

**STATE OF WISCONSIN  
FEDERAL FISCAL YEAR 2019  
ANNUAL REPORT**

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Governor of Wisconsin**

**Craig Thompson  
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**State of Wisconsin  
Annual Report 2019**

<b>Forward</b>	<b>Page 3</b>
	<b>Program Areas</b>
<b>Planning and Administration</b>	<b>Page 6</b>
<b>Occupant Protection Program</b>	<b>Page 7</b>
<b>Impaired Driving Program</b>	<b>Page 11</b>
<b>Police Traffic Program</b>	<b>Page 16</b>
<b>Traffic Records Improvement Program</b>	<b>Page 18</b>
<b>EMS Improvement Program</b>	<b>Page 25</b>
<b>Motorcyclist Safety Program</b>	<b>Page 26</b>
<b>Pedestrian and Bicyclist Safety Program</b>	<b>Page 29</b>
<b>Community Traffic Safety Program</b>	<b>Page 32</b>
<b>Media and Outreach Program</b>	<b>Page 34</b>
<b>Fiscal Summary</b>	<b>Page 36</b>

## Foreword

The Wisconsin Highway Safety Program is administered by the Bureau of Transportation Safety (BOTS), which is within the Wisconsin State Patrol. The Wisconsin State Patrol is a division of the Wisconsin Department of Transportation (WisDOT). The Secretary of Transportation, Craig Thompson, is the Governor's Highway Safety Representative, and David Pabst, Director of BOTS, is the State Highway Safety Coordinator.

## Mission

The bureau is charged with coordinating statewide behavioral highway safety programs and making effective use of all highway safety funds and other resources. BOTS strives to provide leadership, partnership, innovation, and program support for Wisconsin's traffic safety community, and to decrease crashes, deaths, and injuries on all of Wisconsin's roadways.

Highway safety planning and administration functions are performed by state-funded and federally-funded BOTS staff, with the assistance of other safety professionals within WisDOT and throughout the state. Planning and administration functions overlap with WisDOT planning. Jointly, they produce high-quality, data-driven reports, fact sheets, and other publications including the Highway Safety Plan (HSP) and the Strategic Highway Safety Plan (SHSP) as well as this document, which reports on the fiscal performance of the bureau and its adherence to the HSP.

## Funds

Wisconsin programmed over \$11.6 million of federal highway safety formula and incentive grants during federal fiscal year 2019. This included funds from the Fixing America's Surface Transportation (FAST) Act:

- Section 402 State and Community Highway Safety Grants
- Section 405(b) Occupant Protection Grants
- Section 405(c) State Traffic Safety Information System Grants
- Section 405(d) Impaired Driving Countermeasures Grants
- Section 405(f) Motorcyclist Safety Grants

The Bureau of Transportation Safety also administered over \$1.2 million in State of Wisconsin funds for transportation safety program management and policy analysis, the safe-ride grant program, motorcycle rider education programs, and a media campaign promoting motorist awareness of motorcyclists. Wisconsin achieves its required administrative match for all funds through straight time traffic enforcement performed by the Wisconsin State Patrol.

## Goals

Goals for this federal fiscal year 2019 Annual Report were set and committed to in the 2019 Highway Safety Plan (HSP). The results laid out in this document use 2018 calendar year data. The Governors Highway Safety Association (GHSA) and the National Highway Traffic Safety Administration (NHTSA) agreed to a minimum set of performance measures to be used in the development of HSPs. Wisconsin has set a goal of a 5% improvement for most of the "Core Outcome Measures" from the prior five-year rolling average, and a 2% improvement for the number of traffic fatalities and the fatality rate. When goals were written in the 2019 Highway Safety Plan (HSP), finalized 2018 crash data were not yet available. This annual report updates the goals for 2019 based on the now finalized data from 2018 for the performance measures in this foreword and throughout the report. All projects in the 2019 HSP and described in this Annual Report were designed to contribute to meeting these targets.

The agreed-upon performance measures and the results are summarized in the matrix on the next page. The results in green indicate measures where the goal was either met or exceeded, and the results in red indicate measures where the goal was not met.

Measure	2013	2014	2015	2016	2017	2013-2017 Avg	2018 Goal	2018 Actual
<b>C1. Traffic Fatalities (FARS)</b>	543	506	566	607	613	567.0	556	588
<b>C2. Serious Traffic Injuries (State Crash Data Files)</b>	3,309	2,986	2,999	3,039	3,492	3,165.0	3,007	3,212
<b>C3a. Fatalities/VMT (FARS)</b>	0.91	0.84	0.91	0.95	0.94	0.910	0.89	0.89
<b>C3b. Rural Fatalities/VMT (FARS)</b>	1.17	1.09	1.12	1.26	1.20	1.168	1.11	1.16
<b>C3c. Urban Fatalities/VMT (FARS)</b>	0.63	0.57	0.68	0.61	0.67	0.632	0.60	0.61
<b>C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)</b>	186	161	167	183	180	175.4	167	153
<b>C5. Alcohol Impaired Driving Fatalities (FARS)</b>	177	165	188	199	189	183.6	174	199
<b>C6. Speeding Related Fatalities (FARS)</b>	178	168	167	212	180	181.0	172	186
<b>C7. Motorcyclist Fatalities (FARS)</b>	85	73	81	85	77	80.2	76	83
<b>C8. Un-helmeted Motorcyclist Fatalities (FARS)</b>	62	51	65	65	43	57.2	54	53
<b>C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)</b>	58	67	77	78	90	74.0	70	57
<b>C10. Pedestrian Fatalities (FARS)</b>	37	45	57	51	56	49.2	47	56
<b>C11. Bicyclist Fatalities (FARS)</b>	10	4	15	11	7	9.4	9	4
<b>B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)</b>	82.4%	84.7%	85.8%	88.4%	89.4%	86.1%	90.45%	89.3%
<b>A1. Seat Belt Citations Issued During Grant Funded Enforcement Activities</b>								12,616
<b>A2. Impaired Driving Arrests Made During Grant Funded Enforcement Activities</b>								1,405
<b>A3. Speeding Citations Issued During Grant Funded Activities</b>								20,911

## Key Statistics (State Crash Data Files, Final 2018 Data)

- Total fatalities increased from 542 to 576 between 2009 and 2018, an increase of 6.3%. Suspected serious injuries decreased from 3,854 to 3,212 between 2009 and 2018, a decrease of 16.7%.
- Alcohol-related fatalities decreased from 238 to 161 between 2009 and 2018, a decrease of 32.4%. Alcohol-related suspected serious injuries decreased from 705 to 718 between 2009 and 2018, an increase of 1.8%.
- Nearly 32% of traffic deaths in Wisconsin were the result of operator impairment in 2018, with 159 fatalities in alcohol-related crashes, 59 fatalities in drug-related crashes, and 33 fatalities in crashes that had both alcohol and drugs involved.
- We missed our 2018 goal for safety belt use by having a use rate of 89.3% that year. Wisconsin's safety belt use rate was 90.2% in 2019. Our seat belt use rate is, however, still lower than the 2018 national seat belt use rate of 89.6%.
- During the last five years (2014-2018), traffic crashes have killed, on average, 78 motorcyclists and injured 1,888 motorcyclists each year.
- During the last five years (2014-2018), on average there were 2,691 work zone crashes annually in Wisconsin that killed ten people and injured 990 each year.
- At least 10% of traffic deaths in Wisconsin were due to distracted driving in 2018, and 30% of traffic deaths were in speed-related crashes.

In 2019, Wisconsin did not meet its targets for the following performance measures:

- C1, Traffic Fatalities
- C2, Serious Traffic Injuries
- C3b, Rural Fatalities/VMT
- C3c, Urban Fatalities/VMT
- C5, Alcohol-Impaired Driving Fatalities
- C6, Speeding-Related Fatalities
- C7, Motorcyclist Fatalities
- C10, Pedestrian Fatalities
- B1, Seatbelt Use Rate

As required by 23 C.F.R. §1300.35(a), Wisconsin will adjust its next Highway Safety Plan (HSP) to address how it did not meet these performance targets. Wisconsin is implementing its Strategic Highway Safety Plan (SHSP) through each county's Traffic Safety Commission (TSC). These performance measures correspond to the priority issue areas within the SHSP. Wisconsin will adjust its upcoming HSP by providing the Law Enforcement Liaisons (LELs) with a renewed emphasis. The LELs will facilitate discussion on these performance measures at the county TSCs and establish local work groups within the county TSCs in those counties that have the capacity to address each of these issues at the local level where crash data indicate that an issue is more acute. Wisconsin will continue to have targeted, evidence-based law enforcement grants, and it will continue to have statewide work groups for the priority issue areas of the SHSP.

## PLANNING and ADMINISTRATION

### PERFORMANCE GOALS AND MEASURES

The success of any strategic effort requires planning, administration, and commitment from many levels. The analysis, planning, coordination, and direction of the efforts to influence behavioral change on Wisconsin roadways are performed with in-house staff of the Bureau of Transportation Safety. NHTSA rules limit the amount of 402 funds available to support the planning and administration of the program to 15% of total 402 funds expended. States must match federal funds to support the planning and administration program.

