

STATE OF WISCONSIN FFY
2015

Highway Safety Plan

Scott Walker

GOVERNOR OF WISCONSIN

Mark Gottlieb, P.E.

SECRETARY OF WISCONSIN DOT
GOVERNOR'S REPRESENTATIVE FOR HIGHWAY SAFETY

David Pabst

HIGHWAY SAFETY COORDINATOR



State of Wisconsin Federal Fiscal Year 2015 Highway Safety Plan

TABLE OF CONTENTS

I. Highway Safety Plan	1
• Mission Statement	
• Executive Summary	
• Highway Safety Planning Process	
• Highway Safety Planning Timeline	
• State-level Problem Identification	
II. Highway Safety Plan by Program Area	9
Provides: Justifications, Goals and Measures, Activities, and Budgets	
Planning & Administration	11
Occupant Protection Program	13
Impaired Driving & Youth Program	19
Police Traffic Program	27
Traffic Record Improvement Plan	31
EMS Improvement Plan	35
Motorcycle Safety Program	39
Pedestrian and Bicycl Safety	45
Community Traffic Safety	49
Media and Outreach Program	53
III. Appendix	57
Appendix 1: <i>Paid Media Plan</i>	58
Appendix 2: <i>Equipment—Preapproved and Not Allowable</i>	81
Appendix 3: <i>Safety: Partners, Committees, and Organizations</i>	82
Appendix 4: <i>Targeting used for Speed and Alcohol Enforcement Grants</i>	83
Appendix 5: <i>Highway Safety Program Cost Summary (HS217)</i>	87
Appendix 6: <i>Detailed Budget</i>	88
Appendix 7: <i>Organizational Chart</i>	93
Appendix 8: <i>State Certifications and Assurances</i>	94
See Supplement for other Appendices	

STATE OF WISCONSIN FFY
2015

Highway Safety Plan

SECTION I



MISSION STATEMENT

Our mission is simple: zero fatalities on Wisconsin's roadways.

Our transportation system is essential to society's continuing prosperity and an inescapable component to everyday life in Wisconsin; as a society we should not accept casualties as a foregone consequence of that system. Wisconsin citizens and state policymakers work toward achieving zero fatalities and incapacitating injuries on our roadways. Our belief is that any death is one too many, and we work toward saving as many lives as possible using the resources available.

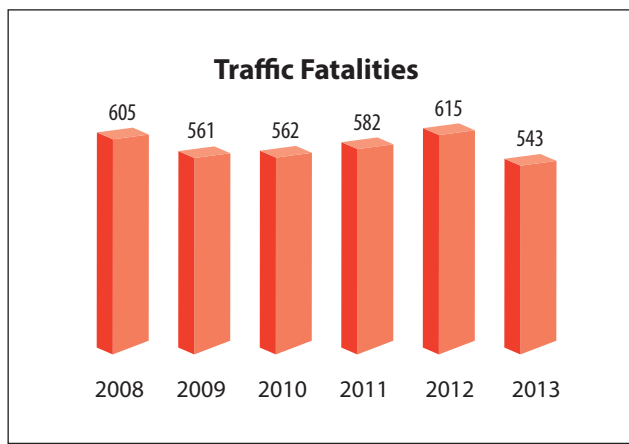


Figure 1: Traffic Fatalities (FARS)

Goal C1: To decrease traffic fatalities 5 percent from the 2009-2013 calendar year rolling average of 575 to 546 by December 31, 2015.

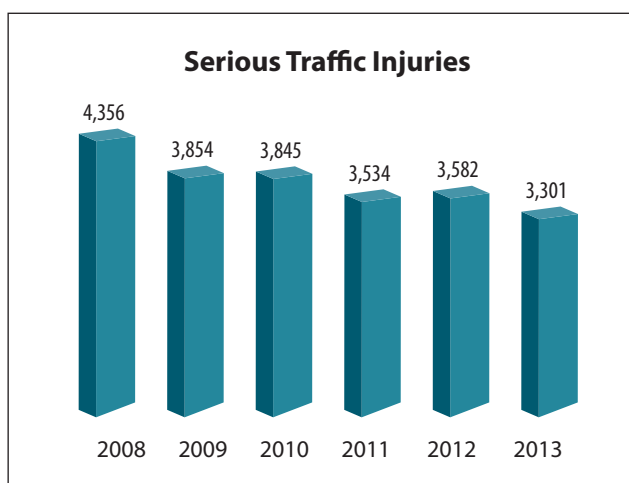


Figure 2: Serious Traffic Injuries (State Crash Data)

As figure 2 indicates, serious injury crashes have steadily decreased since 2008. 2013 saw 3,301 serious injuries, which was a 14% reduction from the 5-year average of 3,834.

EXECUTIVE SUMMARY

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

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

Though not obvious from figure 1, the number of traffic fatalities has trended downward over the previous six years. 2013 saw a significant decrease from the prior year and remained below the 5-year (2008-2012) moving average of 587.

Wisconsin achieved the national goal of one fatality per 100 million Vehicle Miles Traveled (VMT) in 2009, two years ahead of the national target date. As figure 3 indicates, Wisconsin was slightly above the goal in 2012, but 2013 produced a significant drop to our lowest level ever at 0.89 fatalities per 100 million VMT.

Figure 4 provides the remaining performance measures and goal statements developed by the GHSA and NHTSA.

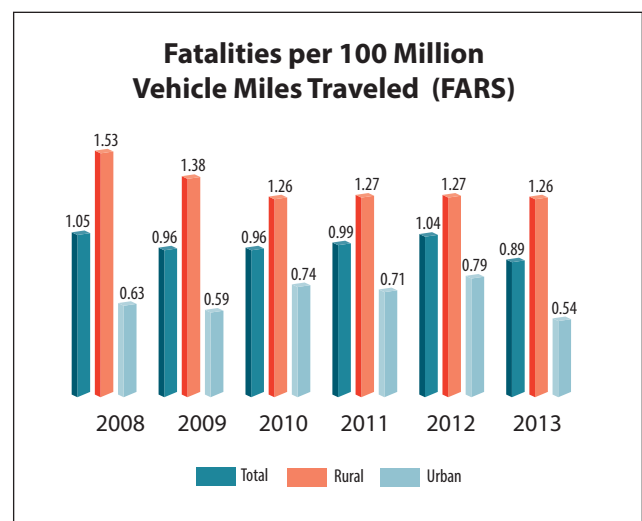


Figure 3: Column chart of fatalities per 100m VMT

Figure 4: Performance measures and goal statements developed by the GHSA and NHTSA

