programs Funds Expended: $0 (157OP)

Planned: Assist one consortium of opinion leaders to produce a community-wide competition for safety belt use by faith-based organizations.

Actual: No activity was undertaken because approved plan activities were subsequently denied.

Convincer Support Funds Expended: $4,454 (157OP)

Planned: Deliver presentations with vehicle rollover simulator which demonstrates effectiveness of restraints. Provide presentations statewide.

Actual: Part-time position demonstration roll-over convincer and provided materials to health and safety fairs.

Public Information and Education Funds Expended: $81,582 (402)
$27,571 (IN4)

Planned: Duplicate, print distribute, purchase pamphlets, posters, audio, video and other promotional materials.

Actual: Duplicated and reproduced materials, developed package of public service materials including video, audio and print. Media time was purchased during the Mobilization effort.

Enforcement

Clickit or Ticket National Mobilization

Funds Expended: $ 12,637 (402)
$163,255 (IN2)
$ 55,571 (IN4)
$300,000 (IN5)

Planned: Provide traffic enforcement overtime and equipment funding to 75-100 agencies to conduct enhanced periods of enforcement and public information known as mobilizations. Conduct a statewide mobilization with involvement of 85 percent of law enforcement, in an effort to increase safety belt use to 75 percent.
Actual: Statewide participation in the Clickit or Ticket National Mobilization in May. Participated in Great Lakes Region Rural Safety Belt Mobilization. Increased statewide safety belt use to 73.3 percent. Offered funds to 95 targeted local and county law enforcement agencies and the Wisconsin State Patrol. 101 funded and 93 unfunded agencies participated in 12,632 hours of overtime enforcement resulting in 36,913 written contacts during 19,109 traffic stops. These contacts included 6,789 safety belt, 139 child safety seat, 4,270 excess speed, and 719 OAR/OAS. Participants also wrote 12,081 warnings for speed or moving violations, and criminal contacts for 37 drugs, 14 felonies, 76 misdemeanors and 158 warrants.

Empowerment

Safe Communities-Occupant Protection Activities Funds Expended: $0
Planned: Provide funding for 4-6 Safe Communities to support occupant protection activities.
Actual: Several Safe Communities conducted occupant protection activities, which included participation in the law enforcement safety belt mobilizations, programs presented to schools, and community safety belt surveys, using other Safe Communities funding, but no communities applied for these funds.

Enforcement and Education

Law Enforcement Liaisons Funds Expended: $101,280 (402)
Planned: Support three former law enforcement representatives who meet with chiefs, sheriffs and commanders to discuss traffic safety programs, especially unfunded CIOT. Emphasize safety belt promotion, and speed, alcohol and safety belt enforcement. Promote safety belt mobilizations. Promote BOTS and its traffic safety programs at conferences and other safety gatherings.
Actual: Law enforcement liaisons made visits to all participating law enforcement agencies, meeting with officials to discuss local and state traffic safety initiatives. LELs also attended and participated in all major conferences and events.

Evaluation

Safety Belt/Restraint Surveys Funds Expended: $117,208 (402)
Planned: Observational safety belt surveys are required as an evaluation component of traffic enforcement mobilizations, following the national model of combining enforcement with paid media and other public informational activities. Perform statewide safety restraint use observational survey, identifying vehicle type, driver/passenger, age and gender.
Actual: Conducted two statewide observational surveys. Safety belt use increased to 73.3% in June 2005.

Attitude Survey Funds Expended: $51,054 (402)
Planned: Contract to conduct a knowledge, attitude, and behavior survey related to CIOT campaign.
Actual: UW-Milwaukee Survey Lab conducted pre/post phone surveys on safety belt use and on drinking/driving topics and campaigns, and provided an analysis of the results.

LEGISLATION

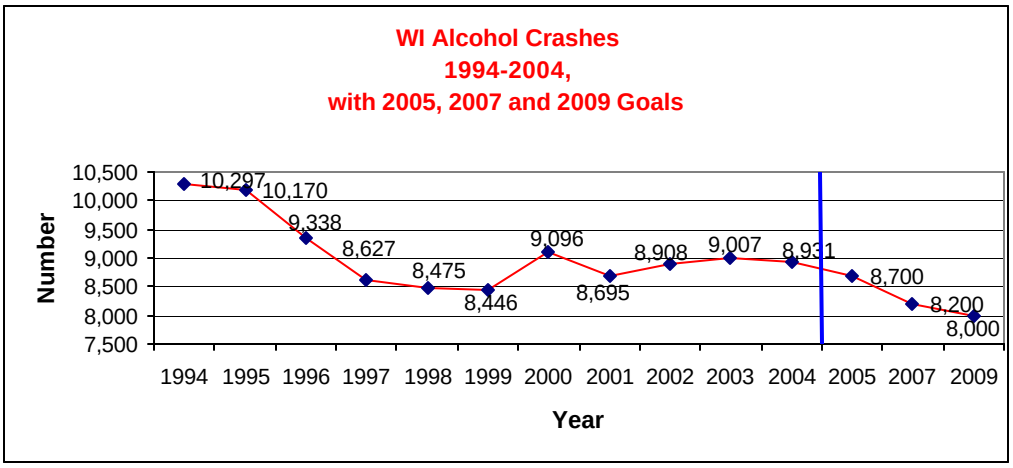
During 2005 Session, bills allowing for standard enforcement of the WI safety belt law were introduced in the Assembly A bill to increase the fine for safety belt violations from $10 to $25 was introduced. It was defeated in the Assembly.

A bill to strengthen the WI child passenger safety law by creating a tiered structure of required type of restraint use based on a child's age and size; requires the use of a belt-positioning booster for children ages 4 to 8, and requires all children under the age of 16 to ride properly restrained. The bill is pending, and if passed, may make Wisconsin eligible for Section 405 funding.

Alcohol Countermeasures

Program Goal: To decrease the number of alcohol and drug related motor vehicle crashes to 8,700 by 2005, 8,200 by 2007 and 8,000 by 2009 and resulting deaths and incapacitating (A) injuries to 1,650 by 2005; to 1,400 by 2007 and 1,100 by 2009.

1994 Baseline: 2,141 occupants were killed or incapacitated in 10,297 alcohol related crashes.
2004 Status: 1,457 occupants were killed or incapacitated in 8,931 alcohol and drug related crashes.

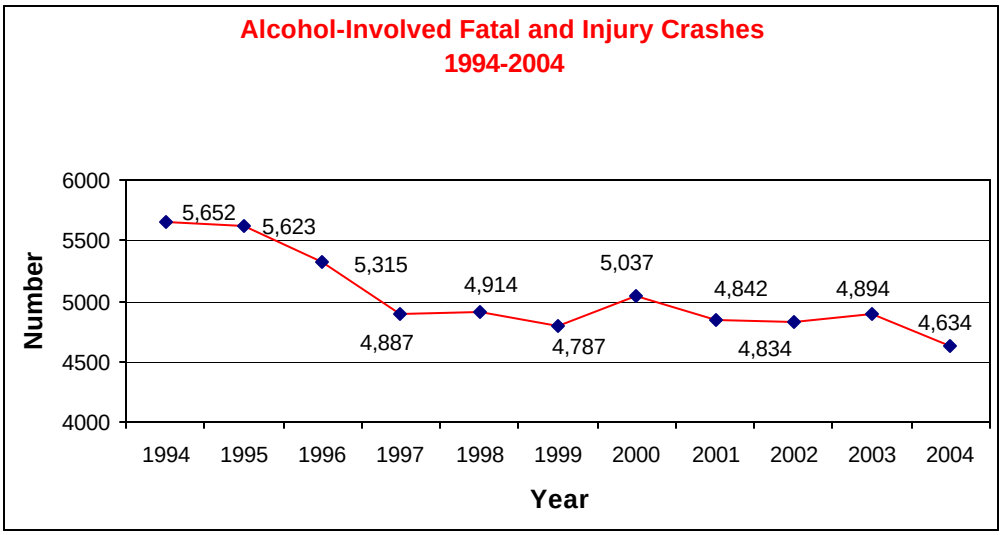


PROGRAM FUNDS

	2005 Budgeted	2005 Expended
Federal Funds		
(402)	$800,000	$ 355,337
(410)	$599,460	$ 527,760
(410PM)	$150,000	$323,315
(164AL)	$345,262	$ 345,262
State Funds		
(Safe Ride)	$170,097	$ 0
(Pre-Trial Intervention)	$779,400	$779,400

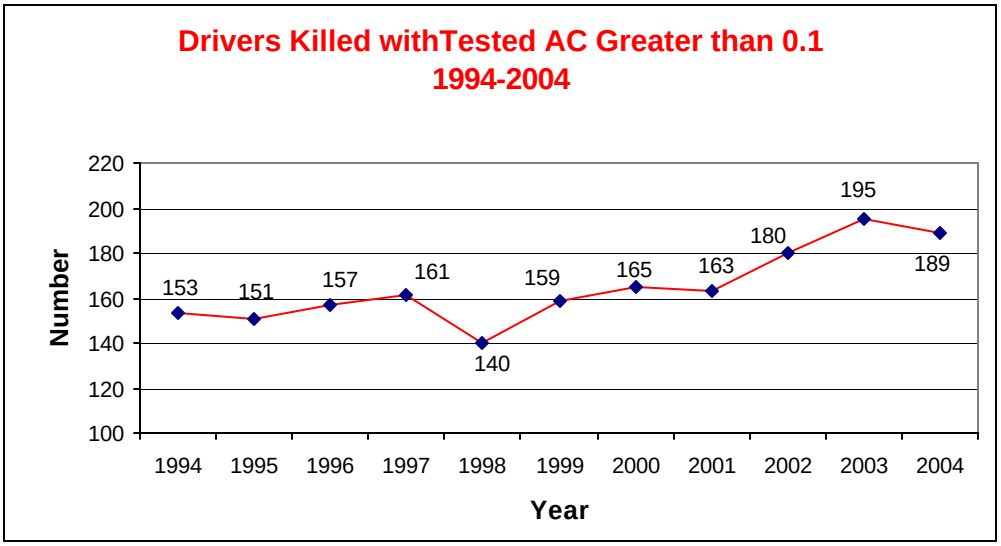
Objective 1: To decrease alcohol- or drug-related fatal and injury crashes to 8,700 total crashes, 240 fatal crashes and 4,050 injury crashes by the end of 2005.

1994 Baseline: 10,279 total, 253 fatal crashes and 5,399 injury crashes were alcohol- or drug related. Three-year averages for 1994-1996 were 12,262 total, 264 fatal and 5,266 injury crashes.
2004 Status: 8,931 total, 295 fatal crashes and 4,339 injury crashes were alcohol- or drug related. Three-year averages for 2002-2004 were 8,953 total, 295 fatal and 4,445 injury crashes.



Objective 2: To develop baseline data about the nature, magnitude and severity of the drugged driving problem in WI by the end of CY2005.
1994 Baseline: No information available.
2004 Status: Drug use information was available only from a small subset of killed drivers, stops made by DRE's and surveys of self-reported behavior. In CY 2004, the Wisconsin State Lab of Hygiene conducted 1,859 drug tests, of which 1,492 (80%) tested positive for one or more drugs.

Objective 3: To decrease the number of deaths in alcohol- or drug-related crashes by 3 percent (to 309) and incapacitating (A) injuries in these crashes by 2 percent (to 1,289) from 2001-2003 averages by the end of 2005.
1994 Baseline: 1994-1996 three-year averages were 9,929 alcohol-related crashes, resulting in 285 deaths and 1,702 incapacitating injuries.
2004 Status: The CY 2002-2004 three-year averages were 8,953 alcohol-related crashes, resulting in 295 deaths and 1,280 incapacitating injuries.