Federal highway safety and related state funds were distributed into evidence-based, targeted activities that were most likely to decrease the burden of crashes, deaths, and injuries on Wisconsin roadways. The following activities were administered following state and federal rules and guidelines:

- The proper application of funds throughout the year.
- The administration of planned activities by the end of federal fiscal year (FFY) 2019.
- Financial management and program management documentation.
- The production of timely, accurate, and complete plans and reports, including this Annual Report and the Highway Safety Plan, both of which were submitted on time during this fiscal year.

Expenses in this section using section 402 funds included wage and fringe benefits for the grants management supervisor, the policy and program supervisor, and three program associates. Data processing, training, travel, printing, and postage costs were also included.

Wage and fringe benefits for the director, the section chief, and two analysts were paid with state funds.

<b>Planning and Administration – Budget Summary</b>				
<b>Fed ID</b>	<b>Fund</b>	<b>Program Activity</b>	<b>Planned</b>	<b>Expended</b>
2019-10-01-PA	402	Planning and Administration	\$320,000	\$294,070.67
2019-19-01	State 562	Planning and Administration	\$530,000	\$375,919.92
		Program Total	\$850,000	\$669,990.59

## OCCUPANT PROTECTION PROGRAM

### Performance Goals and Measures

In 2018, 45% of Wisconsin's passenger vehicle occupant fatalities were unrestrained occupants. The program missed its safety belt usage goal of 90.4%, having reached 89.3% average safety belt use. The program also met its goal to decrease the ejection rate as well as decrease unbelted fatalities and suspected serious 'A' injuries as shown in the tables below.

#### Average Belt Use

2013-2017 Baseline	86.1%
2018 Goal	90.4%
2018 Actual	89.3%

#### Unbelted Fatalities and 'A' injuries

2013-2017 Baseline	1.10/100M VMT
2018 Goal	1.05/100M VMT
2018 Actual	0.98/100M VMT

#### Ejection Rate/Fatal and Injury Crashes of Passenger Vehicles and Large Trucks

2013-2017 Baseline	0.62%
2018 Goal	0.59%
2018 Actual	0.40%

The occupant protection safety program has four types of programming designed to reduce the number of unrestrained occupant fatalities and injuries:

1. Program Management
2. Evidence-Based Law Enforcement
3. Child Passenger Safety
4. Data and Program Evaluation

Wisconsin's occupant protection program consists of many facets, some of which are summarized elsewhere in this document. These facets include public information and education activities in the media and outreach program section, as well as some law enforcement activities that are summarized in the police traffic section.

#### Program Management

BOTS's occupant protection specialist oversees all child passenger safety occupant protection grants as well as a portion of the enforcement grants for all major behavioral highway safety areas. This staff person manages grants for education, training, and technical assistance to agencies, organizations, and non-profit programs interested in occupant protection. This person also integrates occupant protection programs into community/corridor traffic safety and other injury prevention programs. Most importantly, the person in this position encourages communities and grantees to view occupant protection as a sustained effort rather than an intermittent enforcement mobilization or campaign.

### **Evidence-Based Law Enforcement**

BOTS planned for statewide participation in evidence-based overtime-funded enforcement using the targeting methodology outlined in the Highway Safety Plan. Counties with a high number of pickup truck registrations were also targeted for an occupant protection grant. A total of 30 grants were given to law enforcement agencies statewide for sustained year-round enforcement. All the grants were high visibility enforcement task forces that included multiple agencies performing deployments together and included media outreach. Fifty percent of this enforcement was conducted during hours designated for nighttime enforcement.

A total of 343 (up from 277 in 2018) law enforcement agencies from across Wisconsin participated in the 2019 Click It or Ticket national enforcement mobilization. Fiscal year 2019 equipment grants were provided to some agencies that participated in the 2019 Click It or Ticket national enforcement mobilization that signed a project agreement and fulfilled BOTS guidelines for conducting ongoing high-visibility enforcement, committing themselves to community education, and engaging the local media. The equipment is used for ongoing high-visibility enforcement activities within their jurisdictions to improve traffic safety.

### **Child Passenger Safety (CPS)**

#### *CPS Program Administration*

In a rigorous request for proposal process, the State of Wisconsin awarded a contract to Children's Hospital and Health System (CHHS) for support and administrative costs for statewide Child Passenger Safety Advisory Committee. The goal of this partnership with CHHS is to support and administer statewide CPS training, ensuring that we recruit, train, recertify, and maintain a sufficient number of child passenger safety technicians. BOTS staff work with CHHS to provide additional CPS training materials to community partners and local events as well as CPS training for law enforcement agencies, judges, and other safety partners with community programs.

### **CPS Seat Grant Program**

The purpose of the program is to make car seats available at low or no cost to low-income families who might otherwise choose to place their children in older, unsafe seats or to transport them unrestrained or improperly restrained, thereby putting them at risk. BOTS staff developed a targeting methodology to determine which counties are selected to receive a CPS grant based on crash data and data provided by partners at the Wisconsin Department of Health Services. Once counties with the most at-risk population were identified, agencies such as county health departments, social workers, the Women, Infants, and Children (WIC) Program, and county injury prevention coalitions partner with BOTS to utilize the grant. The recipient or recipient's caregiver is given a voucher providing instructions regarding where to call to set up an appointment. At this appointment, recipients receive installation assistance, a new car seat appropriate for the child, and education about transportation safety. The objectives of the program are measured by the number of clients redeeming vouchers. After receiving education and assistance with installation, a survey is completed by participants for each seat distributed. The national standardized CPS technician certification course is 36 hours long and combines classroom instruction, hands-on work with car seats and vehicles, and a community safety seat checkup event.



In 2019, there were twelve CPS certification training classes held in Wisconsin. These were in the following municipalities around the state:

Thiensville	Madison
Sun Prairie	Racine
Ashwaubenon	Milwaukee (two classes)
Janesville	Sheboygan
La Crosse	Wausau
Rice Lake	

The new technicians represent many organizations and occupations including medical personnel, law enforcement, firefighters, public health staff, car dealership staff, AAA, and Safe Kids coalition representatives.

In 2019, there were 146 newly-certified car seat technicians for a total of 689 certified car seat technicians in Wisconsin. Fitting stations are often endorsed through the agencies working with WIC-eligible clients. Fitting stations are also promoted with flyers posted around the community and—when possible—media outlets. Through these grants, there were 4,532 car seats checked for proper installation averaging approximately eleven per month per granted agency. This does not include work accomplished with partners who do not receive grant funding.

#### Programs to Educate the Public

Children’s Hospital has the following items available for loan that agencies can use to help educate the public:

Vince & Larry Costumes	Toy Convincer
Buckle Bear Costumes	Egg Helmet
Buckle Bear Lap Puppet	Spot the Tot
Fatal Vision Goggles	Sammy the Squirrel
Clicket the Cricket	

#### Data and Program Evaluation

BOTS contracted with UW-Whitewater to conduct the seat belt observational survey. In 2019, Wisconsin had 90.2% compliance with its mandatory safety belt use laws. See the results of the 2019 survey on the next page.

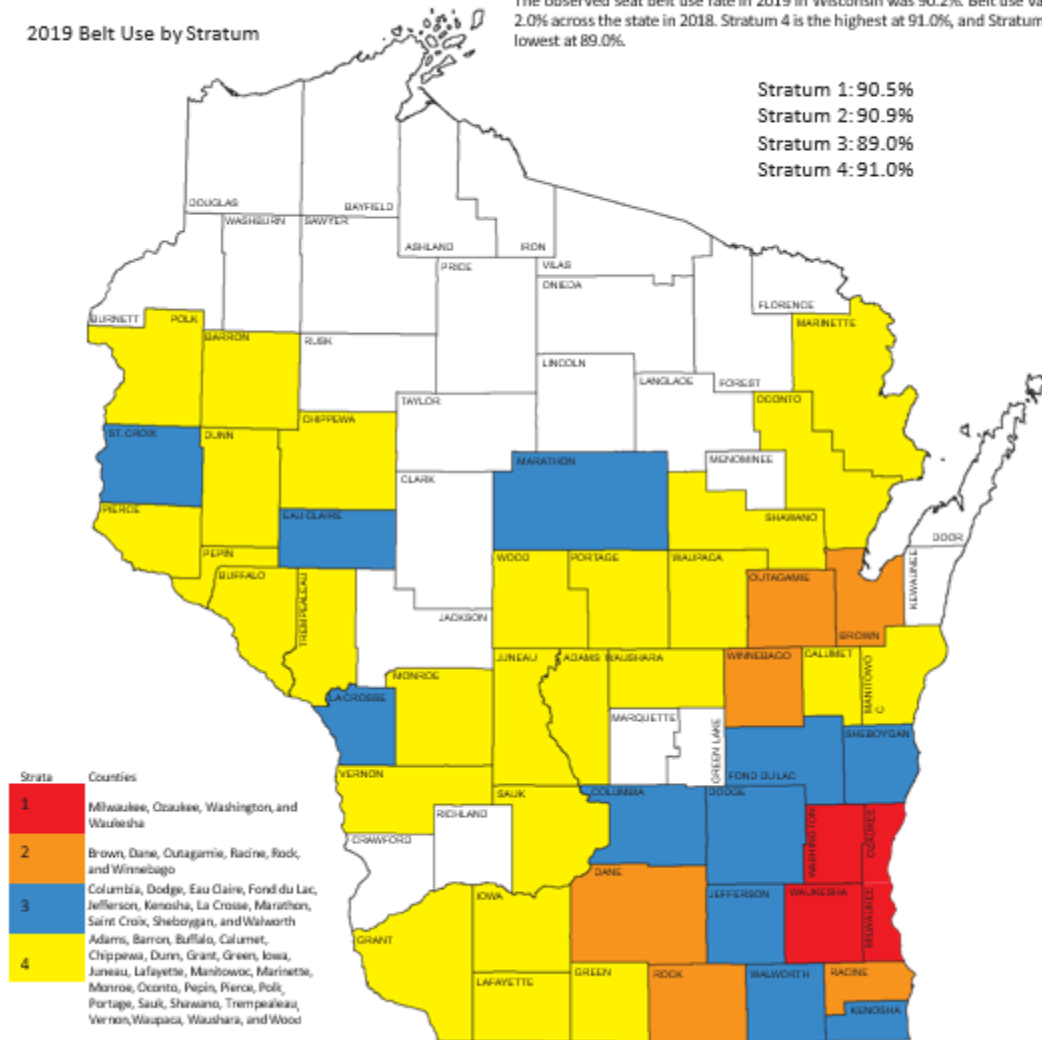
Occupant Protection Program – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2019-20-01-OP	402	Program Management	\$80,000	\$62,833.68
2018-20-03-OP	402	Training and Support – Technical*	\$242,000	\$188,680.56
2018-20-05-OP	402	Enforcement	\$1,000,000	\$521,937.72
2018-20-06-OP	402	Equipment	\$470,000	\$419,504.99
2018-20-09-OP	402	Evaluation	\$90,369	\$80,910.36
2018-25-05-M2	405b	Enforcement	\$350,000	\$811,562.40
2018-25-06-M2	405b	Equipment	\$54,000	\$17,354.50
		Program Totals	\$2,286,369	\$2,102,784.21