MEASURE	2008	2009	2010	2011	2012	2013	2008 2012 AVG	2014 GOAL	2015 GOAL
C1. Traffic Fatalities (FARS)	605	561	572	582	615	543	587	558	546
C1. To decrease traffic fatalities 5 percent from the 2009-2013 calendar year rolling average of 575 to 546 by December 31, 2015.									
C2. Serious Traffic Injuries (State Crash Data Files)	4,356	3,854	3,845	3,534	3,582	3,301	3,834	3,642	3,442
C2. To decrease serious traffic injuries 5 percent from the 2008-2012 calendar year rolling average of 3,834 to 3,442 by December 31, 2015.									
C3a. Fatalities/VMT (FARS)	1.05	0.96	0.96	0.99	1.04	0.89	1.00	0.95	0.92
C3a. To decrease total fatalities/VMT, by 5 percent from the 2008-2012 calendar year rolling average of 1.00 to 0.92 by December 31, 2015.									
C3b. Rural Fatalities/VMT (FARS)	1.53	1.38	1.26	1.27	1.27	1.26	1.34	1.27	1.22
C3b. To decrease rural fatalities/VMT, by 5 percent from the 2008-2012 calendar year rolling average of 1.34 to 1.22 by December 31, 2015.									
C3c. Urban Fatalities/VMT (FARS)	0.63	0.59	0.74	0.71	0.79	0.54	0.69	0.66	0.64
C3c. To decrease urban fatalities/VMT, by 5 percent from the 2008-2012 calendar year rolling average of 0.69 to 0.64 by December 31, 2015.									
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	222	231	178	189	201	191	204	194	188
C4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from the 2008-2012 calendar year rolling average of 204 to 188 by December 31, 2015.									
C5. Alcohol Impaired Driving Fatalities (FARS)	205	209	203	197	200	172	203	193	186
C5. To decrease alcohol impaired driving fatalities 5 percent from the 2008-2012 calendar year rolling average of 203 to 186 by December 31, 2015.									
C6. Speeding Related Fatalities (FARS)	198	203	202	195	209	151	201	191	182
C6. To decrease speeding-related fatalities 5 percent from the 2008-2012 calendar year rolling average of 201 to 182 by December 31, 2015.									
C7. Motorcyclist Fatalities	89	84	105	88	117	83	97	92	91
C7. To decrease motorcyclist fatalities 5 percent from the 2008-2012 calendar year rolling average of 97 to 92 by December 31, 2015.									
C8. Un-helmeted Motorcyclist Fatalities (FARS)	68	55	82	78	87	61	74	70	69
C8. To decrease un-helmeted motorcyclist fatalities 5 percent from the 2008-2012 calendar year rolling average of 74 to 69 by December 31, 2015.									
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	114	92	91	83	81	58	92	88	77
C9. To decrease drivers age 20 or younger involved in fatal crashes 5 percent from the 2008-2012 calendar year rolling average of 92 to 77 by December 31, 2015.									
C10. Pedestrian Fatalities (FARS)	53	38	52	57	45	36	49	47	43
C10. To reduce pedestrian fatalities 5 percent from the 2008-2012 calendar year rolling average of 49 to 43 by December 31, 2015.									
C11.* Bicyclist Fatalities (FARS)	9	7	9	12	11	10	9.6	9	8
C10. To reduce bicyclist fatalities by one from the 2008-2012 calendar year rolling average of 9.6 to 8 by December 31, 2015.									
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	74.20%	73.80%	79.20%	79.00%	79.90%	82.4%	77.22%	81.08%	82.80%

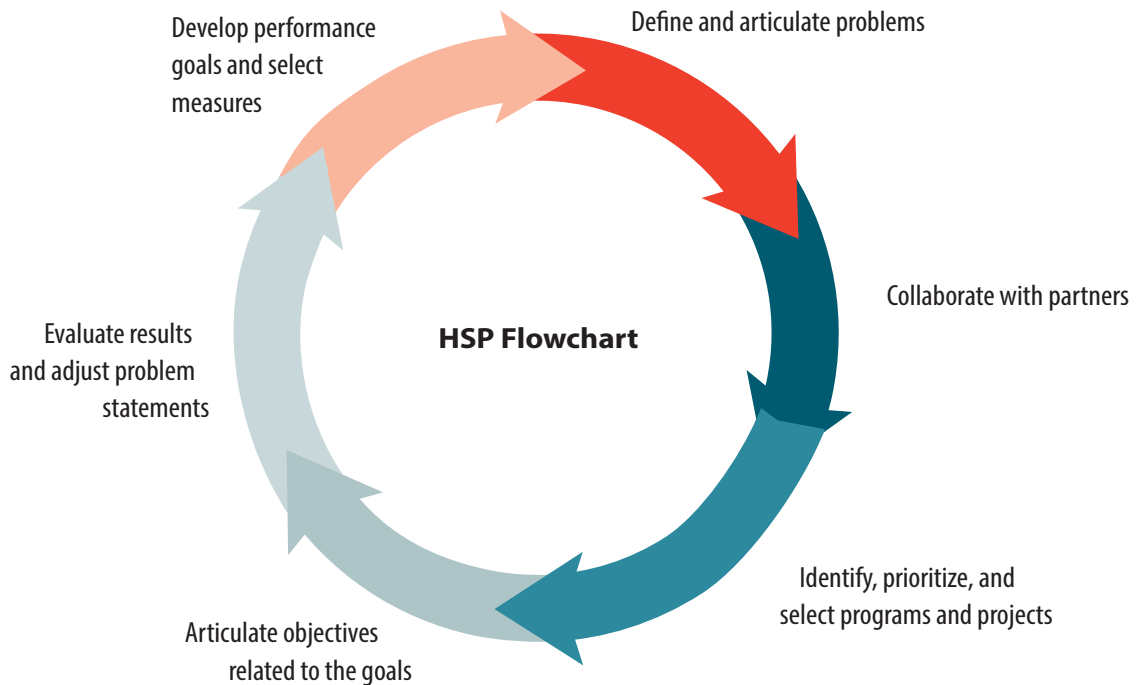
* Bicyclist Fatalities is an additional performance measure agreed upon by the GHSA and NHTSA in order to justify spending on bicyclist safety beginning in FFY 2015.

Figure 4 provides the performance measures and goal statements developed by the GHSA and NHTSA.

Note that some goals are higher than the previous year's experience and to some, it may seem counterintuitive to set a goal that is higher. However, in this plan and also in Wisconsin's Strategic Highway Safety Plan, the goal is a sustained reduction in fatalities over the prior five years. When setting goals, it is important to not let the goals be driven by what may simply be an anomalous year.

HIGHWAY SAFETY PLANNING PROCESS

The highway safety planning process is continuous. At any one time during the year, BOTS may be working on previous, current, and upcoming fiscal year plans. The flowchart below illustrates the components of the planning process.