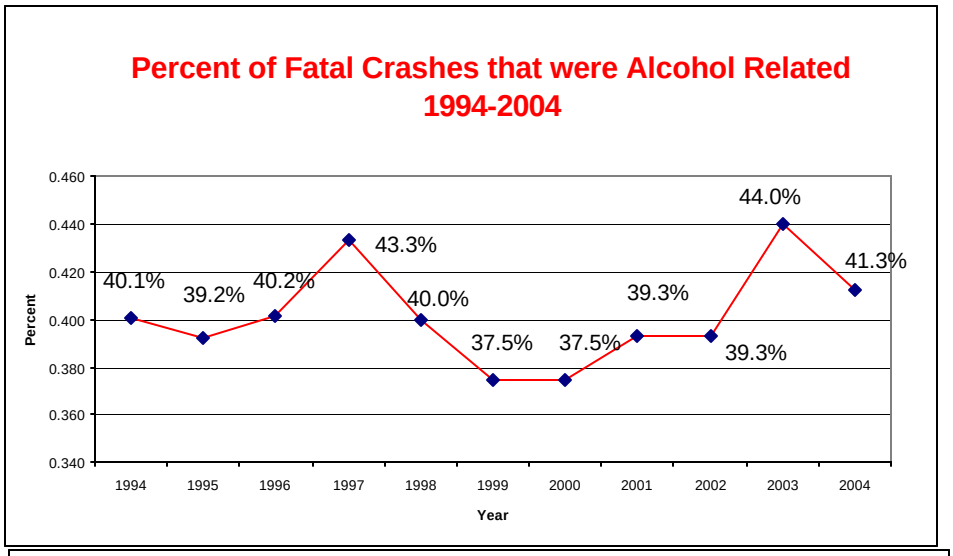


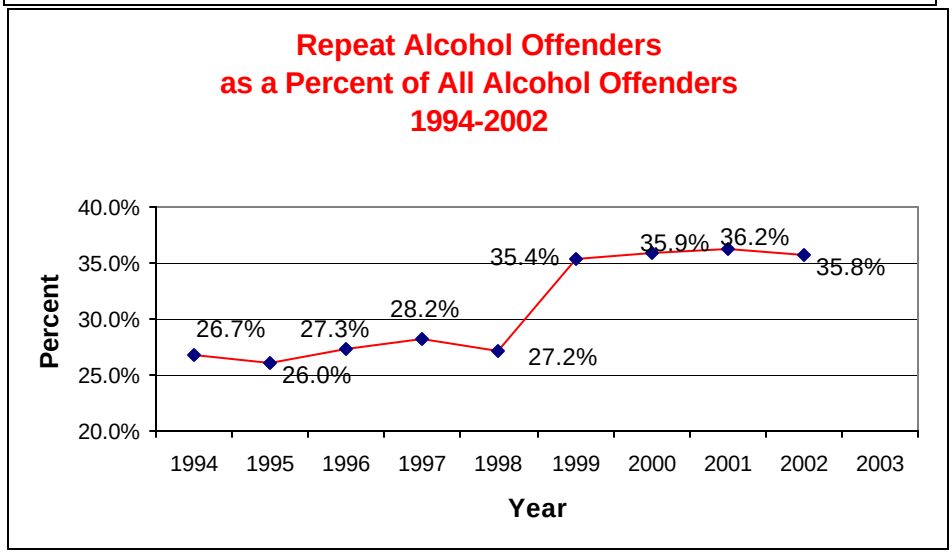
Objective 4: To decrease the number of driver fatalities with ACs of 0.08 or greater to 154 by the end of 2005.

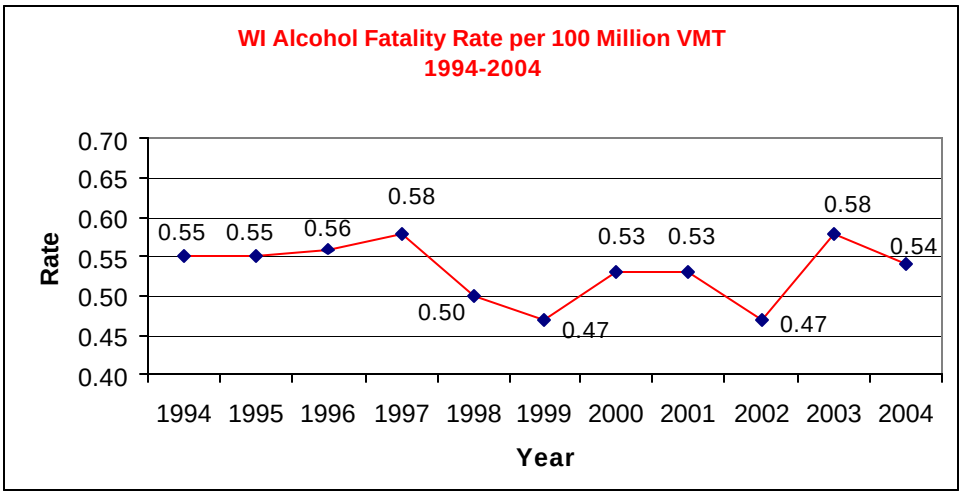
1994 Baseline: 153 drivers killed and tested (520) had an AC of 0.10 or greater. Three-year average for 1994-1996 was 154.

2004 Status: 195 drivers (including motorcycle and moped drivers) were killed in fatal crashes and tested (502) had an AC results of .08 or greater. Three year average for CY 2002 - 2004 (CY 2002 & 2003 with AC results @ .10+ and CY 2004 with AC results @ .08+) was 190.

State Summary Alcohol Data (GHSA Measures)







PROGRAM ACTIVIITES

Administration Funds Expended: $169,520 (402)

Planned: Two positions administer 402, 410, 157OP, 163, 164AL, OJJDP and state funds.
Actual: Two federally funded positions managed the alcohol and youth alcohol programs. Advisory committees meet as needed to advise BOTS on issues related to Alcohol funding: SFST Advisory Committee advises BOTS on issues related to SFST training in Wisconsin, DRE Oversight Committee discusses DRE issues; ISP Committee members advise BOTS on program and funding issues. Alcohol managers also sit on multi-agency and State AOD, youth prevention/health promotion committees.

Education-Training

SFST and Advanced SFST or 8-Hour Drug Segment Training Funds Expended: $122,796 (410)

Planned: Train 1000 officers in SFST skills.
Actual: 1136 officers were trained. SFST has been institutionalized into the revised 520 hour State Law Enforcement Recruit Curriculum, with Department of Justice taking over SFST instructor certification in 2006. BOTS will continue to administer SFST practitioner training, instructor training and instructor updates.

DITEP (Drug Impairment Training for Educational Professionals) Funds Expended: $15,686 (410)

Planned: To expand the DITEP program and deliver courses in 15 communities.
Actual: Nineteen Wisconsin DRE's were trained as Drug Impairment Training for Educational Professionals (DITEP) instructors. This training is designed to teach educational professionals how to recognize, document and reinforce school "zero tolerance" policies. 18 one- or two-day DITEP classes were conducted for 453 teachers, counselors, school nurses and administrators. For more information about DITEP, contact Bill Kraus at William.Kraus@dot.state.wi.us.

DRE School Support Funds Expended: $104,342 (410)

Planned: Contract for program coordinator to support implementation of community DRE programs; provide one DRE class in Wisconsin; support DRE trained officers' attendance at additional training and quarterly review meetings.
Actual: Wisconsin's seventh DRE (Drug Recognition Expert) class graduated 24 students increasing the total number of active DRE's in Wisconsin to 99. The DRE program is coordinated by a contracted expert who also participates in the quarterly Oversight Committee meetings. The eighth DRE class was started with the Preschool in August. An additional 18 DRE officers will be trained when the classes end in December.

Drugs That Impair Driving Funds Expended: $21,233 (410)

Planned: Provide 8-hour drug training for 400 officers who have completed the SFST course.
Actual: 735 officers were trained with additional skills for detecting drug impairment.

Education-PI&E

Public Information and Education Funds Expended: $ 21,072 (402)
$323,315 (410PM)
$ 25,073 (410)
$ 21,628 (164)

Planned: Incorporate alcohol public information into alcohol programming in accord with a long range plan; reach 25% of the target audiences and change the behavior of 25% of them.
Actual: Reprinted existing print items. Purchased paid media for the distribution of "You Drink and Drive. You Lose" message during the Alcohol Crackdown.

Resource Center on Impaired Driving Funds Expended: $200,000 (410)

Planned: 1.0 FTE attorney RCID director and 0.75 FTE attorney assistant director, law student research assistant (20 hrs. per week), and part time clerical assistance to provide a wide range of legal information specific to the impaired driving arena.

Actual: The Resource Center conducted its 11th annual multi-disciplinary ***Traffic and Impaired Driving Law Program*** in April 2005 for 121 attendees, and the 1-1/2 day ***6th Annual Prosecutor's Seminar on OWI*** in November 2004 for 105 attendees. The director and assistant director have lectured in various capacities before numerous audiences. The RCID disseminated information about the .08 law, the per se law and restricted controlled substances. The RCID provided legal updates and support to SFST and DRE Instructors in Instructor Update Trainings, and conducted the Legal Environment Session for numerous SFST Classes in which 691 officers and 29 technical college students were trained. During 2005, the RCID received inquiries from 185 toll-free calls, 75 e-mails, 41 Madison-area phone calls, and 10 letters, and all responses were documented and kept on file.

Empowerment

Pretrial Intensive Supervision Programs (ISP) Funds Expended: $59,862 (410)
$779,400 (state)

Planned: Maintain 11 continuing ISP efforts in 13 counties; implement 2 ISP efforts in new communities; support biannual meetings with all participating communities.

Actual: Interest continues in Pretrial Intensive Supervision Programs (ISP's). 13 counties are currently served by Pretrial ISP's and the waiting list has grown to 11 counties: La Crosse, Vernon, Outagamie, Dunn, Wood, Dane, Jackson, Winnebago, Calumet, Walworth and Ashland. In 2005, the current ISP programs operate only on state and local funds, no federal funding is awarded. These programs will be required to reduce their expenses by 10% as funding is insufficient. Additional state funding is needed to expand the program into more communities. The partners meet twice a year to discuss program issues and successes. An evaluation report of this effort is available on the WisDOT web site www.dot.wisconsin.gov. The Department of Corrections is interested in expanding this effort also.

Safe Ride Program Funds Expended: $170,097 (state)
$227,446 (164)

Planned: Support community Safe Ride programs coordinated through the local Tavern League.

Actual: Implemented the Safe Ride marketing campaign promoting Safe Ride programs to bar patrons and bar staff. Expanded the Safe Ride program into 40 communities. Work is being completed for a website to keep communities up to date on safety events, etc.

Mobile Eyes Funds Expended: $26,363 (402)
$3,200 (157OP)

Planned: Support the Mobile Eyes program and develop the program in 25 communities.

Actual: Mobile Eyes expanded to 10 counties in Southeast Wisconsin and presentation at Sheriff's and Chief's conference. Planned expansion to 25 counties in Northeast and Southwest Wisconsin initial work took place, but project is on hold.

Enforcement

Saturation Patrols Funds Expended: $294,211 (402)
$318,577 (163)

Planned: Organize alcohol enforcement deployments that will cover 85% of the state's population in which at least 65% of the alcohol-related crash fatalities have occurred over the past 3 years. Organize Wisconsin's participation in the August/September national Alcohol Crackdown for 100% of states population. Fund at least 20 "Saturation Patrol" deployment type projects that include required participation in the crackdown and require a "zero tolerance" for safety belt violations.

Actual: Wisconsin law enforcement officers participated in National Alcohol Mobilization **"You Drink and Drive. You Lose."** in August and September 2005. The State Patrol joined the forty funded local county and municipal enforcement agencies whose overtime-funded "Saturation Patrols" covered 100% of the state's population. Several project partners enlisted non-funded neighbors for collaborative efforts both during the mobilization and during monthly deployments. 9,384 hours of overtime patrol resulted in 12,024 written contacts during 11,413 traffic stops. These included 2,178 excess speed citations , 750 OWI's, 913 OAR/OAS and 1,758 safety belt citations. Participants also wrote 3,808 written warnings for speed or moving violations, and criminal contacts for 182 drug, 59 felony, 187 misdemeanor, and 217 warrants.

Evaluation Funds Expended: $7,005 (402)

Planned: Support evaluation of the Alcohol Mobilization.
Actual: An evaluation of the effectiveness of the Alcohol Mobilization PI&E campaign was conducted by doing a DMV customer survey analyzed by the University of Wisconsin Survey Center and a pre/post phone survey analyzed by UW-Milwaukee.

Road Crew Programs Funds Expended: $84,932 (163)
$ 3,200 (157OP)

Planned: Expansion of the Road Crew model to six new communities. Seed monies will be provided to fund and launch new communities for an 18 month period.
Actual: A comprehensive list of 20 targeted communities was developed. Twenty-three people representing ten communities attended an informational conference to learn about social marketing and the Road Crew Program. Following a competitive grant evaluation process four community coalitions were selected to launch a new Road Crew Program in the Spring of 2006.