WISCONSIN SAFETY BELT SURVEY STRATA

2019 Belt Use by Stratum

The observed seat belt use rate in 2019 in Wisconsin was 90.2%. Belt use varied by 2.0% across the state in 2018. Stratum 4 is the highest at 91.0%, and Stratum 3 is the lowest at 89.0%.

Stratum 1: 90.5%  
 Stratum 2: 90.9%  
 Stratum 3: 89.0%  
 Stratum 4: 91.0%



## IMPAIRED DRIVING PROGRAM

### Performance Goals and Measures

#### Alcohol or Drug-Related Motor Vehicle Crashes

2013-2017 Baseline	9.41/100M VMT
2018 Goal	8.94/100M VMT
2018 Actual	10.83/100M VMT

#### Resulting Deaths and Suspected Serious (A) Injuries

2013-2017 Baseline	1.33/100M VMT
2018 Goal	1.27/100M VMT
2018 Actual	1.55/100M VMT

#### Proportion of Alcohol or Drug-Related Fatalities

2013-2017 Baseline	40.98%
2018 Goal	38.94%
2018 Actual	32.29%

#### Proportion of Alcohol or Drug-Related Fatalities and 'A' Injuries

2013-2017 Baseline	22.32%
2018 Goal	21.21%
2018 Actual	27.01%

#### Crashes Involving Alcohol (15-24-Year-Olds)

2013-2017 Baseline	177.37/100K pop.
2018 Goal	168.50/100K pop.
2018 Actual	179.28/100K pop.

Wisconsin did not meet its 2013-2017 goal of a 5% decline from the prior five-year rolling average of 183.6 to 174 impaired driving fatalities related to alcohol. There were 199 alcohol-related impaired driving fatalities in 2018 using Fatality Analysis Reporting System (FARS) data.

The impaired driving safety program was comprised of six types of programming, all of which were designed to reduce impaired driving fatalities and serious injuries. They are as follows:

1. Program Management and Strategic Planning
2. Prevention through the Promotion of Transportation Alternatives
3. Evidence-Based Enforcement
4. Drug Evaluation and Classification Program
5. Criminal Justice System
6. Evaluation

#### **Program Management and Strategic Planning**

BOTS staff coordinated, planned, and managed the state impaired driving programs. Goals included enhancing volunteer agency participation, increasing community involvement, working with community organizations and non-profit programs to expand impaired driving activities and efforts, and encouraging state and local input into the Highway Safety Plan development process.

#### **Prevention through the Promotion of Transportation Alternatives**

BOTS collaborated with the Tavern League of Wisconsin in administering the state-funded safe-ride grant program.

The Bar Buddies programs in Baraboo, Lodi, Reedsburg, Sauk Prairie, and Spring Green continued to offer alternative transportation to homes as well. Bar Buddies grants are funds to off-set cost for fuel,

maintenance, and other costs for agencies providing alternative transportation in their communities. As the programs become self-sufficient, grant amounts decrease. BOTS funded alternative transportation grants covering community festivals. Alternative transportation was offered in the municipalities of Watertown, Arlington, and Seymour as well as in Barron and Crawford counties. Agencies provided evidence that poor driver judgment could be expected, and that drinking and driving had been a problem at the event. The grants provide short-term alternative transportation (vans, buses, or vehicles) to transport community members from the local summer community event to their home.

BOTS previously developed a Drive Sober mobile application (app) for smart phones, and as of November 14, 2018, nearly 73,998 people have accessed the app. This app includes a designated driver selector and a Find a Ride feature that uses a phone's GPS to provide users with a list of taxi services and public transit options to allow users to find a safe ride home.

### **Evidence-Based Enforcement**

BOTS partnered with multiple counties and municipalities and provided overtime funding for evidence-based high-visibility enforcement. Law enforcement agencies were selected using the evidence-based targeting methodology discussed in the Highway Safety Plan. We encouraged law enforcement agencies to make OWI a priority by educating the public, having zero tolerance for impaired driving, sponsoring media events, and working overtime in geographic areas where impaired driving is highest. We provided overtime funding for sustained alcohol saturation patrols consisting of at least monthly high-visibility enforcement (HVE) overtime patrols, including nighttime enforcement accompanied by media in targeted jurisdictions. Activity for enforcement is found in the Police Traffic section.

Wisconsin had 31 multi-jurisdictional impaired driving task forces throughout the state in 2019. Officers from the participating agencies used saturation patrols featuring high-visibility enforcement, which included branding specific to OWI task forces such as vests, squad magnets, and electronic message boards. The various projects received considerable attention from the media and had a strong social media presence, which included Facebook pages dedicated to OWI task forces.

The 2019 Drive Sober or Get Pulled Over-Labor Day national enforcement mobilization had 290 participating law enforcement agencies, and the fiscal year 2018 Drive Sober or Get Pulled Over – Winter Holidays mobilization had 269 participating agencies. Fiscal year 2019 equipment grants were provided to some agencies that participated in the Drive Sober or Get Pulled Over national enforcement mobilizations that signed project agreements and fulfilled BOTS guidelines for conducting high-visibility enforcement, committed themselves to community education, and engaged the local media. The equipment is used for ongoing high-visibility enforcement activities within their jurisdictions to improve traffic safety. None of this equipment was major equipment.

Projects in the 2019 HSP using 405(d) IID or 24/7 funds were not completed since Wisconsin did not qualify for those funds.

### Drug Evaluation and Classification Program

BOTS funded Drug Recognition Expert (DRE) training including instructor wages, printing, supplies, and lodging for students and instructors. The grant provided funding for the State DRE Coordinator and is a contractor position. BOTS funding covered related programs including Advanced Roadside Impaired Driving Enforcement (ARIDE), Drug Impairment Training for Educational Professionals (DITEP), and Standardized Field Sobriety Testing (SFST). Here are the current results of activity for the year.

#### Current DREs

Number of certified DREs:	<u>315</u>
Number of certified DRE instructors:	<u>40</u>
Number of State Police/HP DREs:	<u>7</u>
Number of City Police Department DREs:	<u>206</u>
Number of Sheriff's Department DREs:	<u>98</u>
Number of other Agency DREs:	<u>4</u>
Number of LE agencies with certified DREs:	<u>145</u>

#### DRE Evaluations

Number of enforcement evaluations:	<u>981</u>
Number of training evaluations:	<u>246</u>
Total number of evaluations conducted:	<u>1233</u>

#### Drug Category (DRE's Opinion)

• Depressants:	<u>335</u>
• Stimulants:	<u>349</u>
• Hallucinogens:	<u>14</u>
• Dissociative Anesthetics:	<u>16</u>
• Narcotic Analgesics:	<u>282</u>
• Inhalants:	<u>6</u>
• Cannabis:	<u>481</u>

#### Poly Drug Use

• Total number of cases:	<u>343</u>
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#### Other

• Alcohol Rule Outs:	<u>2</u>
• Medical Impairment:	<u>13</u>
• No Opinion of Impairment:	<u>25</u>
• Tox Results - Pending:	<u>469</u>
• Tox Results - No Drugs:	<u>32</u>
• Toxicology - Refused:	<u>46</u>

#### DRE Training

• Number of DRE Schools:	<u>2</u>
• Number trained:	<u>29</u>
• Number of DREs certified:	<u>29</u>
• Number of DRE Instructor courses:	<u>0</u>
• Number trained:	<u>0</u>
• Number of DRE Instructors certified:	<u>0</u>

• Number of DRE Recertification courses:	<u>4</u>
• Number of DREs trained:	<u>197</u>
<b>ARIDE Training</b>	
• Number of ARIDE classes:	<u>40</u>
• Number trained:	<u>680</u>
<b>DITEP Training</b>	
• Number of classes:	<u>16</u>
• Number of school nurses:	<u>41</u>
• Number of SROs:	<u>16</u>
• Others trained:	<u>261</u>
• Total number trained:	<u>318</u>
<b>Phlebotomy Training</b>	
• Number of classes:	<u>N/A</u>
• Number trained:	<u>N/A</u>
<b>SFST Training</b>	
• Number of SFST courses:	<u>33</u>
• Number trained:	<u>631</u>
• Number of SFST Instructor courses:	<u>3</u>
• Number trained:	<u>39</u>

### **Criminal Justice System**

Wisconsin’s Traffic Safety Resource Prosecutor (TSRP) grant covered two state experts who specialized in the legal issues of OWI. These TSRPs provided training and technical assistance to hundreds of prosecutors, judges, and law enforcement officers. They also became co-chairs of our Impaired Driving Work Group that meets quarterly.