Highway Safety Planning Timeline



November to January

Prepare the prior year's Annual Report. This document is the companion report to the same year's Highway Safety Performance Plan. The report provides NHTSA and the public with a summary of how funds were actually spent in that fiscal year.

January and Continuing

Wisconsin is unique in that we have a law (s. 83.013, Wis. Stat.) that requires all 72 of its counties to have a Traffic Safety Commission. The law further defines who is supposed to participate at the quarterly meetings. A commission is required to include: Chief traffic law enforcement officer, Highway

Safety Coordinator, Highway Commissioner, a DOT engineer from the regional office, the Regional Program Manager from BOTS, a State Patrol Trooper/Inspector, as well as a representative from education, medicine, and legal professions. We recognize what a fantastic opportunity this requirement gives us to reach out and solicit ideas and input into our planning process, and we utilize this opportunity. In addition, each State Program

Manager (SPM) obtains formal and informal recommendations, resources, and information from traditional and non-traditional partners and stakeholders, including public health, emergency medical services, enforcement and adjudication, not-for-profit organizations, businesses, and community coalitions. This activity continues throughout the year (see Appendix 2: Partners, Committees, and Organizations). During the first quarter of each year, BOTS program analysts and managers review the prior year's data and study the effectiveness of prior year's projects. They also perform literature reviews and review best practices from other states.

WisDOT Leadership



David Pabst,
Highway Safety
Coordinator



Mark Gottlieb, P.E.,
Secretary of Wisconsin
DOT, Governor's
Representative for
Highway Safety



Superintendent
Stephen
Fitzgerald,
Wisconsin
State Patrol

Another valuable group is WisDOT's Traffic Safety Council. This is a multi-disciplinary group that meets on the first Thursday of each month. Representatives from FHWA, FMCSA, BOTS, the Division of Motor Vehicles, the Division of Transportation Investment Management, the Division of Transportation System Development, the WisDOT Secretary's Office, and the University of Wisconsin Madison serve on the committee. This group is responsible for authoring the Wisconsin Strategic Highway Safety Plan (SHSP) required by USDOT for federal Highway Safety Improvement Plan (HSIP) funds.

As an offshoot of Wisconsin's Traffic Safety Council and in compliance with MAP-21, a Statewide Impaired Driving Task Force was chartered. This Task Force, while very young has made progress. As mentioned, the group assembled a broad variety of stakeholders, developed a formal charter, approved a statewide impaired driving report by agreeing to work on five signature items going forward, helped us to qualify for federal funding, assisted with the development of the federally required SHSP, and began work on signature items.

January to May

Preliminary crash data for the prior calendar year are available by April. In most cases, the most recent ten years of crash data are used to determine the magnitude of the problem posed by each crash type and to develop trend lines. Goals are set using five-year rolling averages. In addition, conviction, medical, demographic, survey, program effectiveness, and other relevant data are analyzed and used as appropriate to generate rates, identify disproportionate representation of subgroups and trends for each program area. At the end of May, BOTS utilizes the data to generate targeting lists for enforcement grants. Grantees for the coming FFY are notified of their eligibility and BOTS' Regional Program Managers assist grantees with identifying their agency capacity (see Appendix 3: Targeting used for Speed, Occupant Protection, and Alcohol Enforcement Grants).

Steps taken include: evaluate the nature and magnitude of each type of state-level and program area problem and each target location or group; establish the effectiveness of proposed program activities in addressing the problem; and determine the availability of resources to be applied to the problem and availability of data and information to be used to determine progress toward goals. Recommendations from state program assessments are integrated into program objectives and funded activities. Along with external partners and input from NHTSA, a committee of the Bureau of Transportation Safety discusses project ideas suggested and determines which are feasible and will be included in this year's HSP.

The annual HSP is coordinated with state and national strategic plans and related operational plans and guidelines, and especially with the WisDOT Strategic Highway Safety Plan. The ten items of highest priority in the

Department's 2014-16 Strategic Highway Safety Plan are listed in priority order below (HSP-related goals bolded):

1. Improve Design and Operation of Intersections
2. **Reduce Speed-Related Crashes/Curb Aggressive Driving**
3. Reduce Head-On and Cross-Median Crashes – Prevent/Mitigate Roadway Departure Crashes
4. **Provide Safe Pedestrian and Bicycle Travel**
5. **Reduce Alcohol/Drug Impaired Driving**
6. **Improve Driver Alertness/Reduce Driver Distraction**
7. **Reduce the Number of Unbelted Fatalities and Serious Injuries**
8. **Improve Teen Driver Performance—Ensure Drivers are Licensed and Competent—Sustain Proficiency in Older Drivers**
9. **Improve Motorcycling Safety**
10. **Improve Incident Management/Safe Travel in Bad Weather**

Failure to be ranked in the high priority highway safety issue areas for the 2014-2016 SHSP does not mean the topic is unimportant nor does it mean WisDOT will discontinue planned or on-going initiatives that have yielded results. Initiatives such as curbing aggressive driving, enhancing EMS to Increase Survivability, making walking/street crossing safer, making truck travel safer, ensuring safer bicycle travel, and reducing deer and other animal crashes will still be pursued.

Wisconsin's 2014-16 Strategic Highway Safety Plan will be completed in the coming months. Priorities will be set as part of that process, but it is expected they will be similar to the priorities in our current plan. As with prior plans, performance measures will be reviewed and adjusted as participants see fit.

Ongoing

Feedback from NHTSA management reviews, such as the Traffic Records Review 2010, the Impaired Driving Special Management Review 2007, the Occupant Protection Special Management Review 2006, and the Management Review 2012, is reviewed and incorporated into the planning process as well. Other strategic plans are incorporated such as the 2006-2009 Wisconsin Traffic Records Strategic Plan and the Wisconsin Public Health Plan for the Year 2010. Priority is given to the NHTSA Administrator's Motor Vehicle and Highway Safety Priorities, as well as overlapping FHWA and FMCSA safety priorities and goals. The latest version of NHTSA's Countermeasures That Work is used as part of project development.

End of June

Internal approval of the plan is received and the HSP is submitted to NHTSA.

State-level Problem Identification

The Problem ID Process is integral to the Planning Process. Information used in Problem ID includes WisDOT state crash, conviction, vehicle, roadway, traffic and survey data, BOTS program effectiveness studies, demographic and other census data, emergency department, hospital discharge and death data from the state Department of Health, national surveys and other relevant data. These data are used, as appropriate, in trend, factor, disproportion and other analyses of each program area. The ID process is identified under the justification sections of each program plan. In the individual program areas, further program need and justification is identified. Several program areas include plans for enforcement activities. It should be noted that law enforcement grants require individual grantees to set performance measures that take into account all contacts (citations, warning, and stops with no action) with the motoring public. Overall, BOTS attempts to fund the programs that will have the biggest impact on traffic fatalities.