Support for New .08 AC Law Funds expended: $39,730 (163)

Planned: Upgrade the State Patrol's existing breath testing equipment and all EC/IR dry gas standards statewide in order to meet the requirements for testing at 0.08 AC. Provide staff training and sharing of information regarding OWI and breath alcohol technology issues.
Actual: The items needed to upgrade the preexisting equipment were purchased and installed. Staff attended the International Association of Chemical testing conference and gained the skills and education needed to keep current with information regarding OWI policies, procedures and equipment requirements.

DWI Court Team Funds expended: $4,060 (163)

Planned: Send a team of 10 La Crosse County representatives to Lansing, Michigan to attend the 3 1/2 day NHTSA DWI Court Training.
Actual: Nine people attended the training. The training has enabled the team to develop policies and procedures to implement an OWI Court in La Crosse County. The goal of the team is to submit a grant application for funding in FY06 to pilot the first OWI Court funded by NHTSA in Wisconsin.

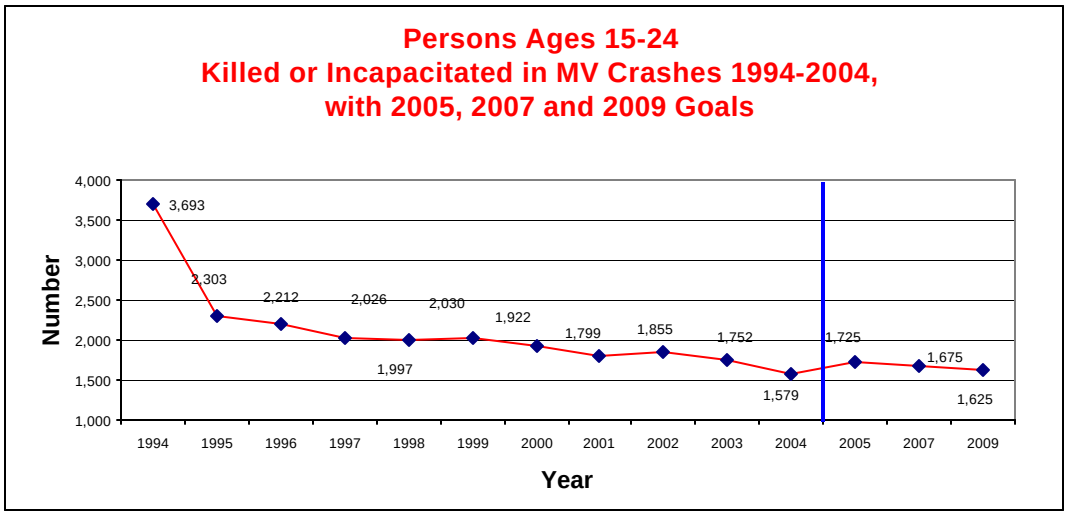
Legislation

2006 Wisconsin Act 8 (formerly AB-92): Amends 2003 Wisconsin Act 30 (0.08 law) to allow alcohol concentrations over the legal limit to be admitted as prima facie evidence that the person was under the influence of an intoxicant, regardless of the number of prior OWI-related convictions (previously, the AC test result could only be used as prima facie evidence for persons with two or fewer OWI convictions).

Youth Alcohol

Program Goal: To decrease the number of 15 to 24 year old drivers and passengers killed or seriously (A) injured in <u>all</u> traffic crashes to 1,725 by 2005, to 1,675 by 2007, and to 1,625 by 2009.

<u>1994 Baseline</u>: 2,448 15 to 24 year olds were killed or incapacitated.
<u>2004 Status</u>: 1,579 15 to 24 year olds were killed or incapacitated.



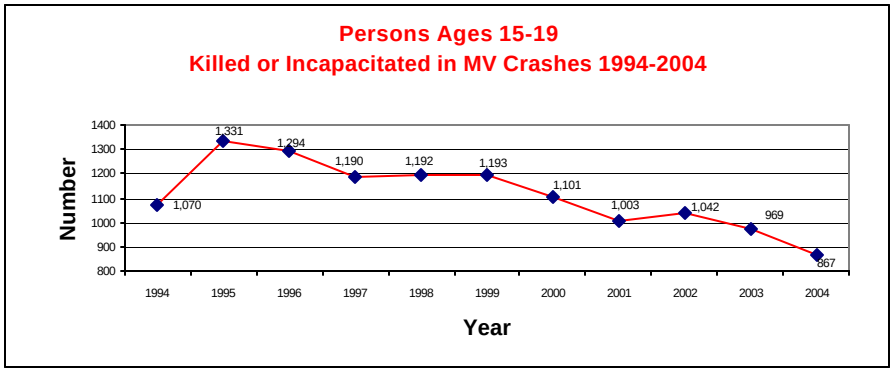
PROGRAM FUNDS

2005 Budgeted	2005 Expended
(410) $282,827	(410) $62,000
(OJJDP) $494,974	(OJJDP) $216,841

Objectives 1: To decrease the number of occupants ages 15-19 killed or seriously injured in motor vehicle crashes to 950 by the end of CY 2005.

<u>1994 Baseline:</u> 1,331 15-19 year olds were killed or seriously (A) injured. 1994-1996 three-year average was 1,232 killed or seriously (A) injured.

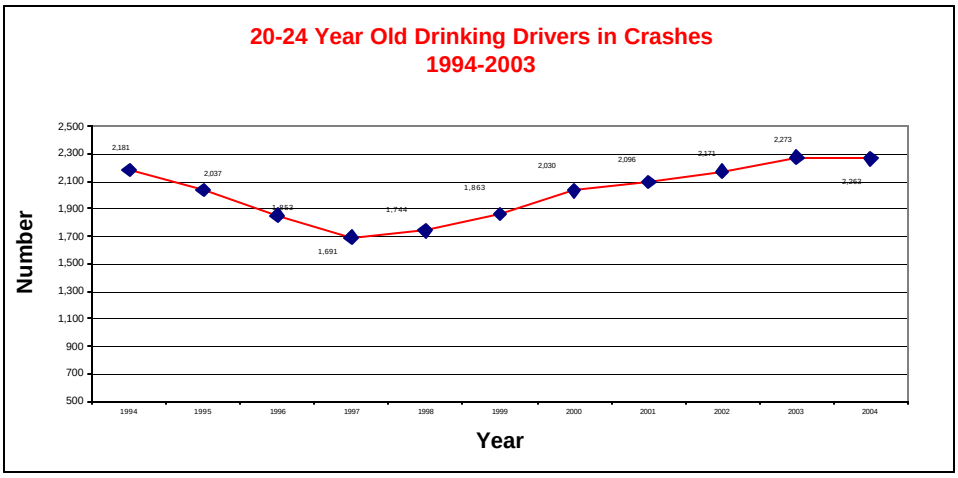
<u>2004 Status:</u> 867 15-19 year olds were killed or seriously (A) injured. 2002-2004 three-year average was 959 killed or seriously (A) injured.



Objective 2: To decrease the number and percent of 20-24 year old drinking drivers involved in crashes to 1818, and 20% of all drinking drivers by the end of CY 2004.

1994 Baseline: 2,181 20 to 24 year old drinking drivers (21.8% of all drinking drivers) were involved in crashes. 1994-1996 three-year average was 2,029 (20% of all drinking drivers).

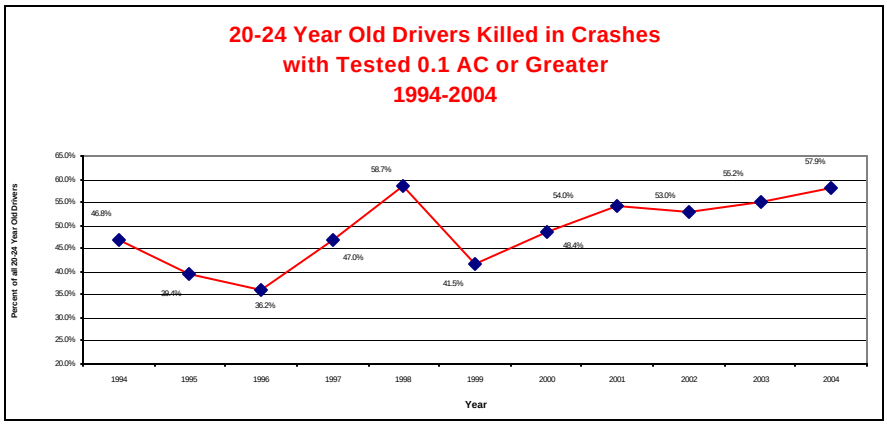
2004 Status: 2,273 20 to 24 year old drinking drivers (25% of all drinking drivers) were involved in crashes. 2002-2004 three-year average was 2,236 (26% of all drinking drivers). *Objective not being met—trend is up.*



Objective 3: To decrease the percent of killed 20-24 year old drivers in crashes whose AC tested at 0.10 or above to 40% by the end of 2004.

1994 Baseline: 47% of killed 20-24 year old drivers tested at 0.10 AC or above. Three-year average for 1994-1996 was 38%. *Note: Baseline data corrected.*

2004 Status: 58% of killed 20-24 year old drivers tested at 0.10 AC or above. Three-year average for 2002-2004 was 55.4%. *Objective not being met—trend is up.*



Program Activities

High School Multi-Media Show Funds Expended: $0 (410)
$110,500 (OJJDP)

Planned: Provide presentations to Wisconsin elementary, middle and high schools.
Actual: A powerful motivational multimedia presentation that captured the imagination of youth, using true stories, Hollywood film clips and a soundtrack of popular music was presented to 44,200 students in 221 schools. All these elements serve to reinforce the safety/prevention messages. Private funds matched limited federal dollars for showings in 100 additional schools.

Highway Safety Newsletter for Teens Funds Expended: $5,000 (410)
Planned: Funding for the published newspaper on prevention topics by and for Wisconsin youth.
Actual: Marshfield Center for Community Outreach is working with a consortium of state and private organizations to support the Youth Press of Wisconsin newspaper which has increased outreach to serve 20,000 youth, offering them a voice in their schools and communities on traffic safety and prevention topics.

Wisconsin Youth Conferences Funds Expended: $4,000 (OJJDP)
Planned: Provide funding for Prevention Conferences; opportunities for youth and adult to interact while learning about consequences of underage drinking and traffic safety as prevention issues.
Actual: Participated in the following Fiscal Year 2005 youth conferences:

- Annual WAODA Spring Conference
- 2005 Wisconsin Statewide Prevention Conference

Youth Alcohol Enforcement Program – CARD Program Funds Expended: $64,410 (OJJDP)
Planned: Fund community Comprehensive Alcohol Risk Reduction (CARD) enforcement projects. A combination of the Alcohol Compliance Investigation, Cops in Shops and the Party Patrol programs that allows for a greater number of patrols on a community.
Actual: 265 officers in 8 sheriff and 8 police agencies made 11,750 enforcement/community program contacts in 1,832 hours of funded overtime, and wrote 2,787 youth and 772 other citations, 1,370 youth and 327 other warnings, and made 236 youth and 404 other criminal arrests.

Young Adult Impaired Driving Prevention Funds Expended: $57,000 (410)
$ 3,820 (OJJDP)

Planned: Funding to assist post-secondary schools achieve reduction of binge drinking and drinking/driving behaviors occurring on college and technical school campuses. Address rise of binge drinking on campus.
Actual: Worked with UW System Administration, Northeast WI Technical College and UW La Crosse on creative, science-based programs based upon data-driven problem identification.

OJJDP Learning Events Funds Expended: $31,524 (OJJDP)
Planned: Fund learning event workshops throughout the fiscal year designed to address knowledge and attitude changes related to underage drinking and the sale of alcohol to underage youth from community partnerships and ethnic communities.
Actual: The Marshfield Medical Research Foundation/Center for Community Outreach conducted 10 learning events for youth and adult partners. Administered pre and post survey and analyze results to illustrate changes in knowledge and attitudes of participants.

Public Information and Education Funds Expended: $ 2,587 (OJJDP)
$ 0 (410)

Planned: Funding for P I & E materials to the public on young drivers issues such as impaired driving, alcohol laws, safety belts and safe choices. Reproduce materials. Research and provide needed youth development program planning/implementing, and evaluation resources for local organizations.
Actual: Provided materials to Wisconsin Drivers Education teachers for their classes throughout the state. It is vital to prevention organization's success to remain up-to-date with effective prevention strategies and current data.