### **Adjudication**

BOTS provided funds to reimburse travel costs for OWI courts and drug courts to travel to training sponsored by the National Center for DWI Courts (NCDC) For the second year BOTS also provided funds for an Operation Tune-up Training held in Wisconsin Dells.

Lincoln County -Duluth, MN Training

Outagamie County -El Paso, TX training

OWI court Operational Tune-Up Training – Wisconsin Dells

Waukesha County

LaCrosse County

Rock County

Walworth County

### **24-7 Sobriety Programs**

24-7 sobriety programs are in the process of being created by the Wisconsin Department of Justice. This project had no expenditures in 2019 since these programs are still being developed.

<b>Impaired Driving Program – Budget Summary</b>				
<b>Fed ID</b>	<b>Fund</b>	<b>Program Activity</b>	<b>Planned</b>	<b>Expended</b>
2019-31-01-M5	405d	Program Management	\$85,000	\$81,167.75
2019-31-03-M5	405d	Training and Support– Technical	\$638,000	\$588,717.39
2019-31-04-M5	405d	Training and Support – Community	\$65,263	\$56,006.75
2019-31-05-M5	405d	Enforcement	\$2,211,637	\$1,827,970.20
2019-30-06-AL	402	Equipment	\$560,000	\$559,908.42
2019-31-09-M5	405d	Evaluation	\$40,000	\$40,000.00
2019-37-05-XX	405d (24/7)	Enforcement	\$165,000	\$0.00
2019-37-05-XX	405d (IID)	Enforcement	\$430,000	\$0.00
2019-39-04	State 531	Transportation Alternatives	\$700,000	\$617,235.59
		Program Totals	\$4,894,900	\$3,771,006.10

## Police Traffic Program

Speed-related traffic fatalities have increased from the prior five-year rolling average (2013-2017) of 181.0 to 186 using Fatality Analysis Reporting System (FARS) data. Wisconsin failed to reduce both speed related crashes and combined fatalities and suspected serious injuries in speed-related crashes.

Speed-Related Crashes	
2013-2017 Baseline	31.75/100M VMT
2018 Goal	30.17/100M VMT
2018 Actual	30.45/100M VMT
Speed-Related Combined Fatalities and Suspected Serious 'A' Injuries	
2013-2017 Baseline	1.65/100M VMT
2018 Goal	1.56/100M VMT
2018 Actual	1.70/100M VMT

The police traffic program was managed collaboratively with multiple staff members. State program managers worked closely with regional program managers, law enforcement liaisons, and law enforcement agencies of all sizes to coordinate enforcement efforts, encourage safe and effective high-visibility enforcement operations, and participate in mobilizations.

The police traffic program employs evidence-based law enforcement aimed at preventing speed and aggressive driving related fatalities and serious injuries.

### Evidence-Based Law Enforcement

BOTS planned statewide participation, encouraged voluntary participation, and provided overtime funding for the speed and aggressive driving evidence-based enforcement campaign in areas most at risk for speed-related traffic violations, crashes, and traffic fatalities as determined by the targeting methodology described in detail in the Highway Safety Plan. BOTS encouraged coordination between county and local law enforcement by employing multi-jurisdictional task forces. There were 26 such task forces in 2019 with 124 participating law enforcement agencies across 20 counties.

The DSP was authorized to conduct a total of 63 BOTS funded traffic enforcement flights during the 2018-19 BOTS speed grant. During this time the Air Support Unit was able to support **44** of the 63 traffic enforcement details as the remaining 19 details the aircraft had to cancel due to weather or mechanical issues. It is important to note however that on those details that were scheduled when the aircraft had to cancel the details continued with ground only cars (no air support) conducting speed enforcement with laser or other means.

Summary totals for all enforcement activities for impaired driving, occupant protection, and speed are shown in the table below. For the purposes of continuity in programming, all agencies are required to report their enforcement numbers, regardless if such numbers were from national enforcement mobilizations or from a targeted grant.

Projects in the 2019 HSP planned with 405(e) or 405(g) funds were not completed since Wisconsin did not qualify for those funds.



FFY 2019 Enforcement Summary Totals	
# Officers Deployed	17,749
Total OT Hours	63,104
Total Straight Time Hours	12,296
Safety Belt Citations OT	12,338
Safety Belts Citations Straight	721
Child Restraint Citations OT	278
Child Restraint Citations Straight	42
Speed Citations OT	20,911
Speed Citations Straight	2,897
OWI Citations OT	1,450
OWI Citations Straight	548
OAR Citations OT	7,609
OAR Citations Straight	1,561
Open Intox Citations OT	322
Open Intox Citations Straight	91
Vehicle Reg Citations OT	4,866
Vehicle Reg Citations Straight	1,179
Vehicle Equip Citations OT	1,934
Vehicle Equip Citations Straight	435
All Other Citations OT	14,564
All Other Citations Straight	3,486
Drug Arrests	1,147
Felony Arrests	399
Misdemeanor Arrests	906
Warrants Served	1,126

data as of Nov. 27, 2019

Police Traffic Program – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2019-40-05-PT	402	Enforcement	\$1,509,413.71	\$1,374,423.49
2019-44-05-XX	405e	Enforcement	\$2,400,000	\$0.00
2019-46-05-XX	405g	Enforcement	\$1,000,000	\$0.00
		Program Totals	\$4,909,414	\$1,374,423.49

## Traffic Records Improvement Program

In 2015, NHTSA conducted a traffic records assessment in Wisconsin. The most recent Traffic Records Strategic Plan has been coordinated with Wisconsin's Strategic Highway Safety Plan (SHSP) and the Highway Safety Plan to create and support a statewide integrated data collection network. This data network in turn supports effective analytical tools which allow BOTS' analysts and others to measure the needs of the state traffic records system. BOTS is currently performing a self-assessment of traffic records in Wisconsin and writing a new strategic plan. The following is a summary of the projects funded and completed during the 2019 federal fiscal year.

### Traffic Records Program and Policy Analysis

This program is 402 funded support of a program evaluation analyst position. This position provided support to the Traffic Records Coordinating Committee. This position assisted with strategic plan development and implementation. BOTS staff coordinated the traffic records program grant funding and assisted the Traffic Records Coordinating Committee (TRCC), which held meetings quarterly. BOTS continued to increase the number of relationships with partners as well as internal and external stakeholders.

### Develop Linkages between DMV data and Crash Data

The scope of this project was to get the DMV data (Vehicle, Driver, Registration/Title, Roadway, citation/adjudication/warnings, Motor Cycle Training information) from Mainframe DMV DB2 tables and load into DET server for creating linkages with Crash Data.

**TRCC Goals Fulfilled:** 2 and 14

**TRA Recommendations Fulfilled:** 3a, 3b, 4a, and 5c

**Performance Measures:** Funding for period was to prepare DMV data and to create proper data linkages from the data to allow for it to be utilized in improving crash records data completeness and accuracy.

### 2019 CODES Traffic Crash Record Linkage Project

The Wisconsin CODES Project links Wisconsin, Minnesota, and Iowa hospital patient records with the DOT's Traffic Crash File. The DOT's Bureau of Transportation Safety, NHTSA, and other researchers use these linked data for traffic injury-related epidemiologic research and for program planning, evaluation, and administration at national, state, and local levels. The DHS Office of Health Informatics (OHI) is the public sector repository for the Wisconsin Hospital Patient Data Systems. OHI developed Wisconsin's CODES linkage process and documentation for years 2002 - 2017 under previous Highway Safety Project Agreements. OHI has used its familiarity with the individual files and its role as data custodian to utilize both public and confidential data elements to create the most effective and efficient record linkage process.

**TRCC Goals Fulfilled:** 4 and 14

**TRA Recommendations Fulfilled:** 7a, 7b, and 7c

**Performance Measures:**

Objectives 1-3 (COMPLETE):

\* Linkage of the Wisconsin Traffic Crash records, Wisconsin Hospital Inpatient records, and Wisconsin Emergency Department Visit records was completed for 2018 data from Wisconsin, Minnesota, and

Iowa. The resulting crosswalk was submitted to Wayne Bigelow at TOPS to allow him to complete further data linkages and produce the final 2018 CODES dataset.