STATE DEMOGRAPHICS	WISCONSIN	USA
Population, 2013 estimate	5,742,713	316,128,839
Population, percent change, April 1, 2010 to July 1, 2013	1.00%	2.40%
Population, percent change, April 1, 2010 to July 1, 2012	0.70%	1.70%
Persons under 5 years, percent, 2012	6.10%	6.40%
Persons under 18 years, percent, 2012	23.00%	23.50%
Persons 65 years and over, percent, 2012	14.40%	13.70%
Female persons, percent, 2012	50.40%	50.80%
White alone, percent, 2012 (a)	88.20%	77.90%
Black or African American alone, percent, 2012 (a)	6.50%	13.10%
American Indian and Alaska Native alone, percent, 2012 (a)	1.10%	1.20%
Asian alone, percent, 2012 (a)	2.50%	5.10%
Native Hawaiian and Other Pacific Islander alone, percent, 2012 (a)	Z	0.20%
Two or More Races, percent, 2012	1.70%	2.40%
Hispanic or Latino, percent, 2012 (b)	6.20%	16.90%
White alone, not Hispanic or Latino, percent, 2012	82.80%	63.00%
Foreign born persons, percent, 2008-2012	4.60%	12.90%
Language other than English spoken at home, pct age 5+, 2008-2012	8.60%	20.50%
High school graduate or higher, percent of persons age 25+, 2008-2012	90.20%	85.70%
Bachelor's degree or higher, percent of persons age 25+, 2008-2012	26.40%	28.50%
Veterans, 2008-2012	423,264	21,853,912
Mean travel time to work (minutes), workers age 16+, 2008-2012	21.6	25.4
Housing units, 2012	2,632,581	132,452,405
Homeownership rate, 2008-2012	68.60%	65.50%
Housing units in multi-unit structures, percent, 2008-2012	25.30%	25.90%
Median value of owner-occupied housing units, 2008-2012	\$169,000	\$181,400
Households, 2008-2012	2,286,339	115,226,802
Persons per household, 2008-2012	2.42	2.61
Per capita money income in past 12 months (2012 dollars), 2008-2012	\$27,426	\$28,051
Median household income, 2008-2012	\$52,627	\$53,046
Persons below poverty level, percent, 2008-2012	12.50%	14.90%
GEOGRAPHY QUICK FACTS	WISCONSIN	USA
Land area in square miles, 2010	54,157.80	3,531,905.43
Persons per square mile, 2010	105	87.4

Data obtained from the US Census Bureau

STATE OF WISCONSIN FFY
2015

Highway Safety Plan

SECTION II



STATE OF WISCONSIN FFY
2015

Planning and Administration



PLANNING AND ADMINISTRATION

The management of the Bureau of Transportation Safety and the planning of activities are executed using both state and federal funds. Federal funds cover salaries and benefits of the Grants Management Supervisor, the Policy and Program Supervisor, two full-time Operations Program Associates, and two Limited Term Employees. Funds also cover out of state travel and training for each of these staff members.

State money for this program covers the salary and fringe of the Director, the Section Chief, and two full-time analysts.

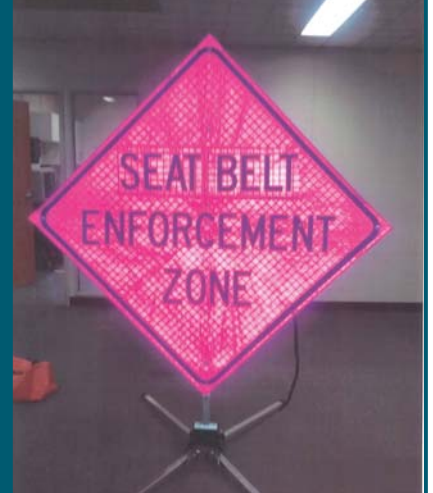
Responsibilities of the staff that are categorized as Planning Administration are to:

- Prioritize state's most significant highway safety challenges.
- Apply for all federal funding, write the state's Highway Safety Plan.
- Act as representative for the State of Wisconsin as the Highway Safety Coordinator.
- Participate on committees and task forces.
- Target for effective law enforcement grants.
- Promote highway safety in Wisconsin.
- Develop internal controls, monitoring policies, analysis.
- Ensure grant shells have proper contract language.
- Process grant reimbursement requests from grant partners, as well as reimbursement requests to the federal government.
- Organize and host the Governor's Conference on Highway Safety.
- Report on results of funding to NHTSA.
- Prepare report of grants subject to the Federal Funding Accountability and Transparency Act.

PLANNING AND ADMINISTRATION—BUDGET SUMMARY	
(402) 2015-10-01-PA	\$340,000
(State) 2015-19-01	\$530,000
Program Total	\$870,000

STATE OF WISCONSIN FFY
2015

Occupant Protection Program



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification



This section serves as Wisconsin's occupant protection program plan as required under MAP-21.

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

In 2013, observed average statewide seat belt use was 82.4%. While higher than 13 years ago, it is still rather low compared to the rest of the country (86% national usage rate). The 17.6% of our population that does not

buckle-up, accounts for over 35% of our fatalities. Our low usage rate means that Wisconsin is required to meet more criteria in order to be eligible to receive funding. The first criterion which we meet is that we have a primary enforcement law for all seating positions. Legal citation: 2009 Wisconsin Act 28, s. 347.48(2m), Wis. Stat. See appendix supplement OP-1: Chapter 347 Equipment of Vehicles, page 3.

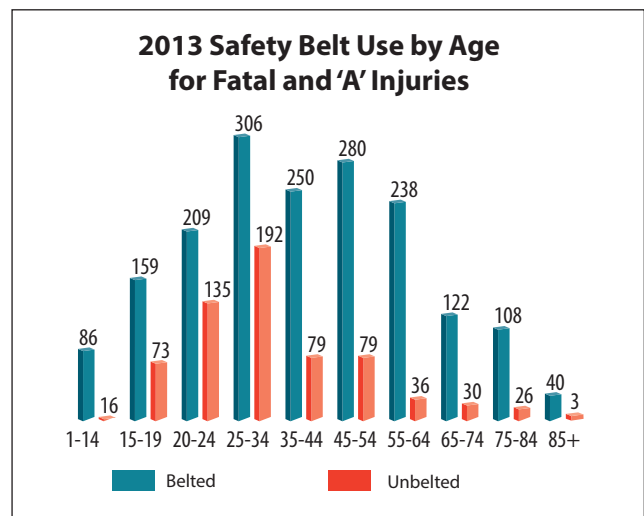
An additional criterion Wisconsin meets is enforcement for two high-risk populations. For seat belt enforcement grants, 50% of enforcement must be conducted during hours of darkness. Additionally, counties with a high number of pickup truck registrations are targeted specifically for seat belt enforcement funding. More details can be found in appendix supplement OP-2: Law Enforcement Grant Targeting Methodology, page 27, in the discussion on how grants are targeted.