PROGRAM HIGHLIGHTS

UW System Administration—Young Adult Impaired Driving Prevention 2005 Grant

The UW System Administration completed an environmental assessment project that included 13 of its 14 institutions (UW-Madison was not eligible because of its existing Robert Wood Johnson grant). Each institution worked with its student body to identify significant issues related to impaired driving/underage drinking. Assessment activities include examination of AODA policy, review of existing reports and assessments, levels and types of alcohol adverting and promotion on campus and in the surrounding community, and investigation of attitudinal factors regarding the use of alcohol. The Center for College Health and Safety (CCHS) provided a full day training and technical follow-up at no cost to the university. Most used the College Alcohol Risk Assessment (CARA) tool provided by CCHS. The assessment allowed institutions to quantify areas of concern, and identified additional significant environmental factors. The most significant values of this exercise was the discussion between the CCHS and UW—AODA coordinators, and their coalitions. Assessment finds were discussed at the UW System AODA Symposium held October 11-12, 2005.

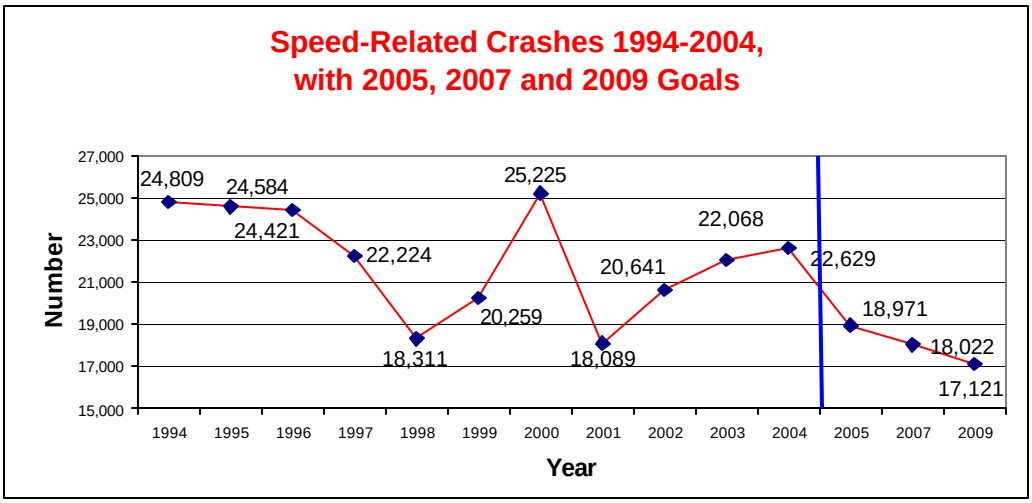
St. Croix County Alcohol Compliance Grant

St. Croix County Sheriff, Somerset Police Department, Hudson Police Department, North Hudson Police Department and Roberts Police Department have worked with the St. Croix Underage Drinking Coalition for more than three years. The St. Croix Underage Drinking Coalition has expanded alcohol compliance checks to every municipality in the county and completed 2 waves of compliance checks on more than 98 alcohol establishments. Compliance checks with saturation enforcement during peak time periods throughout the summer months resulted in a decreased number of underage drinking parties. The Somerset Police Department used a saturation method for the party patrol activities. They placed officers on party patrol detail during peak times of the summer when underage drinking was high due to summer tubing and camping along the Apple River.

Police Traffic Services

Program Goal 1: To decrease the number of speed-related crashes to 18,971 by the end of 2005, to 18,022 by end of CY2007 and to 17,121 by end of CY2009; and to decrease the number of people killed or incapacitated in these crashes to 1,662 by end of CY 2004, to 1,604 by end of CY 2007, and to 1,525 by end of CY2009.

1994 Baseline: 24,809 crashes were speed related; 242 people were killed and 2,231 people sustained incapacitating injuries.
2004 Status: 22,629 crashes were speed related; 261 people were killed and 1,379 people sustained incapacitating injuries.



Program Goal 2: To decrease the number of fatal or A-injury crashes resulting from other reported "aggressive driving behavior" by 5% of baseline by end of CY2004, 10% of baseline by end of CY2007, 15% of baseline by end of CY2009; and to reduce the number of people killed or incapacitated in these crashes to 2,785 by end of CY2005, to 2,646 by end of CY2007 and to 2,514 by end of CY2009.

Baseline: To be established during FFY2005
2004 Status: A definition of "aggressive driving behavior" crashes has been suggested but not tested, so no base line data has been collected to date.

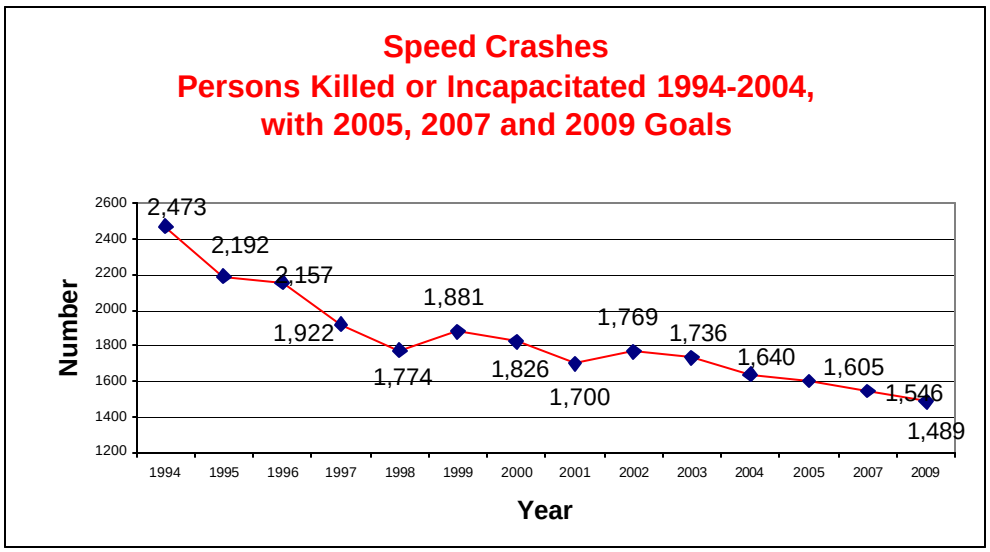
PROGRAM FUNDS

2004 Budgeted	2004 Expended
(402) $854,651	(402) $296,006

<u>Objective 1</u>: To decrease the number of speed related crashes to 19,192 by end of 2004 and decrease fatalities and incapacitating (A) injuries resulting from these crashes to 1,589 by the end of CY2004.
<u>1994 Baseline</u>: 24,809 speed-related crashes resulted in 242 fatalities, and 2,231 incapacitating injuries.
<u>2004 Status</u>: 22,629 speed-related crashes resulted in 269 fatalities and 1,449 incapacitating injuries

Objective 2: To develop an Aggressive Driver Countermeasure program, baseline data and short and long-term goals and objectives.
<u>1994 Baseline</u>: No countermeasure program in Wisconsin.
<u>2004 Status:</u> In 2005, there was no countermeasure program in Wisconsin. A corridor speed and aggressive driving enforcement program was developed for 2006 for the Madison "beltline" Corridor and STH 41 Corridor from the Waukesha-Milwaukee County line to the south and north to the Marinette-Michigan line.

<u>Objective 3</u>: To decrease the number of fatal and incapacitating aggressive driving-related crashes by 5% and decrease the fatalities and incapacitating injuries resulting from these crashes by 5% from the baseline by end of CY 2005.
<u>1994 Baseline</u>: No data available at this time.
<u>2004 Status</u>**:** There is no data available. There is no legal definition for "aggressive driving-related" crashes and no method for capturing the data.



PROGRAM ACTIVITIES

<u>Administration</u>

Program Management <u>Funds Expended:</u> $21,072 (402)
<u>Planned</u>: Short- and long-term planning and administration of the Police Traffic Services Program (PTS) and activities in Wisconsin; coordination with traffic law enforcement activities funded from other resources, and promotion of traffic enforcement; represent SHSO on Traffic Law Enforcement Task Force and Wisconsin Traffic Safety Officers Association.
<u>Actual:</u> This position was eliminated. During this year, the SHSO reviewed the program activities and eliminated duplicate management activities. Speed and aggressive driving traffic enforcement grants and impaired driving grants were assigned to other personnel. TLE Task Force disbanded and WTSOA relationship severed.

Education

Public Information and Education Funds Expended: $0 (402)

Planned: Develop Speed message for the "Busted" campaign; develop aggressive driving materials and campaign, Move Over law and other enforcement materials. To reach 25% of the target audiences with effective driver behavior messages and improve the driving behavior of 10% of them.

Actual: State-specific PI&E development was put on hold awaiting the speed message being developed by NHTSA. At the GLR Leadership Conference in December 2005, it was learned that the NHTSA speed message was in the development stage to be released later in 2006. No existing materials were reproduced.

Law Enforcement Task Force and Traffic Safety Officer Association Support Funds Expended: $1,628 (402)

Planned: To assist the Traffic Law Enforcement Task Force to provide coordination and multi-agency recommendations for improving traffic law enforcement in Wisconsin

Actual: The Traffic Law Enforcement Task Force was disbanded due to a lack of mission. Financial support for the Traffic Safety Officer's Association was also discontinued. Ten traffic law enforcement officers were funded to attend the Wisconsin Traffic Safety Officer's Association Conference in February 2005. Three officers were sponsored by and attended the IACP Traffic Safety Leadership Conference in Chicago in August 2005.

Traffic Law Technology Transfer and Encouragement Funds Expended: $ 0

Planned**:** Develop Best Practices program, specialized training program, traffic enforcement recognition events including a Chief's Challenge and encourage increased recognition of the value of traffic law enforcement.

Actual: No activity because of the loss of the Program Manager position.

Enforcement

Speed and Aggressive Driving Funds Expended $ 296,006 (402)

Planned: Reduce the incidence of speed-related crashes by 10% statewide by the end of CY 2005.

Actual: Places of opportunity were selected to provide funding for traffic enforcement to reduce speed-related crashes. Awarded overtime enforcement support to 28 agencies: 15 sheriff's departments and 13 municipal police departments.

During 4,240 hours of speed/traffic mobilization overtime enforcement , 7,120 traffic stops were made. Citations were written for 3,938 excess speed, 467 OAR/OAS, 47 OWI and 803 safety belt violations and 1,180 other moving vehicle violations. Written warnings were issued for 1,180 speed violations and 496 other moving vehicle violations and criminal contacts for 38 drug, 4 felony, 40 misdemeanor, and 77 warrants.

Steve Cardarella, Law Enforcement Liaison for BOTS presents an achievement award to Patrolman Kirk Konichek, Richland Center Police Department. Steve presented Kirk with a embossed ticket book holder from NHTSA, and a Certificate of Appreciation from BOTS.

Aggressive Driving Countermeasure Program Funds Expended: $0

Planned: To establish and disseminate a universally accepted definition of "aggressive driving," develop a baseline, develop and pilot-test countermeasures and implement activities by April 2005.

Actual: A definition of aggressive driving was developed but not yet focus-tested to determine its acceptance. Preliminary meetings with the Madison Police Department to develop and implement a Speed and Aggressive Driving Countermeasure program for the Madison "Beltline" highway, south of the Madison metropolitan area. The STH 41 Corridor, north from the Waukesha-Milwaukee County line to the Marinette-Michigan state line was selected for further development of the concept in a multi-jurisdictional corridor.

The agencies pictured below were awarded Click It or Ticket Traffic Equipment Grants at the 2005 Governor's Conference on Highway Safety held in Green Bay, August 2005. The agencies participated in the Mobilizations while not being funded for their efforts. Other agencies awarded grants but not present were Bayfield PD, Berlin PD, Lake Mills PD, North Hudson PD, UW-Parkside PD.

Belleville Police Department

Cashton Police Department

Combined Locks Police Department

Traffic Records

Program Goal: To coordinate and encourage improvements in the development and use of a complete and comprehensive state highway safety information system, and to support the planning, management and evaluation of Wisconsin's highway safety activities using the highest quality data and valid analytical techniques.

1994 Baseline: WI Crash Data are among the best in the nation; reports are currently collected on paper, partially scanned and entered into a db2 database that is accessed using SAS. Citation data are not avail able centrally, but conviction data are complete and published in the January. Roadway data are available only for state-administered roads. Not central EMS data exist, but statewide mortality, hospital discharge and emergency department data are available and are linked to crash data.

2005 Status: A Traffic Records Assessment (TRA) was completed in March, 2005, but no further activity has occurred, awaiting federal and state guidance. Activities planned and funded under the 1999 TRA are well underway and beginning to produce automated data. EMS and Trauma System data collection systems were developed during 2005 but are not fully implemented. Statewide ED and Hospital Discharge data are no longer available to DOT. The WISLR local road database is being used increasingly.