**Objective 4 (COMPLETE):**

\* We explored the possibility of linking the CODES files created via Objectives 1-3 with the Wisconsin Ambulance Run Data System (WARDS) data. We obtained DHS Data Governance Board approval to move ahead with these linkages to augment the crosswalk that we send to Wayne Bigelow at TOPS. We took part in discussions about the various fields that would help enrich the CODES dataset, and preliminary linking of the datasets has been successfully completed. We have determined that additional data linkages provide additional information to enhance and augment the CODES dataset that is produced by TOPS. Planned ongoing work beyond the end of the grant includes completing a Data Use Agreement that will allow us to create the final crosswalk using 2019 data (for the 2020 grant cycle) and pass that crosswalk to Wayne Bigelow for CODES dataset augmentation. NOTE: This was not a requirement of our 2018-2019 grant. This is work we will do in preparation for the 2020 grant cycle.

**Objective 5 (COMPLETE):**

\* Although we did not formally participate in the Wisconsin CODES Board meetings, we consulted regularly with Wayne Bigelow and other staff from TOPS as needed to complete our project objectives.

**Objective 6 (COMPLETE):**

\* We participated in the Wisconsin Traffic Records Coordinating Committee meetings and provided input, votes, and information as requested.

### **Hospital Patient Data Archive Improvement Project**

The DHS Office of Health Informatics (OHI) is the State's repository for the Wisconsin Hospital Patient Data Archive. The Archive has a record for every inpatient stay in a Wisconsin hospital since 1989 (about 620,000 stays annually) and every Emergency Department (ED) visit since 2002 (about 1,500,000 visits annually). It also has Hospital Inpatient and ED visit records for Wisconsin residents treated in Minnesota hospitals since 2000 (about 22,000 and 30,000 annually, respectively) and in Iowa hospitals (about 1,600 and 3,400 annually, respectively). Incorporating these out-of-state records into the Archive greatly improves data accuracy and completeness for several of Wisconsin's border counties (e.g., Grant and Lafayette counties from Iowa data; Douglas, Burnett, Polk, St. Croix, Pierce, and Buffalo counties from Minnesota data).

**TRCC Goals Fulfilled: 5**

**TRA Recommendations Fulfilled: 7a, 7b, and 7c**

**Performance Measures:**

**Objectives 1 and 3 (COMPLETE):**

\* The 2018 Hospital data from Wisconsin, Minnesota, and Iowa was received, transformed, loaded, and in many cases this year, corrected (e.g., fixes were applied to salvage 125,242 records from the 2018 data). Data from three states (WI, MN, and IA) were combined into a view that is more efficient for research analyst access.

**Objective 2 (COMPLETE):**

\* We began developing a relationship with the Michigan Hospital Association and the Illinois Department of Public Health to gain access to the hospital data pertinent to Wisconsin resident crashes that resulted in treatment across the border (refer to our Activity Report from August for details on

information we gathered to date). Through our exploration of establishing data agreements in each state, we learned that the Wisconsin Hospital Association is also pursuing such agreements. We are meeting with WHA representatives on Friday November 15, 2019 to discuss working with them on developing these inter-state data agreements. Depending on the outcome of this meeting, we will either obtain the data from WHA (who will receive it directly from IL and MI), or we will establish our own data agreements/arrangements with IL and MI if needed to obtain the data and variables that we need.

Objective 4 (COMPLETE):

\* We extended record linkages to include the matching of Hospital Inpatient and Emergency Department records to death records over the 2012-2018 period. These matches capture the long-term effects of injuries on mortality rates. The data has been fully linked to death records for the 2012-2018.

Objective 5 (COMPLETE):

\* To improve and promote accessibility to Hospital Inpatient and Emergency Department data, especially as it relates to Traffic Crash Records, we completed several custom data analytic requests, worked with several researchers and analysts to obtain access to the data, and facilitated completion of the Data Use Agreement approval process for interested data users.

Objective 6 (COMPLETE):

\* We participated in the Wisconsin Traffic Records Coordinating Committee meetings and provided input, votes, and information as requested.

### **CODES PROJECT PROPOSAL FY 2019**

The availability of data which combines crash related information with health outcomes data is critical for the evaluation of the traffic safety related efforts by State transportation agencies, as well as to evaluate the impact of motor vehicle crashes on the health and safety of communities.

**TRCC Goals Fulfilled: 1**

**TRA Recommendations Fulfilled: 7a and 7b**

**Performance Measures:**

Developed injury severity and cost parameters for Minnesota and Iowa hospital and ED data. RP merged Minnesota and Iowa data with CODES database. CY 2018 CODES data is complete.

### **2019 TraCs Update**

This project was to improve the TraCs data form by replacing existing Vehicle Damage element with new multi-select list data widget. The project was not completed due to staffing.

### **MACH BOT**

The Wisconsin State Patrol and Wisconsin Department of Natural Resources share the cost of an annual sub-license fee for a software called Mobile Architecture for Communications Handling (MACH). MACH software provides users real time GPS based mapping of the location of MACH users as well as providing secure messaging and file-sharing for its users. An additional MACH Bot feature in MACH has been developed to allow users to securely query the Wisconsin TIME system for information like driver's license records and license plate records. The current MACH Bot can then import the information obtained from the TIME queries directly into the electronic crash, citation, warning and other forms in the Traffic and Criminal Software (TraCS). This query and import functionality provide for more complete

and accurate data being captured while decreasing the amount of time required of the user to input the data. Custom upgrades to the MACH software were completed to allow for driver record and vehicle records from all 50 states to import into the forms in TraCS after being queried in MACH. The work was completed by Technology Enterprise Group (MACH developer) for the sum of \$8,000.

**TRA Recommendations Fulfilled:** 5a and 8a

**Performance Measures:** The MACH BOT could import 12 states person and vehicle returns into TraCS and an additional six states vehicle or person information. It now gets it from all 50 states.

### Community Maps TSC Crash Mapping Improvements

Community Maps provides Wisconsin's law enforcement agencies and county Traffic Safety Commissions (TSCs) with a statewide map of all police reported motor vehicle crashes from 2010 to the current year. Fatal crashes are included from 2001. Crashes are updated on a nightly basis using geo-coded locations from the Wisconsin Department of Transportation (WisDOT) DT4000 police crash report. The Community Maps system was designed to support and enhance traffic safety planning, resource allocation, and decision support at the local level, through the regular review of crashes at each of the county quarterly TSC meetings.

Specific goals of the system include:

- Provide a mechanism for Wisconsin county traffic safety commissions to review fatal and severe injury crashes on a quarterly basis.
- Improve the timeliness and accuracy of Wisconsin crash data by providing a feedback mechanism to local agencies and safety partners.
- Enhance local government and public involvement in traffic safety.
- Support predictive analytics capabilities for law enforcement resource allocation based on crash safety factors.
- Investigate innovative information technology capabilities for crash mapping and traffic safety information dissemination.
- Enhance TOPS Lab/university-based traffic safety research by expanding WisTransPortal safety data capabilities.

**TRCC Goals Fulfilled:** Goals 7, 13, and 14

**Performance Measures:**

Completed:

- Developed a draft Community Maps User Guide documenting new functionality since the cutover in 2018 to auto-populate crashes with DT4000 crash data. This draft has been shared with the BOTS project team for review.
- Ongoing coordination and administration of new user accounts.
- A total of 176 distinct authenticated users accessed the site in September 2019, the highest number to date.

In Progress:

- Ongoing development of a route search buffer setting for Advanced Search.
- Updates to the Community Maps public JSON service and documentation to support integration of Community Maps crash data into external applications (e.g., media websites, MPO/RPC planning and analysis systems, etc.)

### WisTransPortal Predictive Crash R&D

This project was to allow the UW TOPS Lab to continue researching and developing best practices for predicting where and under what conditions crashes occur. This project allows LEAs—and the State Patrol in particular—to expend resources in the most efficient manner possible by being in place where and when crashes are most likely to occur. This visibility will lessen risky driver behaviors and may also allow for better crash outcomes by lessening response times. Specific objectives included algorithmic improvements based on performance results from the new system. The first and second pilots for the algorithm were conducted by the state patrol during the past year. Analysts used the algorithm to produce flyers for outreach during enforcement efforts.

**TRCC Goals Fulfilled:** Goals 2 and 14

**TRA Recommendations Fulfilled:** 2a

#### Performance Measures:

- Initial statistical analysis of the Phase one and two of Predictive Analytics Pilot data sent to BOTS for review.

In Progress:

- Started development of a heatmap intensity slider tool on the Analyze interface.
- Ongoing development to automate the Predictive Analytics law enforcement agency handouts.
- Ongoing research and evaluation of the hot spot detection algorithm. Started a literature review of prevailing predictive analytics algorithms to help document and improve the Community Maps algorithm. The intent is to compare the Community Maps results to state-of-the-art methods (primarily KDE and Gi\*) and to incorporate better measures of prediction into the Community Maps output. Phase three of the pilot will begin in FFY 2020.

### Wisconsin IID Pilot

This project was to document the flow of data from ignition interlock installation and offenders to determine the benefits of real-time data from IID as well as improving XML feeds from the vendor. Revision of the current IID program has contributed to identify areas for improvement in Wisconsin. Improvements to the program will require statutory changes.