Another requirement under MAP-21 is that Wisconsin submits a seat belt plan that documents how law enforcement will participate in sustained seat belt enforcement to cover at least 70% of the state's population. The percentage of the population targeted by enforcement programs is as follows:

Targeting Type	Population	Wisconsin Census Population	Percentage Targeted
General (night-time) Seasonal	3,970,617	5,717,110	69.45%
Truck registration	118,402	5,717,110	2.07%
Total	4,089,019	5,717,110	71.52%

In 2013, there were 71,441 convictions for failure to fasten seat belts, a 32% decrease over 2012; there were 3,758 convictions for child restraint violations, an 11% decrease over 2012. For the period 1994-2013, individuals not wearing a seat belt were 50 times more likely to be ejected from their vehicle. In addition, they were 11.5 times more likely to be killed than someone wearing a shoulder and lap belt at the time of the crash. A 13.68% fatality rate equates to approximately a one in seven chance of being killed, given the restraints.

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



Program Management

Coordinate, plan, and manage the state Occupant Protection Program. Wage and fringe, data processing, materials and supplies, training and travel, printing and postage are included. Continue to provide leadership, training, and technical assistance to agencies, organizations, and non-profit programs interested in occupant protection education and training. Integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs. Encourage communities and grantees to view occupant protection as a sustained effort rather than an occasional enforcement mobilization.

(402) 2015-20-01-OP \$90,000

Law Enforcement

Plan for statewide participation, voluntary, and overtime-funded enforcement for the national high-visibility “Click It or Ticket” Mobilization, expanded mobilizations, and nighttime enforcement and pilot programs. The participation in Click It or Ticket is required under MAP-21, and Wisconsin has always had outstanding participation from our partners. Plan and implement multi-agency corridor projects providing overtime funding increasing enforcement of Wisconsin’s primary seat belt law.

(405b) 2015-25-05-M2 \$500,000*

*Should additional dollars be available, more occupant protection enforcement will occur.



Non-overtime Equipment Grants

(402) 2015-20-06-OP \$192,000

Child Passenger Safety (CPS)

Support and administrative costs for statewide Child Passenger Safety Advisory Committee. Partnership with Wisconsin Information Network for Safety (WINS) to support and administer statewide CPS Training, ensuring that we recruit, train, recertify, and maintain a sufficient number of child passenger safety technicians. BOTS will work with WINS also to provide additional CPS training materials to community partners and local events.

(405b) 2015-25-03-M2 \$132,000

Grants for child safety restraints.

(405b) 2015-25-06-M2 \$225,000

CPS Training for law enforcement agencies, judges and other safety partners.

(405b) 2015-25-03-M2 \$75,000

Youth and senior seat belt initiatives.

(405b) 2015-25-03-M2 \$40,000



WISCONSIN SAFETY BELT SURVEY STRATA

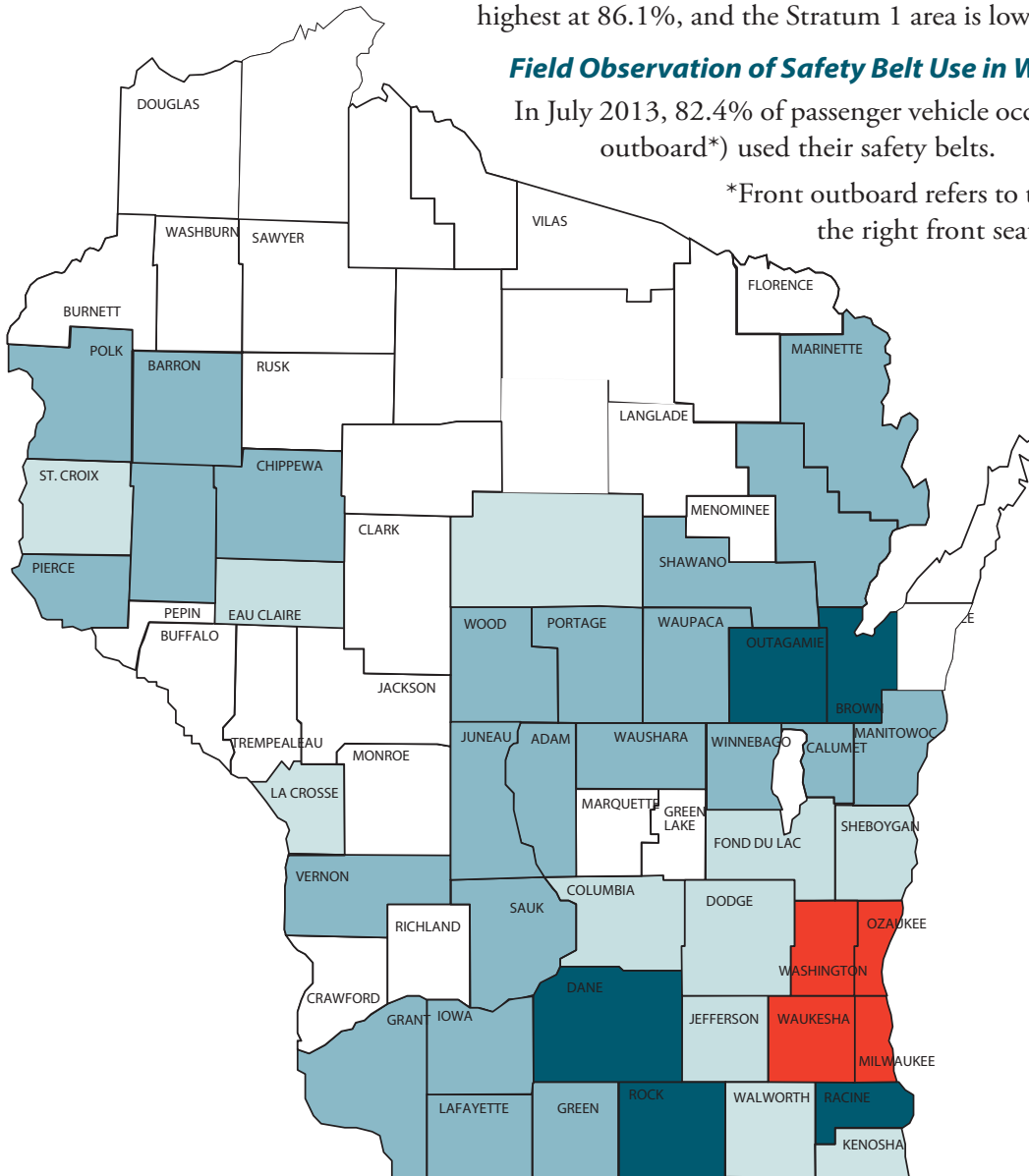
Belt Use by Region – Summer 2013

Belt use varies by 7.1% across the state. The Stratum 2 area is highest at 86.1%, and the Stratum 1 area is lowest at 79.0%.