PROGRAM FUNDS

2005 Budgeted		2005 Expended	
(402)	$409,993	(402)	$204,455
State	$221,000	State	$306,820

Objective 1: To promote data-driven highway safety decision-making in Wisconsin by state and local organizations and data users during FFY 2005.

1994 Baseline: WisDOT's Highway Safety Performance Plan, State Highway Plan, and some local Safe Communities program planners used many of these data sources. Program managers and local safety profession als have not had Traffic Records training. Analyses not performed.

2005 Status: The 2005 Highway Safety Plan used all types of available safety related data for problem identification and program justification. Fund distribution was based upon deaths and serious injuries by population. The 2006 Highway Safety Plan used limited data sources and analyses.

Objective 2: To ensure vigorous participation of all interests in the State Traffic Records Coordinating Committee and to use the TRCC's Traffic Records Strategic Plan recommendations as the basis for decision making about highway safety information systems, including the programming of 402 and 411 funds during FFY 2004.

Baseline: In 1999, a State Traffic Records Assessment was performed, and a TR Coordinating Committee was established.

2004 Status: A repeat Traffic Records Assessment was performed in March, but the STRCC did not update the existing TR Strategic plan, because no SAFETEA-LU guidance was forthcoming for STRCC function and Strategic Planning. During 2005, the TraCS project sponsored by the STRCC under TEA-21 made great progress.

Objective 3: To improve crash and outcome reporting by increasing use of linked reports and by increasing the linkages to coroner, ambulance run and emergency department databases during FFY 2005.

1994 Baseline: BOTS provided 200 communities with linked hospital discharge/ crash reports. Only crash, hospital discharge and death certificate databases are currently linkable.

2005 Status: WisDOT has been unable to access health care data now under the control of the Wisconsin Health & Hospital Association since 2002. A Data Use Agreement (DUA) between the WHHA and the State has been negotiated for nearly two years without resolution. In the interim, the linkage experts in Wisconsin have continued training and have improved existing linked data reports and have documented linkage processes and procedures.

Objective 4: To improve the collection, processing and/or dissemination of traffic safety information by increasing the availability of automated data collection and quality GIS base maps with VMT and other normalizing data.

1994 Baseline: Four communities tested new technologies for crash, geo-location and communication. No TR data were available on the WisDOT Internet site. Hospital discharge file and state death certificates were automated.

2005 Status: In June 2005, the Badger TraCS software suite was completed and made available to law enforcement agencies. User and IT training curricula and materials were developed and provided to an initial group of agencies. Using other grant funds, coordinated local IT systems have been supported. Automated crash reports and citations are now being received by the state. A 3-year plan for expansion of the TraCS project is being developed. WI does not have a single GIS centerline file that can be used for crash location and analysis. A variety of local solutions to this problem are in production.

PROGRAM ACTIVITIES

NOTE: TRCC Activities and TraCS roll-out planned using Sec. 411 funds were not performed because the funds were spent down during 2004 at the request of NHTSA.

Administration

Safety Data Entry & Analysis Funds Expended: $61,577 (402)

Planned: Support position to assist in the development of the HSPP and Annual Report, perform data entry, ad hoc analyses, database support, analyses, finance, administration and publication support.

Actual: Incumbent retired. Position rehired as Data Analyst.

2005 Traffic Records Assessment Funds Expended: $18,962 (402)

Planned: Plan, administer and support Assessment, distribute results. Develop TR Strategic Plan and integrate with Strategic Highway Safety Plan.

Actual: Assessment performed in March 2005. Report distributed widely. Results are being used in development of 2006 Strategic Highway Safety Plan and proposed for 2006-2009 TR Strategic Plan.

Evaluation-Data Systems Improvements

Data Linkage Funds Expended: $62,973 (402)

Planned: Link 2003 and 2004 hospital, ED, mortality and crash records, produce standard and ad hoc reports, make data available to researchers, maintain and update CODES Internet site .

Actual: Hospital and ED data were not available for linkage. Linkage team attended CODES TA training and produced documentation of database and linkage process.

CODES Data Network-Demonstration Grant Funds Expended: $51,177 (403)

Planned: Provide CODES data and analyses upon request of NHTSA-Washington.

Actual: CODES analyst provided Washington with requested information for national studies and provides required reports to the state, as well.

Evaluation – Survey Development and Publication Funds Expended: $ 0

Surveys and Studies

Planned: Develop a survey instrument and conduct a statewide knowledge, attitude and behavior survey during 2005, and use the results in 2006 program planning; development of accessible and user friendly reports and program materials. To prepare for summer 2006 surveys using tablet computers.

Actual: No survey development took place because of position turn-over and changes in state IT project and hardware policies.

Evaluation

TraCS Roll-out Funds Expended: $61,307

Planned: Complete, pilot test and roll out the TraCS Suite; hold quarterly meetings of the TraCS Steering Committee and train officers in the use of the new software.

Actual: Integrated crash, citation, and warning software suite rolled out in June 2005. Training curricula and materials developed and training provided to pilot agencies and Wisconsin State Patrol by August, 2005. Steering Committee and subcommittees met regularly and 3-year training plan drafted and initiated development of a detailed 3-year State TraCS Strategic Plan.

Location Data Improvements Funds Expended: $ 9,910

Planned: Evaluate GPS technology and GIS base map coordination and recommend equipment and

Actual: The Bicycle Federation of Wisconsin, the City of Milwaukee and the University of Wisconsin-Milwaukee jointly produced detailed GIS maps identifying high-safety routes to five middle schools. This project was an add-on to Milwaukee's NHTSA Safe Routes to School demonstration grant, mapped 5 years of Milwaukee crashes citywide, prepared for publication on the City of Milwaukee Internet map site and has been expanded to the City of Madison and the routing analysis and GPS unit is available to other communities who want to replicate this safety planning function. Work is underway with UW TOPS Lab and FHWA to develop algorithm for linking off-system crashes to the WISLR local roads GIS file. Latitude andLongitude to 3 decimal seconds precision now can be captured in the State Crash Data File and is being received from some local agencies.

OTHER TRAFFIC RECORDS ACTIVITIES

Wisconsin is a CODES Data Network state, and the UW CHSRA analyst provided information requested under the CODES Data Network Cooperative Agreement. The CODES analyst also worked with the University of Wisconsin School of Engineering Traffic and Operations Lab to produce a procedure for identifying locations for median cross-over crash mediation.

The WisDOT Division of Motor Vehicles received federal funding to improve local public safety/court IT systems to permit automated citations and crash reports to be sent electronically to the courts and the DOT. This project is co-ordinated with the TraCS roll-out project.

The Department of Military Affairs is developing state standards for GIS mapping.

Injury Control
Emergency Medical Services

Program Goal: **To improve crash survivability and injury outcome by improving the availability, timeliness and quality of EMS response and by improving state and community support for EMS.**

1994 Baseline: 86.6 injury to death ratio. (Statewide average ratio of injuries to every death.)
2004 Status: 70.6 injury to death ratio. (Statewide average ratio of injuries to every death.)

PROGRAM FUNDS

2005 Budgeted	2005 Expended
(402) $100,000	(402) $5,791

Objective 1: To improve coordination of statewide EMS and injury control activities, and to distribute EMS and highway safety resources to areas with worst injury-to-death ratios, greatest disproportion of deaths and incapacitating injuries, and lowest seat belt use.

1994 Baseline: No statewide Trauma System existed. 1990 NHTSA EMS Assessment recommendations were being addressed by the Department of Health and Family Services and DOT, and by the EMS Advisory Board. State average Injury-to-Death ratio was 94.1.

2005 Status: Greatly decreased activity. EMS Advisory Board met bi-monthly; State Trauma System development continued without a funding source. First Responder grants to communities meeting selection criteria. State average Injury-to-Death ratio decreased to 68.

Objective 2: To improve ambulance run data capture and develop analyses useful for highway safety improvements.

1994 Baseline: Ambulance run reporting was not automated statewide, no state requirement existed for providing reports to the state agency responsible for EMS, and no summary reports were generated.

2004 Status: No progress. The State EMS Board discarded the WEMSIS system without plans for replacing it. With the requirement of Cellular 9-1-1 service, dispatch centers will have to develop geo-coding and this may serve to integrate EMS dispatch in coordinated public safety dispatch centers, providing a better level of service. AASHTO developed a "Guide for Rural EMS" with a data collection component.

PROGRAM ACTIVITIES

First Responder Training and Equipment Funds Expended: $3,000 (402)

Planned: Provide training for 20-30 individuals and equipment for 25 qualified First Responders.
Actual: Provided training to 7 individuals and equipment for 11 qualified First Responder organizations.

Airbag Lifesaving Education and Restraint Training (ALERT) Funds Expended: $450 (402)

Planned: Provide training to 200-300 EMS, Fire Rescue and Law Enforcement personnel on potential hazards and correct procedures when undeployed airbags are found at crash scenes.
Actual: Provided training for 50 individuals.

Public Information and Education Funds Expended: $2,341 (402)

Planned: Duplicate, reproduce and provide public information and educational materials to the public.
Actual: Duplicated and reproduced educational materials. Collaborated with the Bureau of EMS on a Childhood Injuries Conference and with WATS on educational seminar for rural EMTs.

Ambulance Inspection Database Funds Expended $0

Planned: Program an automated tracking system for WSP ambulance inspector to record status of vehicle equipment.
Actual: On hold. WSP inspector position has just been filled. Waiting for input from new Inspector. Some question of moving function to DHFS not resolved.

EMS Communicator Training Funds Expended $0

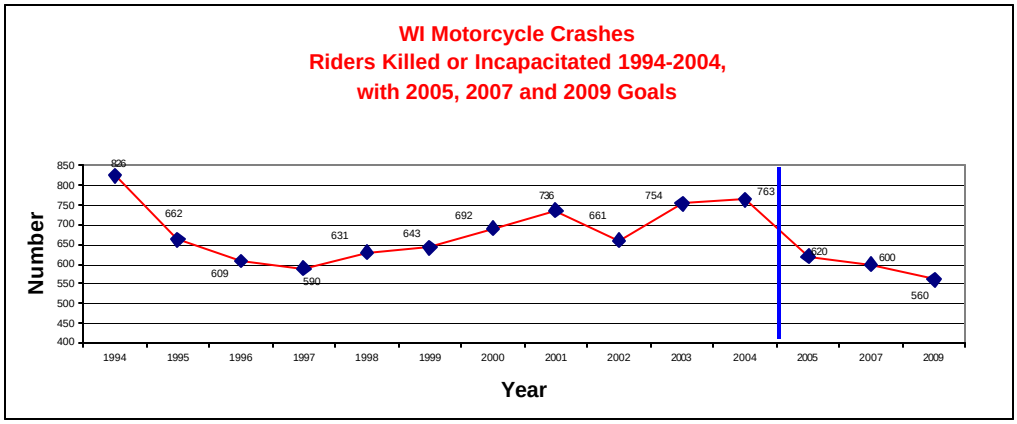
Planned: Develop and pilot different types of EMS Communicator Training to allow various avenues for receiving EMS specific training.
Actual: On hold—New options in technology being considered.

Motorcycle Safety

Program Goal: **To reduce the number of Motorcycle crashes to 2,010 and riders killed and seriously injured them to 661 by the end of 2004, to 1,950 crashes and 608 riders killed or seriously injured by the end of 2007 and to 1,800 crashes and 560 riders killed or seriously injured by 2009.**

1994 Baseline: 57 riders were killed and 769 were seriously injured in 2,297 crashes.

2004 Status: 80 riders were killed and 683 were seriously injured in 2,423 crashes.



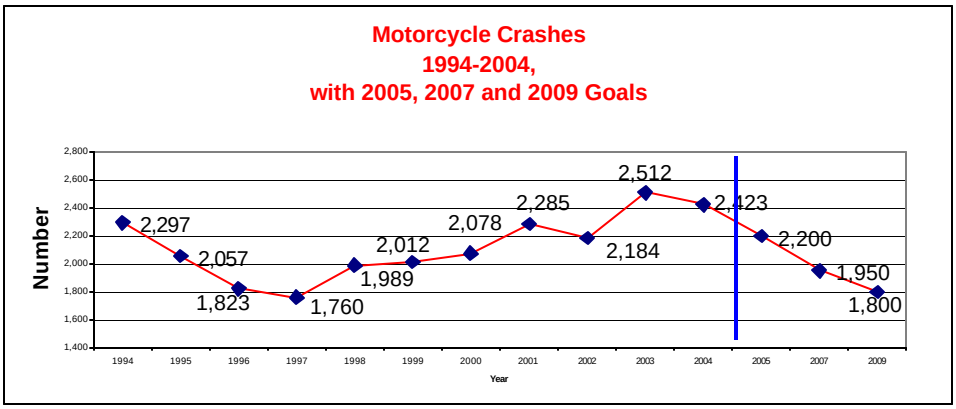
PROGRAM FUNDS

2005 Budgeted	2005 Expended
(402) $244,000	(402) $52,008
(State Funds) $654,000	(State Funds) $654,000

Objective 1: To decrease the 3-year average number of motorcycle crashes to 1,924, and 3-year average number of fatalities to 71 for the years 2003-2005.