**TRCC Goals Fulfilled:** Goals 8 and 14

**TRA Recommendations Fulfilled:** 6a

Findings of the study are summarized in a final report with conclusions and recommendations.

### Connected and Autonomous Vehicles (CAV) Safety Data Requirements and Planning

This project was not completed due to questions from NHTSA as to its suitability to funding.

### **Examining Driver Reports of Crashes**

When law enforcement does not file a crash report form (DT4000), motorists are required to complete the Wisconsin Driver Report of Crash, DT4002. Traditionally, driver reports of crashes are not included in safety evaluations due to questions associated with accuracy and completeness of those reports. In 2017, over 10,500 DT4002 forms were completed, while over 122,500 police-reported crashes (DT 4000) were completed. Considering that driver reported crashes are about 8% of the police reported crashes, it makes sense for traffic safety professionals to examine these reports. The team identified areas for improvement in DT4002 crash reports data management and reporting. Findings of the study are summarized in a final report with conclusions and recommendations.

### **Develop Linkages between DMV Data and Crash Data**

The scope of this project was to get the DMV data (Vehicle, Driver, Registration/Title, Roadway, citation/adjudication/warnings, Motor Cycle Training information) from Mainframe DMV DB2 tables and load into DET server for creating linkages with Crash Data. This system will be used for Crash Data reporting department wide. BITS and BOTS were working on this project. Funding for the period was to prepare DMV data and to create proper data linkages from the data to allow for it to be utilized in improving crash records data completeness and accuracy.

### **2019 CODES Traffic Crash Record Linkage Project**

Objectives 1-3 (COMPLETE):

Linkage of the Wisconsin Traffic Crash records, Wisconsin Hospital Inpatient records, and Wisconsin Emergency Department Visit records was completed for 2018 data from Wisconsin, Minnesota, and Iowa. The resulting crosswalk was submitted to Wayne Bigelow at TOPS to allow him to complete further data linkages and produce the final 2018 CODES dataset.

Objective 4 (COMPLETE):

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Planned ongoing work beyond the end of the grant includes completing a Data Use Agreement that will allow us to create the final crosswalk using 2019 data (for the 2020 grant cycle) and pass that crosswalk to Wayne Bigelow for CODES dataset augmentation. NOTE: This was not a requirement of our 2018-2019 grant. This is work we will do in preparation for the 2020 grant cycle.

Objective 5 (COMPLETE):

Although we did not formally participate in the Wisconsin CODES Board meetings, we consulted regularly with Wayne Bigelow and other staff from TOPS as needed to complete our project objectives.

Objective 6 (COMPLETE):

We participated in the Wisconsin Traffic Records Coordinating Committee meetings and provided input, votes, and information as requested.

### Hospital Patient Data Archive Improvement Project

Objectives 1 and 3 (COMPLETE):

The 2018 Hospital data from Wisconsin, Minnesota, and Iowa was received, transformed, loaded, and in many cases this year, corrected (e.g., fixes were applied to salvage 125,242 records from the 2018 data). Data from three states (WI, MN, and IA) were combined into a view that is more efficient for research analyst access.

Objective 2 (COMPLETE):

We began developing a relationship with the Michigan Hospital Association and the Illinois Department of Public Health to gain access to the hospital data pertinent to Wisconsin resident crashes that resulted in treatment across the border (refer to our Activity Report from August for details on information we gathered to date). Through our exploration of establishing data agreements in each state, we learned that the Wisconsin Hospital Association is also pursuing such agreements/arrangements. We are meeting with WHA representatives on Friday November 15, 2019 to discuss working with them on developing these inter-state data agreements. Depending on the outcome of this meeting, we will either obtain the data from WHA (who will receive it directly from IL and MI), or we will establish our own data agreements/arrangements with IL and MI if needed to obtain the data and variables that we need.

Objective 4 (COMPLETE):

We extended record linkages to include the matching of Hospital Inpatient and Emergency Department records to death records over the 2012-2018 period. These matches capture the long-term effects of injuries on mortality rates. The data has been fully linked to death records for 2012-2018.

Objective 5 (COMPLETE):

To improve and promote accessibility to Hospital Inpatient and Emergency Department data, especially as it relates to Traffic Crash Records, we completed several custom data analytic requests, worked with several researchers and analysts to obtain access to the data, and facilitated completion of the Data Use Agreement approval process for interested data users.

Objective 6 (COMPLETE):

We participated in the Wisconsin Traffic Records Coordinating Committee meetings and provided input, votes, and information as requested.

### TraCS Equipment

To maintain 100% electronic reporting BOTS will outfit new squads with laptops and TraCS software. Wisconsin is the only state in the country that has 100% electronic reporting from law enforcement agencies around the state.

Traffic Records Improvement Program – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2019-50-01-TR	402	Program Management	\$90,000	\$90,289.59
2019-58-03-M3	405c	Training and Support – Community	\$543,219	\$448,863.86
2019-58-06-M3	405c	Equipment	\$163,607.00	\$163,004.61
		Program Totals	\$796,826	\$702,158.06



## EMS Improvement Program

### Safety Belt Use Rate

2013-2017 Statewide 5-year Average Baseline	86.1%
2018 Statewide Goal	90.4%
2018 Actual	89.3%

### Injury-to-Death Ratios

2015-2017 Statewide 3-year Average Baseline	73.4 to 1
2018 Statewide Goal	77.1 to 1
2018 Actual	71.4 to 1

Although statewide safety belt usage continues to increase, Wisconsin did not meet its goal for safety belt usage this past year. However, crash survivability varies by location in the state, which is a result of many factors including the speed and level of emergency medical response and treatment. Statewide, Wisconsin did not meet its goal for the injury-to-death ratio. As has long been the case, recruitment and retention of first responders is an increasingly significant issue in rural portions of the state. Response times are longer, and outcomes are worse for rural crashes. Three-year average injury-to-death ratios indicate that the areas of highest risk are predominantly rural.

### **Emergency Response Recruitment and Retention**

BOTS offered a grant to DHS for recruitment and retention of emergency responders for National Association of EMS Educator textbooks. Mass casualty triage training did not take place this past year as the position in charge of training was promoted to a different program.

Emergency Medical Services Improvement – Budget Summary				
Fed ID	Fund	Program Activity	Planned	Expended
2019-60-02-EM	402	PI&E	\$50,000	\$40,000.00
		Program Totals	\$50,000	\$40,000.00

## Motorcyclist Safety Program

Motorcyclist fatalities increased in 2018 to 83, which is six more than 2017. The program missed its goal of a 5% decrease over the prior five-year rolling average of 80.2 (2013-2017). It did, however, meet its goals for motorcycle/moped crashes and motorcycle/moped killed and injured but not for combined fatalities and suspected serious injuries in motorcycle/moped crashes.

Motorcycle/Moped Crashes	
2013-2017 Baseline	2,403
2018 Goal	2,282
2018 Actual	2,105
Combined Fatalities and Incapacitating Injuries in Motorcycle/Moped Crashes	
2013-2017 Baseline	641
2018 Goal	609
2018 Actual	650
Motorcycle/Moped Killed and Injured	
2013-2017 Baseline	2,206
2018 Goal	2,096
2018 Actual	1,902

The motorcyclist safety program employs six activities intended to reduce motorcyclist crashes, injuries, and fatalities:

1. Program Management
2. Motorcycle Rider Education and Training
3. Motorcycle Operation under the Influence of Alcohol or Other Drugs Law Enforcement
4. Communication and Outreach
5. Program Evaluation
6. Motorcycle Awareness and Motorist Education

### Program Management

The program manager coordinated, planned, and managed the WMSP. The program manager also assisted the Wisconsin rider education program through continued clerical support to training sites. This includes wage and fringe, data processing costs, materials and supplies, training and travel, printing and postage, and National Association of State Motorcycle Safety Administrators (SMSA) membership dues.

### Motorcycle Rider Education and Training

During the 2019 motorcycle training season, the WMSP in partnership with the Motorcycle Safety Foundation (MSF) continued implementation of the first new basic motorcycle riders course curriculum since the introduction of the Basic RiderCourse (BRC) in 2001. Wisconsin was the first state to field test, pilot test, and fully implement the Basic RiderCourse updated (BRCu) classroom and range activities curriculum statewide. WMSP has completed this transition process for all RiderCoaches in the state as

well as ensuring consistent, high-quality delivery of the BRCu and the other curricula throughout the state.

Two RiderCoach Trainers earned certification in MSF's updated Three Wheel Basic RiderCourse (3WBRCu) in spring to ensure that current Three Wheel Basic Rider Course (3WBRC) RiderCoaches could also become certified in this latest curriculum piece. In all, there are now 32 coaches available in Wisconsin to teach the 3WBRCu.

The WMSP Rider Education Program continues to administer classroom and hands-on rider training programs through the training sites funded by the Wisconsin Technical College System as well as private training sites and Harley-Davidson Riding Academy training that meet MSF and WMSP requirements for basic motorcycle/scooter, new, seasoned, and advanced motorcycle riders. Preliminary reports indicated that 5,869 students were trained in 2019.

WMSP had hoped to purchase training motorcycles and three-wheeled motorcycles to support the training fleet at the grant-funded sites though questions regarding the potential effect of the Buy America Act contributed to this purchase not being completed.