Field Observation of Safety Belt Use in Wisconsin

In July 2013, 82.4% of passenger vehicle occupants (front outboard*) used their safety belts.

*Front outboard refers to the driver and the right front seat passenger.



Strata	Belt Usage 2013
Stratum 1	79.0%
Stratum 2	86.1%
Stratum 3	82.9%
Stratum 4	80.2%

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

Source: WisDOA Demographic Services

Data and Program Evaluation

Contract for CIOT Mobilization Pre/Post Observational Surveys to include April/May/June Observational Surveys.

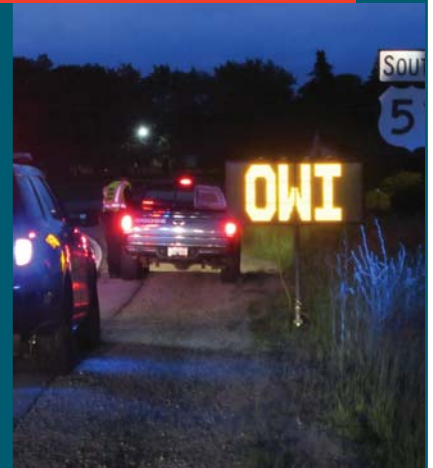
(405b) 2015-25-09-M2

\$110,000


OCCUPANT PROTECTION—BUDGET SUMMARY			
402	2015-20-01-OP		\$90,000
405b	2015-25-05-M2		\$500,000
402	2015-20-06-OP		\$192,000
405b	2015-25-03-M2		\$247,000
405b	2015-25-06-M2		\$225,000
405b	2015-25-09-M2		\$110,000
Total			\$1,364,000

STATE OF WISCONSIN FFY
2015

Impaired Driving & Youth Program



The Wisconsin Department of Transportation
Division of Motor Vehicles

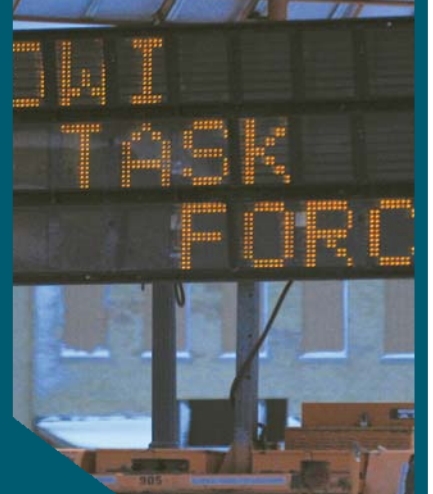


the **PARENT'S** supervised driving program
A Requirement for Teen Licensing



With Support From **WESTBEND**

DOWNLOAD OUR FREE MOBILE APP **RoadReady**



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Justification

As in years past, impaired driving continues to be a serious problem in Wisconsin.

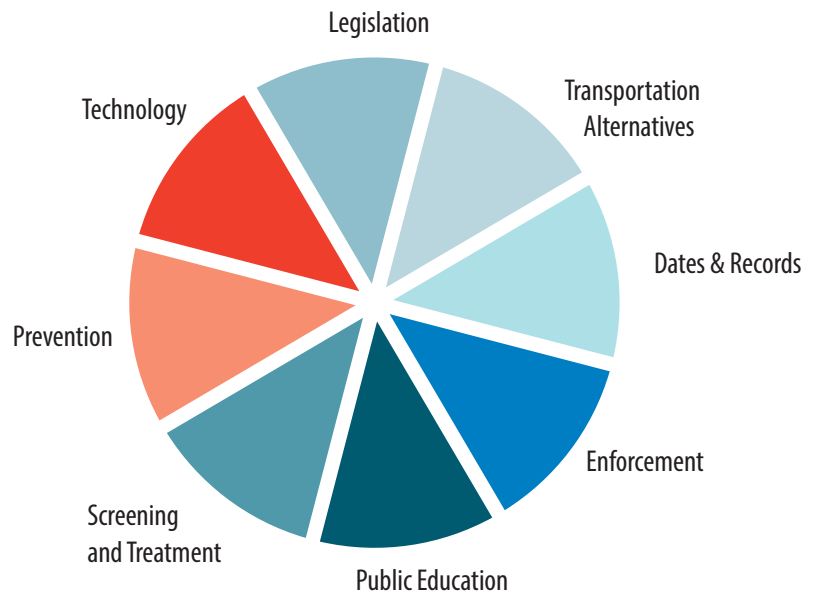
The pie chart represents WisDOT’s belief that no one solution for this problem exists and illustrates the comprehensive approach that needs to be considered in each community. The size of the pie pieces does not reflect their relative importance which varies depending on where a community is located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

Impaired driving has a high economic cost to the state, as determined using national cost estimates obtained from the National Safety Council (NSC). Applying this approach to 2013 crash statistics demonstrates the significant cost to the state.

In 2003 (Wisconsin’s base year), 9,007 alcohol-related crashes resulted in 348 deaths (42% of all deaths) and 6,445 injuries. In 2013, 4,946 alcohol-related crashes resulted in 185 deaths and 2,651 injuries—but alcohol remains a factor in 35% of all deaths.



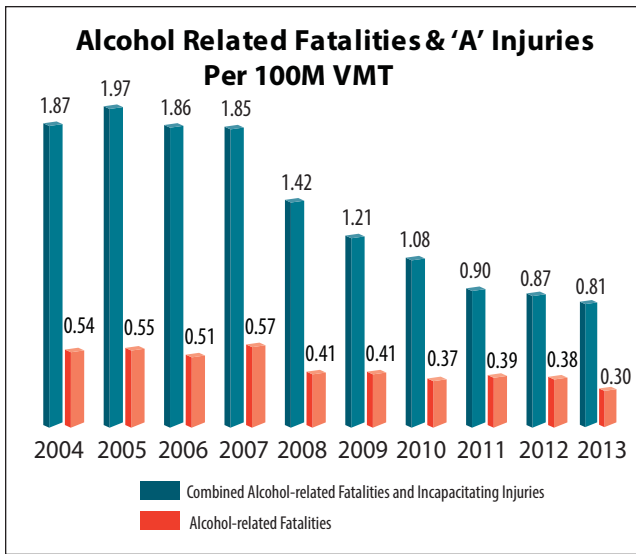
Comprehensive Approach to Addressing Impaired Driving