1994 Baseline: 57 motorcycle riders died in 2,297 crashes. Three year average crashes for CY1994 through 1996 was 2,059. Three-year average fatalities for 1994 through 1996 was 51.

2004 Status: 80 motorcycle riders died in 2,423 crashes. The 2002-2004 three year average was 86 deaths in 2,373 crashes.

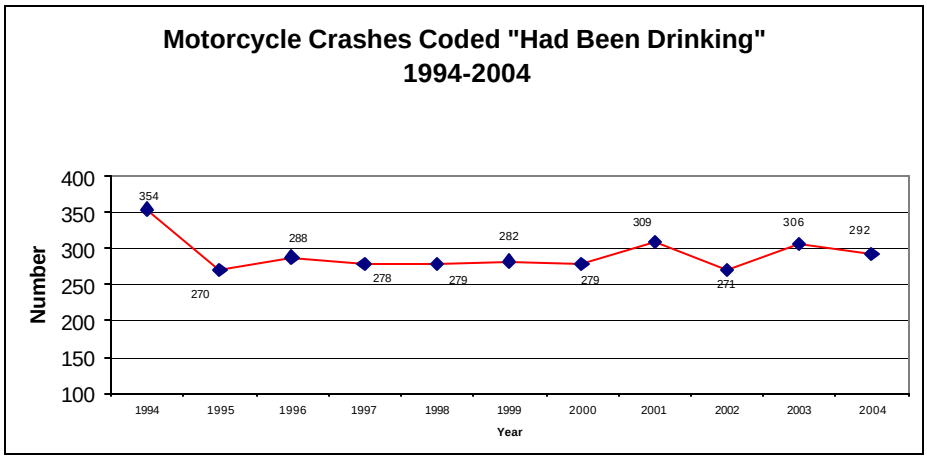


<u>Objective 2</u>: To decrease the number of alcohol related motorcycle crashes, and resulting fatalities and injuries to 275 crashes, 25 fatalities and 300 injuries by the end of CY 2005.

<u>1994 Baseline</u>: In CY 1994, 354 alcohol-related crashes, 30 fatalities and 420 injuries were reported. The CY 1994-1996 three-year average was 304 crashes, 25 fatalities, and 350 injuries

<u>2004 Status</u>: 292 alcohol-related crashes, 32 fatalities and 304 injuries occurred.

Note: 2005 crash data are not yet available.

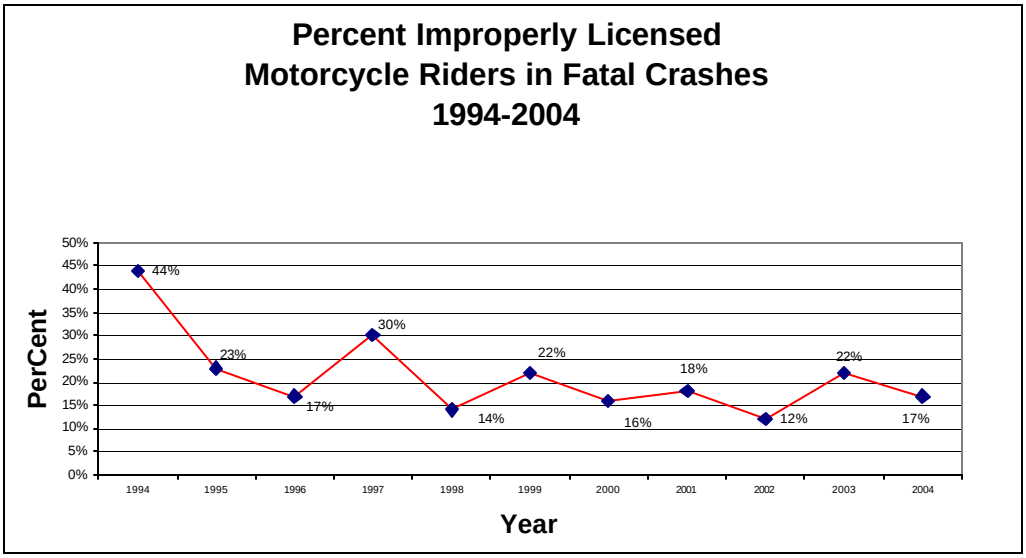


<u>Objective 3</u>: To decrease the percent of improperly licensed motorcycle riders in fatal crashes to 15% of all Wisconsin riders by the end of CY 2004.

<u>1994 Baseline</u>: 44% of riders in fatal crashes were improperly licensed. 1994-1996 three-year average was 28%.

<u>2004 Status</u>: 17% of riders in fatal crashes were improperly licensed.

Note: 2005 license data are not yet available.



Program Activities

Program Management Funds Expended: $72,000 (state)
$36,942 (402)

Planned: One clerical position to support state-funded Motorcycle Program manager.
Actual: Clerical position produced program management and program delivery documents, handled telephone requests, provided data for state management reports and supported the Motorcycle Rider Education Program in in 2003. Program Manager serves on the National Association of State Motorcycle Safety Administrators Executive Committee as a central regional representative and also chair the Government and Industry Affairs Committee. Liaison to the DOT Motorcycle Safety Advisory Council (MoSAC).

Education

Public Information and Education Funds Expended: $13,685 (402)
Planned: Reach 60% of the target audience and increase interest in Rider Education Classes by 10% and reduce impaired riding by 10% as a result.
Actual: No data collected by which to evaluate impact of PI&E. Reproduction and distributed print materials (brochures and posters).

Motorcycle Safety Instructor Training Funds Expended: $1,381 (402)
Planned: Involve up to 85% of Wisconsin's Motorcycle Safety Instructors in either Regional Workshop or a state conference; sponsor up to 3 regional meetings; support up to 4 chief instructors to attend National SMSA conference.
Actual: 13 new Basic Motorcycle Safety Instructors were trained during 2005. 50 instructors completed training in the new national Experienced Rider Course Curriculum. Two chief instructors attended the national SMSA conference.

WI Motorcycle Rider Education Program Funds Expended: $654,000 (state)
Actual: Motorcycle rider education—Courses enrolled 8,054 students through 16 public and one private educational centers in either the basic or experienced rider skills programs.

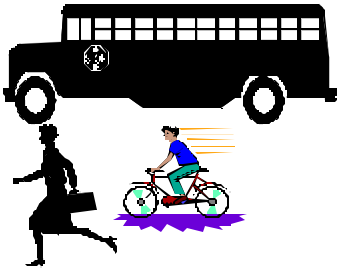
OWI Motorcyclist Social Marketing Project Funds Expended: $96,188 (164)
Actual: Innocorp Inc. created a program to separate the drinking motorcyclist from his/her motorcycle. The "Green, Yellow, Red" program.

Motorcycle Safety Enforcement Effort Funds Expended: $36,495 (163)
Actual: State, County and local law enforcement participated in the state's two largest motorcycle events: State's Harley Owner Group Rally in Manitowoc and the Harley-Davidson Open House/MDA Ride in Tomahawk. Officers performed rider safety demonstrations, staffed an information booth, and later mounted a significant enforcement presence. The 1,056 hours of overtime patrol resulted in 897 written contacts during 669 traffic stops. These included 321 excess speed citations; 12 OWI, 8 OAR/OAS. Officers also wrote nearly 140 written warnings for speed or moving violations, and criminal contacts for 4 drug, 1 felony, 6 misdemeanor, and 2 warrants.

PROGRAM HIGHLIGHTS

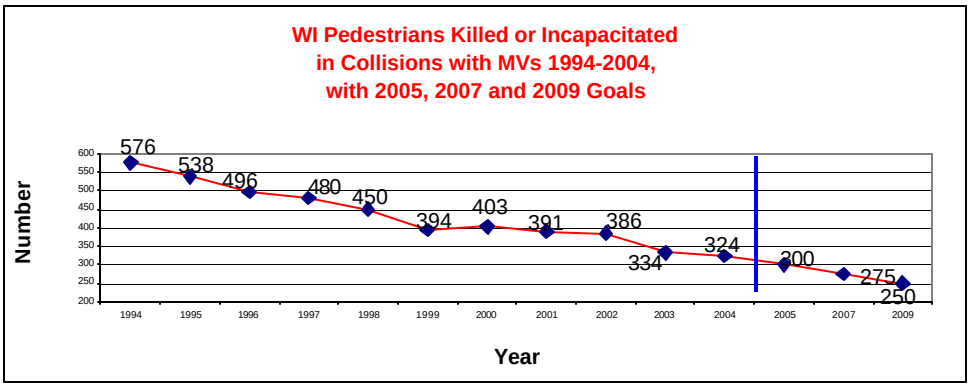
Conducted a "NAMS" Summit at which 48 attendees advised WisDOT on possible activities and developed a work plan to take back to the Organization they represented.

Partnerships
ABATE of Wisconsin partners with BOTS in the delivery of Motorcycle Rider Education courses, development of impaired riding messages, delivery of "Two-Wheel Trauma" Bystander Care training for motorcycle riders and the annual Governor's Conference on Highway Safety Conference.

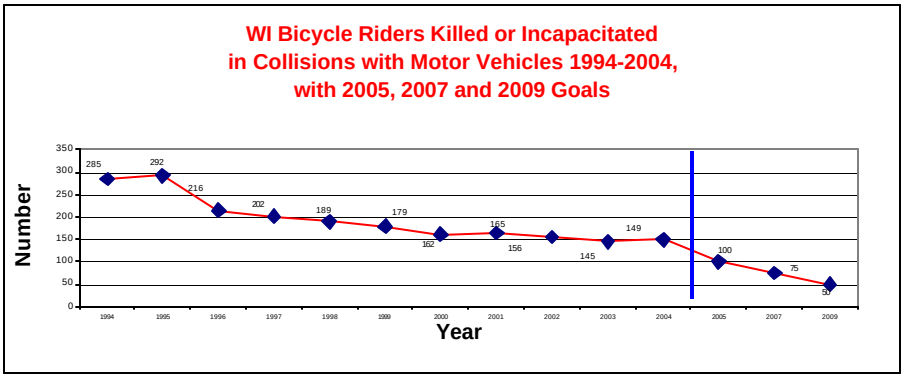


Pedestrian/Bicycle/School Bus Safety

Program Goal: **To decrease pedestrian crashes to 1,440 and combined fatalities and injuries to 300 by 2005; decrease to 1,200 crashes and 275 K-A injuries by 2007 and to 1,000 crashes and 250 K-A injuries by 2009.**



Program Goal: To decrease bicyclist crashes to 800 and combined fatalities and serious injuries (A) to 100 by 2005, to 600 crashes and 75 K-A injuries by 2007 and to 400 crashes and 50 K-A injuries by 2009.



PROGRAM FUNDS

2004 Budgeted	2004 Expended
$104,964 (402)	$ 55,607 (402)
$ 94,000 (state)	$ 94,000 (State)

Objective 1: To decrease pedestrian crashes to 1,440 and total pedestrian deaths and incapacitating injuries to 300 for 2005.

1994 Baseline: 50 pedestrians were killed and 576 sustained incapacitating injuries in 2,059 reportable crashes. 1994-1996 3-year average was 537 K/A in 1,947 crashes.

2004 Status: 56 pedestrians were killed and 268 sustained incapacitating injuries in 1,364 reportable crashes. 2002-2004 3-year average was 348 K/A in 1,438 crashes.

1994 Baseline: Training has been made available annually.
2004 Status: WisDOT engineer/planner training is now integrated into every new hire's curriculum. Safety Conscious Planning Forum was deferred to 2006.

Objective 3: To decrease bicycle-motor vehicle crashes to fewer than 1,100 and total bicyclist deaths and incapacitating injuries to 100 in 2005.