#### **Motorcycle Operation under the Influence of Alcohol or Other Drugs Law Enforcement**

This activity was planned with federal project ID 2019-70-05-MC, but instead this project used the federal ID of 2019-31-05-M5 and is reported in the impaired driving budget summary. This grant funded impaired driving enforcement campaigns during motorcycle events. An annual rally was held in Tomahawk.

#### **Communication and Outreach**

Throughout 2019, local, county, and state law enforcement agencies continued to participate in motorcycle-specific activities and events. One of the largest events in the state regularly attracts 30,000-40,000 motorcyclists to northern Wisconsin each fall over a four to five-day period. In partnership with Lincoln County Sheriff's Department that brought increased patrols to the area and media saturation bring awareness to the event, the Tomahawk Ride for the Muscular Dystrophy Association ended without any crashes and fatalities. Lieutenant Tim Fischer stated that such a safety record during an event like this is "pretty much unheard of."

The Mobile Outreach team achieved the milestones below:

- 55 Outreach/display events scheduled
- 60 Outreach/display event days attended
- 72 Outreach/display days scheduled
- 114,990 Total of all events attendance
- 3,643 Total of all events attendance that stopped by our display
- 784 Total of SMARTrainer runs
- 341 Total of Distracted Driving Simulator runs

### Program Evaluation

This project evaluated the effectiveness and consistency of program delivery for the WMSP. The program evaluated training venues to ensure that they followed curriculum provider standards. The evaluation team worked with individual coaches and sites in a mentoring capacity to bring sites and trainers into compliance with curriculum standards. WMSP Quality Assurance Specialists completed visits to 25 rider education sites and formally evaluated 36 coaches during FFY 2019.

### Motorcycle Awareness and Motorist Education

Using revenue generated from the sale of specialized Harley-Davidson license plates for automobiles and trucks, the WMSP developed a specific media campaign to promote motorist awareness of motorcyclists. This campaign was targeted to coincide with major motorcycling activities taking place during the most active segment of the riding season.

<b>Motorcyclist Safety Program – Budget Summary</b>				
<b>Fed ID</b>	<b>Fund</b>	<b>Program Activity</b>	<b>Planned</b>	<b>Expended</b>
2019-79-01	State 562	Program Management	\$150,000	\$93,366.47
2019-79-04	State 562	Training and Support —Community	\$463,000	\$256,011.79
2019-79-07	State 535	Paid Media	\$100,000	\$0.00
2019-70-04-MC	402	Training and Support —Community	\$180,000	\$76,821.81
2019-72-03-M9	405f	Training and Support – Technical	\$30,000	\$5,941.60
2019-72-09-M9	405f	Evaluation	\$20,000	\$15,535.86
		Program Totals	\$943,000	\$447,677.53

## Pedestrian and Bicyclist Safety Program

### Pedestrian-Motor Vehicle Crashes

2013-17 Baseline	22.70/100K pop.
2018 Goal	21.57/100K pop.
2018 Actual	25.88/100K pop.

### Combined Pedestrian Fatalities and Suspected Serious 'A' Injuries

2013-17 Baseline	4.71/100K pop.
2018 Goal	4.47/100K pop.
2018 Actual	5.73/100K pop.

### Pedestrian Injuries

2013-17 Baseline	22.36/100K pop.
2018 Goal	21.24/100K pop.
2018 Actual	25.26/100K pop.

### Bicycle-Motor Vehicle Crashes

2013-17 Baseline	16.32/100K pop.
2018 Goal	15.51/100K pop.
2018 Actual	14.65/100K pop.

### Combined Bicyclist Fatalities and Suspected Serious 'A' Injuries

2013-17 Baseline	1.66/100K pop.
2018 Goal	1.58/100K pop.
2018 Actual	1.38/100K pop.

### Bicyclist Injuries

2013-17 Baseline	15.05/100K pop.
2018 Goal	14.30/100K pop.
2018 Actual	13.05/100K pop.

The pedestrian safety program fell below its goals for calendar year 2018 for the number of pedestrian-motor vehicle crashes, pedestrian injuries, and the number of combined fatalities and suspected serious (A) injuries as proportions of the state population. In addition, there were 56 pedestrian fatalities in 2018, which was the same as the previous year's total of 56 but higher than the 2013-2017 average of 49.

The bicyclist safety program surpassed all goals for calendar year 2018. It met its goals for lowering the number of bicycle-motor vehicle crashes, the number of bicyclist injuries, and the number of combined fatalities and suspected serious (A) injuries as a proportion of the state's population. There were three fewer bicyclist fatalities in 2018 than in 2017 (from seven to four), which places the number of bicyclist fatalities in 2018 lower than the 2013-2017 average of 9.4.

The pedestrian and bicyclist safety program use's training and outreach as well as law enforcement to reduce these fatalities and serious injuries. Public information and education activities are reported in the media and outreach program section.

## **Program Management**

During the 2019 federal fiscal year (FFY), the program manager planned and managed the state pedestrian and bicyclist safety program and worked with several agencies and programs to increase the number of people trained and educated on pedestrian and bicyclist safety and the rules of the road. The program manager also coordinated pedestrian safety training for planners, engineers, and safety advocates as well as the Pedestrian/Bicycle Ambassadors and Teaching Safe Bicycling programs. This position will continue to work with several agencies and non-profit programs to educate and improve pedestrian/bicyclist safety. The program manager is a representative on the Governor's Bicycle Coordinating Council and the Traffic Records Coordinating Committee.

## **Training and Outreach Program**

### **Teaching Safe Bicycling**

BOTS held five Teaching Safe Bicycling courses in Madison, La Crosse, Marinette, Milwaukee, and Fond du Lac, providing Teaching Safe Bicycling (train-the-trainer) style workshops for participants interested in providing youth cycling instructions. Approximately 12 people attended each course, including college students, teachers, park rangers, law enforcement personnel, public health personnel, and future bicycle rodeo instructors.

### **Bicycle Rodeo Supplies**

In 2019, BOTS there were no supplies purchased.

### **MilWALKee Walks**

BOTS partnered with the Wisconsin Bike Federation on the MilWALKee Walks campaign that promotes walking and pedestrian safety. The campaign was able to design a MilWALKee Walks brochure and worked with MCT regarding a pedestrian bus video. In addition, the campaign hosted community crosswalk demonstrations to attract media attention and educate the public about the need to yield to pedestrians. Outreach to organizations and partnership development to the top three highest pedestrian crash zones in Milwaukee worked in concert with Milwaukee's bicycle and pedestrian high-visibility enforcement efforts.

### **Designing for Pedestrian Safety**

BOTS held two Designing for Pedestrian Safety courses in FFY 2019 with one in Green Bay and one in Wausau. The two-day workshops were conducted through the Federal Highway Administration and included sessions aimed at planners/engineers and pedestrian advocates. There were approximately 60 participants trained in the following objectives: how pedestrians belong in all geometric designs, operations, safe pedestrian site design, interactions between people and motor vehicles, roundabouts, and other traffic calming measures. The high level of participation is encouraging, and there are plans to increase the number of workshops offered in upcoming years.

### **Pedestrian/Bicycle Law Enforcement Training**

Pedestrian-Bicycle Law Enforcement training was held in Green Bay. The course is designed to provide Law enforcement professionals training related to laws for bicycle riders and pedestrians as well as laws that apply to operators of motor vehicles that impact pedestrians and bicyclists. Additionally, advances in technology, and understanding of the built environment create an

opportunity for officers to provide critical information of specific conditions related to a bike or ped crashes, but officers need to know about those conditions.

**Law Enforcement**

**Bicyclist and Pedestrian Traffic Law Enforcement**

In FFY 2019, there were three bicyclist and pedestrian high-visibility enforcement (HVE) projects in Green Bay, Madison, and Milwaukee. The enforcement efforts focused on behaviors that lead to crashes—failure to yield, red light violations, speeding in advance of marked and unmarked crosswalks that can lead to failure to yield, sudden pedestrian movement, and bicyclist violation of stop signs and stop lights.

<b>Pedestrian and Bicycle Program – Budget Summary</b>				
<b>Fed ID</b>	<b>Fund</b>	<b>Program Activity</b>	<b>Planned</b>	<b>Expended</b>
2019-89-01	State 562	Program Management	\$87,000	\$74,851.17
2019-80-03-PS	402	Training and Support – Technical	\$29,905	\$13,547.94
2019-80-04-PS	402	Training and Support – Community	\$30,000	\$22,999.06
2019-80-05-PS	402	Enforcement	\$87,975	\$75,203.07
		Program Totals	\$234,880	\$186,601.24

## Community Traffic Safety Program

### Program Management

Three law enforcement liaisons (LELs) continued to provide ongoing support to the 71 Traffic Safety Commissions (TSCs) across the state. With the realignment of the Regional Program Managers' (RPMs) responsibilities, a fourth LEL was added to the program in the 3<sup>rd</sup> quarter. This addition allowed the LELs to not only attend all TSC meetings but expand their efforts to engage additional traffic safety stakeholders and partners to promote collaboration at the local level.

Of a potential of 284 quarterly TSC meetings, minus those meetings cancelled due to bad weather, the LELs attended all but two meetings, or 99% of the meetings. This is a 5% increase over the 2018 calendar year. Through a unique multi-county TSC collaboration, LELs engaged Minnesota LELs and facilitated participation in a joint media event to address a significant increase in motorcycle crashes in the Mississippi River Valley.