Economic Loss from Traffic Crashes, 2013

CRASH SEVERITY	TOTAL CRASHES	COST PER CRASH	TOTAL COST
Fatality (K)	179	\$1,431,000	\$256,149,000
Incapacitating (A)	484	\$73,800	\$35,719,200
Non-incapacitating (B)	1,312	\$23,800	\$31,225,600
Possible Injury (C)	852	\$13,400	\$11,416,800
Property Damage	4,946	\$9,000	\$44,514,000
Total Economic Loss			\$379,024,600

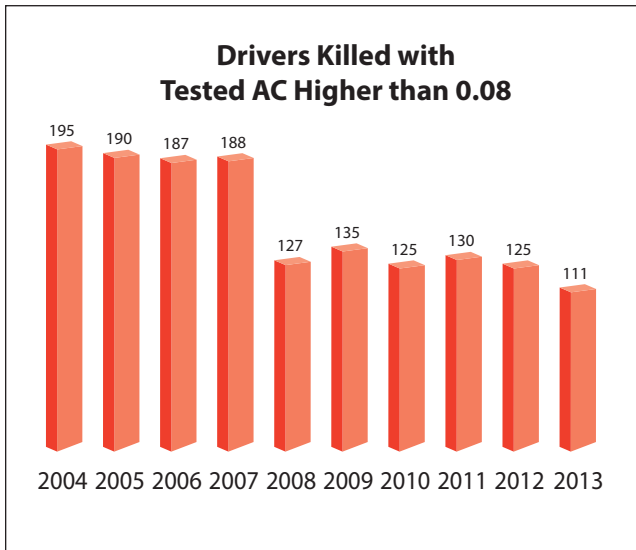
**Note that the injury categories are actual people injured, unlike the property damage crashes, which are events. All crashes—injury or not—have a property damage element. For a more complete explanation of items included in per occurrence estimates, visit www.nsc.org.*



As the graph to the left illustrates, combined alcohol-related fatalities and incapacitating ('A') injuries have declined since 2004, with a significant decrease in fatalities each year between 2008 and 2013. In 2004, the alcohol fatality rate was 0.54 per 100M VMT compared to 0.30 per 100M VMT in 2013, a 44 percent decrease.

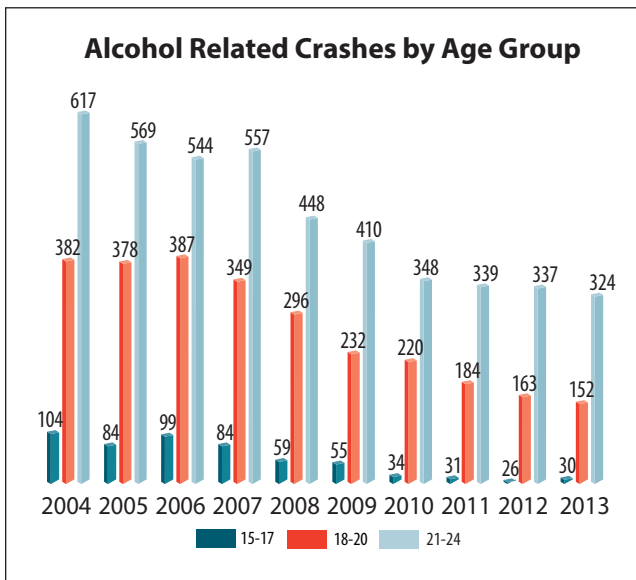
The next graph provides the actual number of drivers killed each year since 2004 in crashes in which their alcohol concentration was above 0.08.

In 2013, 33,328 convictions for operating a motor vehicle while intoxicated were entered into driver records, compared to 36,468 in 2012. Please note that the final number of convictions in 2013 may yet increase, given the time it can take for the legal and technical processes to complete, before the actual conviction is posted to the Division of Motor Vehicles database.



Underage drinking and driving is also a problem that warrants a special, more tailored approach. In 2013, teen drivers accounted for 5% of all drivers in crashes who were listed as had been drinking and 9% of those suspected of using other drugs.

The graph entitled *Alcohol Related Crashes by Age Group* breaks younger driver experience into three age groups of 15-17, 18-20, and 21-24. Until recently in Wisconsin, the number of alcohol-related crashes in these three age groups has remained rather constant when weighted by the population of each age group.



Wisconsin remains high in self-reported underage alcohol consumption and binge drinking. According to the National Survey on Drug Use and Health (NSDUH) more than one quarter (26.6 percent) of persons aged 12 to 20 drank alcohol in the past month and 8.75% of those under 20 were able to purchase the alcohol themselves. Wisconsin was above the national average in both categories at 29.39% drinking in the past month and 9.76% able to purchase on their own. BOTS will continue to address underage drinking as it relates to impaired driving.

Under MAP-21, Wisconsin is considered a mid-range state. As with other mid-range states, Wisconsin was required to convene a statewide impaired driving taskforce and develop a statewide impaired driving plan. Wisconsin's taskforce

convened on August 6, 2013, established a charter, set priorities, and submitted the necessary report by September 1, 2013. See supplemental appendix AL-1 for meeting materials (agendas, minutes, rosters, etc.) from subsequent meetings held throughout the year. In addition to the description of our BOTS program to follow this section, the task force chose five signature initiatives to work on and has made progress.

- Cultural Acceptance of Drinking
- Drinking among youth <25
- Streamline OWI Process
- Drugged Driving Recognition
- Data collection, sharing, and distribution

Program Management and Strategic Planning

Coordinate, plan, and manage the state impaired driving programs. Goals include enhancing volunteer agency participation, increasing community involvement, working with community organizations and non-profit programs to expand impaired driving activities and efforts, and encouraging state and local input into the HSP development process. Wage and fringe, data processing, materials and supplies, training and travel, printing, and postage are included.

(402) 2015-30-01-AL	\$54,000
(405d) 2015-31-01-M5	\$36,000

Promote Transportation Alternatives

Collaborate with the Tavern League of Wisconsin, municipalities, and other organizations to administer the Safe Ride Program throughout the State of Wisconsin.

(State 531) 2015-39-04	\$350,000
-------------------------------	------------------

As an enhancement to law enforcement grants and efforts, additional funds will be provided to law enforcement agencies that coordinate alternative transportation in communities. Covered activity includes publicity, transportation costs and advertising, including the “Zero in Wisconsin” campaign on all marketing and advertising materials. Targeted enforcement aimed to direct impaired event attendees to alternative transportation will also be considered.