1994 Baseline: 9 bicyclists were killed and 276 sustained incapacitating injuries in 1,644 reportable crashes. The 1994-1996 3-year average was 264 K/A in 1,620 crashes.
2004 Status: 14 bicyclists were killed and 135 sustained incapacitating injuries in 1,155 reportable crashes. The 2002-2004 3-year average was 150 K/A in 1,161 crashes.

PROGRAM ACTIVITIES

Program Management Funds Expended: $72,000 (state)
Actual: 1.0 FTE plans and manage the State Pedestrian and Bicycle Safety Program and other state-level safety activity.

Education

Pedestrian and Bicycle Safety Public Education and Information Funds Expended: $25,700 (state)
$ 2,319 (402)
Planned: Evaluate, update and revise all information that is targeted toward the correct audiences. Increase motorists and parental awareness of special problems of school zones, and develop new youth-oriented materials.
Actual: Worked with partner organizations to update and reprint information that is meeting our needs, including adding one school zone brochure in Spanish. Eliminated information that is out dated and not reaching the targeted audience. Created and are mailing a brochure educating motorists on bicycle laws and how to share the road with bicyclists. Working with partners on the development of new training and information.

Teaching Safe Bicycling Funds Expended: $1,664 (402)
Planned: Provide 3 or 4 annual TSB instructor workshops for teachers, law enforcement, youth organizations, and other programs that will be instructing bicycle training courses.
Actual: There were two TSB courses held in FFY2005. Participants included law enforcement, teachers, staff from the Bicycle Federation of Wisconsin, and from youth programs. Updated and purchased new equipment and tools needed for future TSB courses.

Basics of Bicycling (BOB) Funds Expended: $0 (402)
Planned: Provide Basics of Bicycle instructor training to 40 educators and assist them in implementing BOB as a standard part of school or other educational program activity.
Actual: Two projects were funded teaching the Basics of Bicycling to 112 students from 4th to 6th grade.

Pedestrian Law Enforcement Video Funds Expended: $0 (402)
Planned: To provide additional educational information to law enforcement personnel regarding Wisconsin pedestrian statutes and laws.
Actual: Worked with law enforcement agencies and personnel to produce a short video that will be used to educate law enforcement officers on Wisconsin Statutes and laws relating to pedestrians.

Pedestrian/Bicycle Crash Investigation Course Funds Expended: $0 (402)
Planned: Address the special dynamics in pedestrian/bicycle traffic crashes to law enforcement officers.
Actual: Twenty-four law enforcement officers were trained to recognize, interpret and prepare physical evidence related to pedestrian and bicycle crashes and to identify the vehicle involved in the pedestrian/bicycle behavior following a crash.

Enforcement

Pedestrian and Bicycle Law Enforcement Projects Funds Expended: $38,614 (402)
Planned: Assist up to 10 communities to increase quality enforcement for bicycle and pedestrian safety.
Actual: Communities with the highest number of injuries and fatalities over the past three years (2002-2004) were targeted for bicycle and pedestrian law enforcement grants. Five communities performed 332 hours of pedestrian enforcement and 857 contacts, including 20 pedestrian citations and 41 warnings, and 42 motorist citations and 20 warnings, as well as 394 other citations, 61 written warnings, 253 verbal warnings and 18 criminal contacts. Five communities and the U.W.-Madison performed 607 hours of bicycle enforcement and 1,690 contacts including 1,096 bicycle and 992 vehicle violations.

Empowerment

Safe Routes to School Funds Expended: $6,000 (402)

Planned: To assist up to four communities to improve child travel choices and community involvement.

Actual: Provided funding to two Safe Routes to School Programs, one in the southern part of the state and one in the middle of the state. The two pilot programs were very successful with the limited amount of funding they had available. Both pilot programs are very excited to continue and expand their SR2S program in 2006.

Rodeos Funds Expended: $1,993 (402)

Planned: To assist up to ten communities to produce local bicycle safety events including injury prevention and helmet use for 1500 children, ages 7 to 14.

Actual: Two communities held bicycle safety instruction and safety enforcement rodeos. Students were taught how to inspect/maintain their bikes, properly fit helmets, and ride through a safety course, receiving instruction from trained bicycle instructors.

Pedestrian Road Show (PRS) Funds Expended: $7,500 (402)

Planned: To assist up to ten communities to produce local bicycle safety events including injury prevention and helmet use for 1500 children, ages 7 to 14.

Actual: Two communities held bicycle safety instruction and safety enforcement rodeos. Students were taught how to inspect/maintain their bikes, properly fit helmets, and ride through a safety course, receiving instruction from trained bicycle instructors.

Additional Activities

In addition to the programs listed above, BOTS is currently developing new educational information that will better meet the needs of the targeted groups. In addition to the updated information, BOTS is also developing a few new training programs for our Law Enforcement Personnel and bicycle/pedestrian trainers. BOTS is coordinating with the Governor's Bicycle Coordinating Council, Bicycle Federation of Wisconsin, WE Bike, Wisconsin Walks, Law Enforcement Agencies, pedestrians and bicyclists in the development and creation of this information and training.

BOTS is involved in the planning and set-up of the 2006 Pro Walk/Pro Bike Conference, when more than 700 bicycle/pedestrian representatives will spend the week of September 5-8th in Madison educating and informing each other on a variety of ped/bike topics.

BOTS staff member sits on the Governor's Bicycle Coordinating Council, an active council dealing with bicycle issues in Wisconsin. The council has edited a bicycle flyer that is currently mailed out to all veteran drivers that are receiving a renewal notice for their car and driver license. In addition, the council is working closely with the Department of Motor Vehicles on additional ways to educate beginning and veteran drivers. The council includes four legislative members that are very interested in bicycle initiatives and will work with the council to promote the initiatives.

LEGISLATION

The following bills relating to bicycle, pedestrian, and school bus issues have either passed one house or are awaiting committee action in the Wisconsin legislature.

- Expand the definition of "motor bicycle" to include a two-wheeled or three-wheeled vehicle that has fully operative pedals and an electric motor of less than 750 watts and that is capable, when powered solely by the motor, of a maximum speed of less than 20 MPH with a 170-pound rider on a dry, level, hard surface with no wind. The bill also specifies that such a vehicle is not a moped.
- Allow Wisconsin-registered school buses to tow trailers (the prohibition on school buses with trailers was partially repealed in the 2003-04 legislative session to allow out-of-state school buses to operate in WI with trailers if allowed to do so in their home state.)
- Require WisDOT to design and supply reflective, cloth stop signs for use by adult school crossing guards.
- Allow school bus drivers to load or unload passengers without activating warning lights under certain conditions.
- Require the school board of a school district to review and approve new subdivision plats based on such conditions that the subdivision does not pose a safety hazard for the busing of pupils as well as considering transportation costs and fiscal considerations.

Pictured above: Major Dan Lonsdorf, Director, Trent Einbeck, Kayla Einbeck and Superintendent David Collins

People Who Shine Award was given to Trent and Kayla Einbeck at the 2005 Governor's Conference on Highway Safety held in Green Bay, Wisconsin.

Reid Stangel mentioned that his neighbors Trent and Kayla Einbeck would give him a hard time and question why he did not wear his bicycle helmet when he rode his bike to work. Trent and Kayla would continually pester him and ask him where his helmet was. They also came to his house and put reflectors on his bike. According to Reid, Trent and Kayla wear safety equipment for all of their activities (roller blading, scooters, bikes etc.)

Not long after this Reid was involved in a bicycle crash. They were doing road construction on a section of the road that he uses to get to work. In order to avoid the bumps and holes in the road, Reid tried to go around the construction area and ended up crashing his bicycle. The results of the crash included gashes on his legs and shoulders, Reid also hit his head on the way down. Had he not been wearing his helmet, he would have had serious head injuries in addition to the other injuries he sustained.

Corridor/Community Traffic Safety Programs

Program Goal: To promote increased multidisciplinary safety activities in communities or counties identified as being at highest risk for fatal crashes, alcohol-related crashes and speed-related crashes representing 40% of Wisconsin's population and 33% of state traffic deaths and serious injuries.

1994 Baseline: No coalitions had been organized.

2005 Status: 8 Coalitions representing 15% of the State's population received funds for promotion and coordination of highway safety and other injury prevention activities within their communities. Federal funding was terminated for all 8 Safe Community Coalitions at the end of FFY2005.

Program Goal: To inform the general public and safety advocates of changes in laws, new data, new studies, program opportunities, etc., and to reach general and high-risk audiences with informational and motivational safety messages.

1994 Baseline: Traffic Safety Reporter mailed six times a year to 3,000; Governor's Conference, County Coordinators Conference, WAWHSL Conference, earned media and general information PSA's.

2005 Status: Traffic Safety Reporter mailed six times a year and available on the WisDOT website; reprints, Governor's Conference .

PROGRAM FUNDS

2005 Budgeted	2005 Expended
(402) $854,925	(402) $676,925

Objective 1: To provide outreach, technical assistance and guidance on no less than a quarterly basis to community representatives in Wisconsin's 72 counties.

Baseline: In 1994, BOTS staff attended most Traffic Safety Commission meetings. BOTS staff meets almost entirely with law enforcement officials.

Status: In 2005, BOTS staff attended many of quarterly meetings of the 69 county Traffic Safety Commissions and assisted law enforcement agencies with mobilization grant applications. They also met with most of the eight organized Safe Community Coalitions .

Objective 2: To encourage locally directed multidisciplinary safety activities in the 10 counties or communities at highest risk of crash fatalities and of alcohol– and speed-related crashes, injuries and deaths by the end of 2005.

Baseline: In 1994, Wisconsin Traffic Safety Assessment was completed by more than 100 communities. Development of Action Guides began. State-level committee organized to coordinate community grant activity. No grant program had yet been developed.

Status: In 2005, eight Safe Community Coalitions received funding assistance. This included 7 county-wide Coalitions (Madison/Dane County, Jefferson County, Monroe County, Grant County, Green County, Richland County, La Crosse County) and one city-wide Coalition (City of Beloit). Federal Funding was terminated for all eight coalitions at the end of FFY 2005.

Objective 3: To provide training, technology transfer and technical assistance to at least 300 safety professionals and to assist with the coordination of at least two volunteer organizations during 2005.

Baseline: In 1994, 400 attended the Governor's Conference on Highway Safety, 71 attended WAWHSL Conference, 48 attended Safety Coordinators Conference and 300,000 attended Farm Progress Days many visiting the BOTS safety display.

Status: In 2005, 283 attended the Governor's Conference, 37 attended WAWHSL Conference, and 100,000 attended Farm Progress Days, many visiting the BOTS safety display.

Objective 4: To evaluate the effectiveness of existing BOTS radio, television. Print medium public information and education materials in changing. Knowledge, attitudes and behaviors, and to apply results to the development of the year 2006 HSP.

1994 Baseline: Little evaluation was performed.

2005 Status: There has been no substantive progress made toward BOTS PI & E program evaluation. Position reallocation during 2005 resulted in hiring of a program analyst. A statewide Knowledge, Attitude and Behavior survey was conducted by the UW Survey Lab in mid-2002, and the Pedestrian program evaluated its safety materials and studied parental attitudes.

PROGRAM ACTIVITIES

Administration

2005 Community Traffic Safety Program Management and Regional Outreach Funds Expended: $297,902 (402)

Planned: Employ five Field Staff to attend quarterly TSC meetings and assist communities to develop grants and promote traffic safety initiatives.

Actual: Three Regional Program Managers (RPM's) and Supervisor performed regional outreach during part of 2005; the Supervisor position was lost and internal reallocations of staff resulted in the assignment of the RPMs to an existing supervisor and the remapping of the state for four RPM's. RPM's attend quarterly County Traffic Safety Commission meetings and contact community leaders to encourage local safety activities. The Supervisor sits on the Board of Directors for the County Highway Safety Coordinator's Association and Wisconsin Association of Wo/Men Highway Safety Leaders, the Operation Lifesavers Committee and the WisDOT Traffic Safety Council.

Communications Manager Funds Expended: $65,524 (402)

Planned: A Public Information Officer serves as Communications Manager to implement BOTS Public Information & Education campaigns.

Actual: Communications Manager writes speeches, develops press releases and marketing campaigns and assist with press conferences.

Education

Governor's Conference on Highway Safety Funds Expended: $9,275 (402)

Planned: Conduct 1 1/2 day training for local and state traffic safety professionals and volunteers.