Relative to the ongoing efforts to improve Community Maps, the LELs solicit and provide feedback from the users in the field. They also work with our law enforcement partners to improve crash data quality and mapping.

The LELs re-organized the Regional TSC Coordinator meetings held the previous years and hosted only two coordinator meetings. In 2018, over five meetings there were a total of 45 attendees. In 2019, a total of 66 attended the re-formatted meetings. Attendee feedback was extremely positive.

Several yearly law enforcement conferences were attended as well, with the addition of the Wisconsin Emergency Medical Services Association (WEMSA). Attendees of the WEMSA conference expressed interest in Community Maps, as well as the application of Predictive Analytics for both EMS resource deployment as well as recruitment in areas currently understaffed.

With expanded responsibilities covering the entire State of Wisconsin, our two Regional Program Managers (RPMs) have been integral in expanding the use of a predictive analytic tool in Community Maps. Community Maps now maps +100% of crashes and the crash data is available to the public one day after electronic crash report submission. This tool provides an in-depth discussion of fatalities and the behavioral elements of crashes.

The RPMs have also been integral in the development of many of the state's multijurisdictional high-visibility task forces. These task forces focused on various behavioral highway safety issues including OWI, safety belts, speed, and pedestrian safety. For 2019, RPMs made over 400 agency visits and managed 384 grants. RPMs monitored 70% of the 2018 grants which has been required by the National Highway Safety Administration (NHTSA). Over \$7.8 million was managed in Task Force grant funding addressing (impaired driving, speed and reckless driving, and seatbelt compliance between the two regions, which included a total of 89 individual Task Forces (28 in the north, 61 in the south). Forty-eight law enforcement agencies around the state including the Wisconsin State Patrol participated in these Task Forces.



### Grants Management System Maintenance and Hosting

This project funded Wise-Grants, the electronic grants management system used by BOTS and its grantees.

### Outreach Program

BOTS assembled professionals that have expertise in various areas of traffic safety to provide education for Wisconsin highway safety advocates.

BOTS worked with the Wisconsin Traffic Safety Officers Association (WTSOA), which provides a forum on training, resources, new technology, and knowledge regarding best practices for their officers on traffic enforcement efforts.

### Governor's Conference on Highway Safety and Law Enforcement Recognition Luncheon

BOTS brings its many partners together annually with the Governor's Conference on Highway Safety. Attendees may choose conference tracks related to behavioral highway safety, child passenger safety, and traffic incident management. Expenditures for the conference included costs for office supplies, printing, employee travel, speaker hotel stay and travel, and the venue.

After the annual Governor's Conference on Highway Safety, BOTS holds a luncheon to recognize the law enforcement agencies that participated in our grants or in a national enforcement mobilization that year. Some agencies that sign a project agreement and demonstrate a commitment to high-visibility enforcement and community education receive an equipment grant during the luncheon for conducting ongoing high-visibility enforcement within their jurisdictions to improve traffic safety. The equipment grants awarded during FFY 2018 were for grants awarded during the 2017 law enforcement recognition luncheon, and they were not for major equipment.

<b>Community Programs – Budget Summary</b>				
2019-90-01-CP	402	Program Management	\$460,000	\$388,410.69
2019-90-04-CP	402	Grants Management System / Community Outreach	\$100,000	\$34,489.00
2019-90-06-CP	402	Equipment	\$167,216	\$80,537.29
		Program Totals	\$727,216	\$503,436.98

## Media and Outreach Program

### Public Information and Education -Occupant Protection

For our communication efforts, our staff reviewed and updated information regarding child passenger safety (CPS) as well as safety belt materials targeted at unbuckled occupants. BOTS worked with the Children's Hospital of Wisconsin, which provided English and Spanish CPS materials. BOTS worked with a public relations agency on a Click It or Ticket paid media campaign.

In partnership with Children's Hospital of Wisconsin, BOTS supports the Crossroads Teen Driving resource website. The website aims to connect teenagers, schools, and parents with programs and resources to support and cultivate a generation of safe drivers. This activity used 402.

### Occupant Protection Outreach Program – Rollover Convincer

The Rollover Convincer went to 34 events during 2019. Events included trips to high school pre-prom events, mock crashes, driver education classes, rural safety fairs, community safety events, high-profile parades, boy scout camps, the UW-Madison campus, and fire department open houses. Attendance at these events is estimated to be 15,000. A former trooper is responsible for the program.

### Communication Program—Impaired Driving

BOTS continued to develop a statewide public information and education campaign to reduce impaired driving injuries and fatalities based on NHTSA's goals and objectives utilizing various methods such as social media, radio, print, and TV. BOTS worked with a public relations agency to develop a media campaign to coincide with the Drive Sober or Get Pulled Over mobilizations. The projects have helped raise awareness and are helping to reduce the incidence of impaired driving.

### Motorist Awareness and Motorcyclist Conspicuity

WisDOT and the Wisconsin Motorcycle Safety Advisory Council (MOSAC) continued their collaborative efforts to encourage active Wisconsin motorcyclists that are riding without a proper license to obtain a license to operate a class M vehicle and complete an appropriate rider education course. BOTS was involved in 55 SMARTrainer events totaling 83 event days around Wisconsin providing motorcycle training and education. BOTS provided posters to the Motorcycle Safety Advisory Committee, who delivered them to motorcycle dealerships, locations where motorcyclists congregate, driver training and rider education facilities, as well as other prominent venues. BOTS also put out television, radio, and billboard advertisements through several associations. Most of these expenses were covered using state funds.

### Public Information and Education-Pedestrian and Bicyclist

There were no expenses using state or federal funds during this year to develop new PI&E material for pedestrian and bicyclist safety as Wisconsin is in the process of revising its vision statement for traffic safety. BOTS continues to work with safety partners including the Bicycle Federation of Wisconsin and the Share and Be Aware program on statewide pedestrian and bicycle training and education. Regional Program Managers and Share and Be Aware staff talked with several driver education instructors and provided pedestrian and bike DVDs that will be used during driver education classes. The Share and Be

Aware program had eleven ambassadors throughout the state that provided training and education materials to pedestrians, bicyclists, and motorists.

**Public Information and Education-Community Outreach**

BOTS worked with DaneNet to publish the last edition of the Traffic Safety Reporter. The Traffic Safety Reporter was intended for the broader Wisconsin highway safety community. During FFY 2019, 249 law enforcement agencies participated in the Drive Sober or Get Pulled Over-Winter Holidays mobilization, 313 agencies participated in the Click It or Ticket mobilization, and 257 agencies participated in the Drive Sober or Get Pulled Over-Labor Day mobilization. Participation required media and community publicity activities by each agency. Results of enforcement activities are summarized in the police traffic section.

**Public Information and Education-Campaign Development**

BOTS continued to develop statewide public information and education on distracted driving, speed, impaired driving, and additional campaigns to reduce injuries and fatalities. BOTS worked with WMSN Fox 47 (MSG2Teens), Wisconsin Inter-Scholastic Athletic Association, Badger Sports, and additional safety partners to educate the public. BOTS is planning to create targeted information and to develop Spanish-language information. The impact of the project is to help raise awareness among drivers of the importance of highway safety rules and regulations.

**Paid Media**

Funds were utilized for paid media using a variety of messages to targeted audiences. Following NHTSA guidelines, BOTS planned for statewide, intense broadcast media to increase the perception of enforcement and the likelihood of being cited for speeding, aggressive driving, distracted driving, impaired driving, and not wearing a seat belt.

<b>Public Information and Education/Outreach – Budget Summary</b>				
<b>Account</b>	<b>Fund</b>	<b>Program Activity</b>	<b>Planned</b>	<b>Expended</b>
2019-89-02	State 562	Pedestrian/Bicyclist Safety PI&E	\$30,000	\$0.00
2019-20-02-OP	402	Occupant Protection PI&E	\$249,960	\$106,065.27
2018-31-02-M5	405d	Impaired Driving PI&E	\$200,000	\$108,509.14
2018-31-07-M5	405d	Impaired Driving Paid Media	\$250,000	\$242,126.80
2019-70-02-MC	402	Motorcyclist Safety PI&E	\$50,000	\$48,999.70
2019-80-02-PS	402	Pedestrian/Bicyclist Safety PI&E	\$20,000	\$84.00
2018-90-02-CP	402	Community Traffic Safety PI&E	\$536,812	\$316,404.55
2018-90-07-PM	402	Community Traffic Safety Paid Media	\$500,000	\$476,393.75
		Program Totals	\$1,836,772	\$1,298,583.21

## Fiscal Summary

	402	405b	405c	405d	405f
Planning and Administration	\$294,070.67				
Occupant Protection	\$1,273,867.31	\$828,916.90			
Impaired Driving	\$559,908.42			\$2,593,862.09	
Police Traffic	\$1,374,423.49				
Traffic Records	\$90,289.59		\$611,868.47		
EMS	\$40,000.00				
Motorcycle Safety	\$76,821.81				\$21,477.46
Pedestrian and Bicyclist	\$111,750.07				
Community Programs	\$503,436.98				
PI&E/Outreach	\$947,947.27			\$350,635.94	
Total	\$5,272,515.61	\$828,916.90	\$611,868.47	\$2,944,498.03	\$21,477.46