Actual: 31th Annual Governor's Conference on Highway Safety was held in Green Bay in August and was attended by 283 state and local officials.

2004 WAWHSL Conference Funds Expended: $1,806 (402)

Planned: Provide mechanism for membership to hold annual conference.

Actual: 19 members of WAWHSL met for their annual conference at the Wintergreen Conference Center in Lake Delton on September 28 and 29, 2004.

2004 WAWHSL Support Funds Expended: $5,404 (402)

Planned: Provide mechanism for Board of Directors to meet quarterly to plan and implement traffic safety activities.

Actual: Board of Directors met quarterly and staffed safety display at Farm Progress Days in Clark County in July.

Community Public Information & Education Activities Funds Expended: $41,411

Planned: Provide mechanism to print all general traffic safety promotional material, duplicate traffic safety videos and conduct traffic safety educational campaigns. Contract for the production of 5 issues of the "Traffic Safety Reporter" and developed material for WisDOT website and duplicated video and audio tapes.

Actual: Reprinted all general traffic safety pamphlets, brochures, posters and video duplication. DANEnet staff produced six issues of TSR with circulation of 3,500 and posted on the DOT Internet site. Duplicated existing print materials, developed material for WisDOT website and duplicated video and audio tapes.

Empowerment/Community Activities

Safe Community Coalitions Funds Expended: $255,633

Planned: Support Coalitions in 10 counties or communities at highest risk of crash fatalities and of alcohol– and speed-related crashes, injuries and deaths.

Actual: Eight Safe Community Coalitions covered 15% of the state's population. Federal Funding was terminated for all eight coalitions at the end of FFY 2005.

Ernie Stetenfeld is congratulated by Supt. David Collins for his Lifetime Achievement Award at the 2005 Governor's Conference.

Mel Ott, Retired Police Officer from Chippewa Falls also received a Lifetime Achievement Award.

Retired Captain Bill Gau from the Fond du Lac County Sheriff's Department was given a Lifetime Achievement Award for his role in Traffic Safety and the impact he has had on his community.

Community	Population	2002 Deaths and A Injuries	2003 Deaths And A Injuries	2004 Deaths and A Injuries	Program Activities in 2005	Expended
Beloit Rock County	35,000 152,307	 231	 247	 135	Pt-time Coordinator, coalition support & training. Produced newsletters, engaged Latino community, performed 3 belt surveys (69%), bike safety event, underage alcohol activities including vendor education, party patrol and holiday media, Slow Down Yard Sign and Walk Child to School activities. Will merge with Rock County Health Dept.	$35,342
Grant County	49,597	60	78	64	Pt-time Coordinator. Produced newsletter, brochure, media events, UW Platteville and technical college outreach and activities. High school seat belt promotion, speed zone studies, child safety seat inspections, Youth Leadership Conference. Developed community incident map and action plan for continued activity. Will continue as the Safe Driving Committee of the County Drug-	$29,881
Green County	33,647	54	37	37	Pt-time Coordinator & training. Speed awareness and targeting, youth seat belt events, coordinated media for national campaigns Camp Safety program, 10 schools in Walk Our Children to School events, mid/high school alcohol awareness events. Will continue as SAFE KIDS/Safe Community Coalition.	$22,500
Jefferson County	74,021	108	97	109	Pt-time Coordinator & training. Produced newsletters, Internet site, presentations to safety professionals & advocates, media outreach. Coordinated countywide media campaign and cooperative LE deployments. Teen driving PSA, Seat Belt Surveys, (74.4%) car seat check and 18-min CPS video produced, deferred prosecution and young adult driver education. Slow Down Yard Sign countywide campaign, Community Walk our Children to School, created interactive pedestrian CD, "Savvy Senior Drivers" project. 3-county Motorcycle Crash Prevention project . NHTSA GDL demo project. This Coalition will not continue.	$21,777
La Crosse County	107,120	95	104	103	Pt-time Coordinator & training. Newsletter. Coordinated media events. Belt use increase to 72.9%. 9 CPS technicians certified. Child safety seat checks—94% incorrect, short term car seat loan program. Accepted as Road Crew location. Post Prom event. Speed Waves Enforcement. May continue within Regional Trauma Advisory Council.	$34,807
Madison/Dane County	203,211 426,526	389	393	376	Full-time coordinator and several other part-time positions. Produced newsletters, coordinated local law enforcement and media events, developed calendar, Slow Down Yard Sign activity, motorcycle safety month. Assisted Dane County NHTSA Demonstration activities, including belt surveys in 11 communities, Latino and African American Summits. Coalition will continue with Demo grants.	$43,010
Monroe County	40,899	92	90	79	Pt-time coordinator. Car seat inspections, media, speed boards, Shutting Off the Tap to Teens Task Force, party patrols, compliance checks, encourage teen leadership in traffic safety, National Night Out. Plan to continue as a 501©(3) organization	$20,800
Richland County	17,924	389	393	376	Partial year part-time coordinator. Youth leadership conference. Alcohol Compliance Checks, speed board, child safety seat check. Seat belt use increased from 49% to 73%. This Coalition will not continue.	$22,813
Totals:	784,734 (15% of state population)	1,575	1,635	930	3 positions & training: Walk Our Children to School Week; 81 attended annual meeting. 2 Teen buckle down campaigns. Pedestrian Safety events.	$255.633

LARGE TRUCK

Program Goal: To decrease the rate of truck-related fatalities to 1.65 per 100 million truck vehicle miles traveled by the year 2008.

1996 Baseline: 9,935 crashes resulted in 116 deaths and 630 incapacitating injuries (746) KA.
2004 Status: 7,898 crashes resulted in 126 deaths and 364 incapacitating injuries. (490) KA

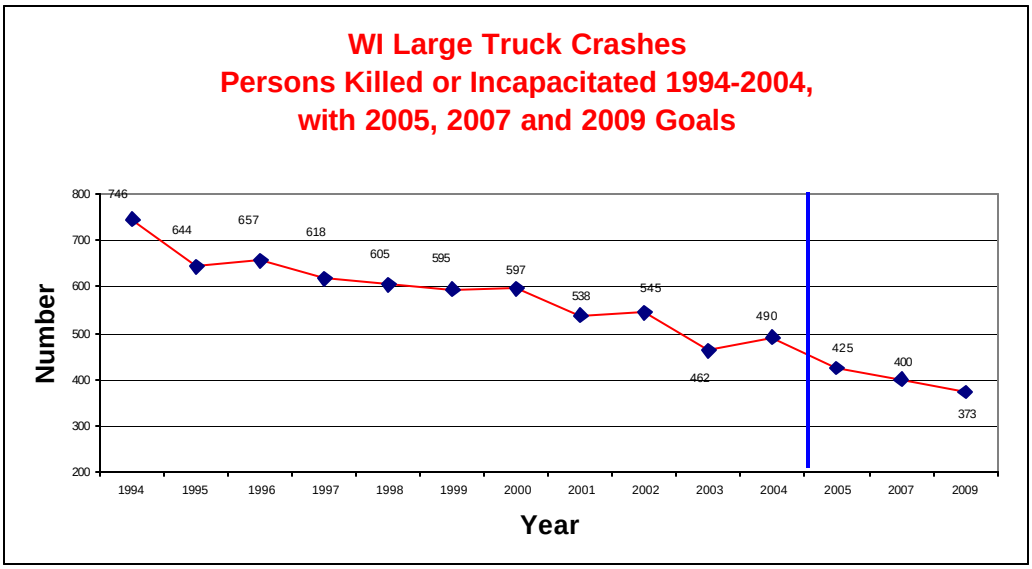
2005 BASIC MCSAP PROGRAM FUNDS
2005 Budgeted 2005 Expended

2005 Budgeted	2005 Expended
$10,000 (402)	-0-

Objective 1: To reduce crashes involving large trucks to 7,000 and resulting deaths and incapacitating injuries to 500 by the end of FFY 2005.

1994 Baseline: 9,935 crashes involved a large truck and these resulted in 116 deaths and 630 incapacitating injuries. The 1994-1996 three year average number of large truck crashes was 9.765 resulting in an average of 116 deaths and 567 A injuries.

2004 Status: 7,898 crashes resulted in 126 deaths and 364 incapacitating injuries. 3 year average is 8,008 crashes with 113 deaths and 499 incapacitating injuries.



In 2004, Wisconsin's MCSAP focused efforts on its core program elements, including driver and vehicle inspections; and safety audits, through its compliance review and new entrant programs. For the second year in a row, inspections surpassed 40,000; 585 of these MCSAP inspections were post-crash inspections. A post-crash inspection is a more comprehensive inspection that includes the collection of additional data elements that, once compiled and analyzed, are useful in determining future program direction.

Six MCSAP-trained inspectors and six consumer protection investigators completed approximately 150 compliance reviews and 800 new entrant audits. These audits are conducted at the motor carrier's principle place of business and are instrumental in correcting safety problems that affect the operation of entire fleets. Audits have proven to be a highly effective educational and enforcement tool.

PAID MEDIA ACTIVITY REPORT
WISCONSIN 2005

I. Click It or Ticket Mobilization and Great Lakes Region Rural Belt Demo, May 2005

Budget

Planned	Actual
$150,000 (402)	$25,000 (402)
$200,000 (157PM)	$ 0 (157PM)
$300,000 (IN5)	$300,000 (IN5)
Administered by Tombras	

2005 safety belt mobilization activity occurred as two back-to-back campaigns; the **Great Lakes Region Rural Safety Belt Demonstration** project with paid media from May 2 through May 15, and the **Click It or Ticket Mobilization** with paid media from May 16 through May 29. The media plan and purchase was performed by The Tombras Group of Knoxville, TN.

A. NHTSA Great Lakes Region Rural Demonstration Project

Planned: $152,200
Actual: $150,302

The primary target audience was men, age 18 – 34. The "Friendly Cop" message was selected for the rural initiative. No print media was bought. Some purchases were specifically directed to stations with primarily minority listeners or viewers.

Time was purchased in four Wisconsin major markets, Madison, Wausau/Rhinelander, LaCrosse/Eau Claire and Superior/Duluth MN. The Milwaukee and Green Bay markets were not included since the project focused on rural areas. Madison, a metropolitan area, was included because of its' coverage to the rural southwestern Wisconsin region.

Actual: 1187 radio, 1514 cable TV and 2179 radio Gross Rating Points
447 radio, 3885 cable TV and 1677 radio spots estimated

Click It or Ticket (CIOT) Mobilization

Planned: $349,800
Actual: $348,213

The primary target audience was men, age 18 – 34. The national "Click It or Ticket" message was used for the Mobilization. No print media was bought. Some purchases were specifically directed to stations with primarily minority listeners or viewers.

Time was purchased in five markets, adding the Milwaukee and Green Bay markets but dropping Superior/Duluth. Conversations with the Minnesota DOT indicated their plan to purchase media for the Duluth, MN market would sufficiently cover the adjoining Superior, WI market

1440 radio, 1000 cable TV and 1909 radio Gross Rating Points
756 radio, 3516 cable TV and 2070 radio spots estimated

A total of 2836 value-added (no cost) PSA's valued at $228,979 were donated in all 7 major media markets

Tables detailing the cost and impact of the media buy were provided by The Tombras Group.

II. You Drink and Drive. You Lose (YDYDYL) Crackdown, August - September 2005

Budget

Planned	$400,000 (410)
Actual	$323,315 (410)

Wisconsin used radio, TV and cable TV to promote the YDDYL crackdown from August 17 through September 4, 2005. Wisconsin used the national YDDYL campaign messages.

The campaign emphasized sports programming, especially the Milwaukee Brewers baseball games. Paid media time was skewed to weekends, running Wednesday through Sunday for each of the three weeks. Spots were scheduled to reach peak frequency on peak drinking days, Friday and Saturday.

Target audience for the campaign was males age 21 – 40 years and their significant influencers. Additional media buys focused on Latino males in the Madison and Milwaukee markets.

Media in all Wisconsin markets participated. No print media were developed or used.

Planned: 5,784 total spots before value added, 6,265 GRP and a free bonus or value added spot total of at least 50%.

Actual: 6,805 TV spots were purchased, as follows: 4,285 30-second cable spots and 2,520 30-second Brewers baseball spots on the statewide cable network system.
4,539 radio spots were purchased, as follows: 2,238 30-second radio spots, 618 Hispanic radio spots, and 1,683 30-second Brewers radio spots on the statewide radio network.

Approximately 4,387 value-added 5-, 10- and 15-second radio spots were donated in all major media markets.