(405d) 2015-31-04-M5	\$80,000
-----------------------------	-----------------

Enforcement

Plan statewide participation, encourage voluntary participation, and provide overtime funding for the high visibility Labor Day alcohol enforcement crackdown. Encourage law enforcement agencies to make OWI a priority by writing citations, sponsoring media events, and working overtime in geographical areas where impaired driving is highest. Provide overtime and equipment 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 covering at least 65% of the states’ population using 2012 population estimates.



Communities that can demonstrate an underage drinking problem that creates a threat to youth and the public at large on Wisconsin roadways will be invited to submit proposals to prevent underage drinking and driving. Checklists and assessment tools will be provided for communities to use when planning local festivals.

(405d) 2015-31-05-M5 \$2,500,000

Provide equipment for agencies conducting enhanced year round enforcement including the Mobilization and Crackdown. Expand collaborative enforcement efforts between law enforcement agencies.

(402) 2015-30-06-AL \$272,000

Non-overtime Equipment Grants and Recognition for Law Enforcement Agencies

(405d) 2015-31-06-M5 \$30,000

DRE (Drug Recognition Expert)

The DRE Program supports a contracted coordinator position and includes expenses to train new DREs. In addition, costs are covered to provide continuous training and re-certification for existing DREs. DRE expenses, including instructor wages, travel to conferences, supplies (such as DRE kits), printing, postage, lodging and meals for students and instructors are covered. BOTS also supports DRE callouts to assist other agencies where a DRE evaluation is needed. In the case of a DRE evaluation where synthetic cannabinoids are suspected, BOTS will pay for the cost of the test.

Funding covers related programs including Advanced Roadside Impaired Driving Enforcement (ARIDE), Drugs That Impair Driving (8 hour drug block), Drug Impairment Training for Educational Professional (DITEP), and Standard Field Sobriety Testing (SFST). For FY 2015, BOTS intends to expand the ARIDE program by increasing the number of classes to accommodate demand and to align with this national focus.

(405d) 2015-31-03-M5 \$200,000

Traffic Safety Resource Prosecutor

Salary and fringe for state expert as the statewide Traffic Safety Resource Prosecutor (TSRP) as it relates to legal issues, OWI and prosecuting those offenders. Provide specialized training to prosecutors, judges, law enforcement, and others in the community. The “Traffic Safety Resource Prosecutor,” as defined by the federal rule, “means an individual or entity used by the State on a full-time basis to enhance the performance of a State’s judicial system by providing education and outreach programs and technical assistance to enhance the capability of prosecutors to effectively prosecute across-the-State traffic safety violations.” This position also provides technical assistance to a wide variety of professionals such as law enforcement officers, Drug Recognition Experts, blood and alcohol testing staff, and policy development staff.

(405d) 2015-31-03-M5 \$200,000

Dane County Special Prosecutor on Traffic Crimes

BOTS funds a specialized prosecutor to review, consult and prosecute serious and fatal crashes in Dane County. The dedicated prosecution team consists of members from the Dane County Sheriff’s Office, Madison Police Department, Wisconsin State Patrol, DOJ Victim Services, the Dane Co. DA’s Office, the Dane Co. Coroner’s Office. The team also works in conjunction with the NHTSA funded Traffic Safety Resource Prosecutor. Coordination of efforts result in consistent procedures for investigation and prosecution of crashes involving criminal charges. The purpose of this program is to not only provide better service in Wisconsin, but to disseminate lessons learned throughout the state of Wisconsin through outreach and prosecutor trainings and conferences. This



program also focuses heavily on earned and paid media to inform the public about the consequences of driving under the influence and other risky behaviors that could lead to prosecution for serious crimes.

(405d) 2015-31-03-M5 \$120,000

Adjudication

Work with DHS to fund start-up costs for OWI/drug court and implementing the program. Utilize best practices and lessons learned from the LaCrosse OWI drug court. Work with DHS to create a judicial liaison position modeled after the Traffic Safety Resource Prosecutor program. Partner with DHS to provide training for Screening and Brief Intervention and Treatment (SBIRT) practices targeting new and innovative programs.

(405d) 2015-31-03-M5 \$200,000

Alcohol and Other Drug Misuse: Screening, Assessment, Treatment, and Rehabilitation Intensive Supervision Programs (ISP):

This pretrial court intervention program provides funding to monitor, supervise and connect the repeat OWI offender with an assessment and treatment as soon as possible after the arrest and before conviction. Implement a standardized risk assessment tool at all agencies. Research how to decrease the workload by using continuous monitoring such as SCRAM or other technology.

(State 568) 2015-39-04 \$731,600



Data and Program Evaluation

Contract for Knowledge, Attitude, and Behavior (KAB) mail surveys to evaluate the effectiveness of paid media and performance measure survey required for HSP.

(405d) 2015-31-09-M5 \$75,000

Youth Specific Program

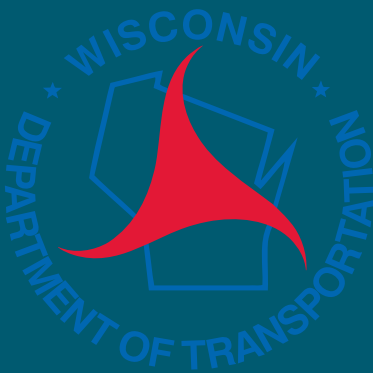
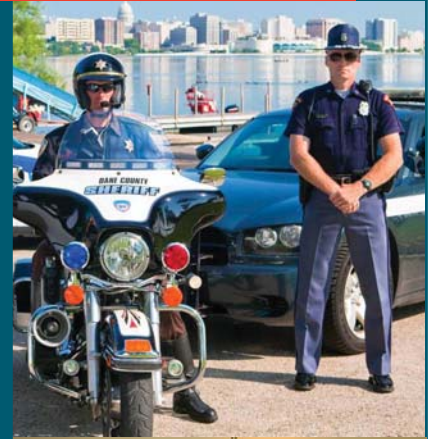
The Enforcement CARD/Compliance Check Program is funded with an Enforcing Underage Drinking Laws (EUDL) grant from the OJJDP. Their studies demonstrate a relationship between age, risk factors and crash involvement. Compliance check programs will be implemented in targeted areas as a part of the youth enforcement OJJDP Program Strategy.

(EUDL) 2015-37-05-JX Carryover Amount

IMPAIRED DRIVING—BUDGET SUMMARY			
402	2015-30-01-AL		\$54,000
405d	2015-31-01-M5		\$36,000
State	2015-39-04		\$350,000
405d	2015-31-04-M5		\$80,000
405d	2015-31-05-M5		\$2,500,000
405d	2015-30-06-AL		\$302,000
405d	2015-31-03-M5		\$720,000
State	2015-39-04		\$731,600
405d	2015-31-09-M5		\$75,000
EUDL	2015-37-05-JX		Carryover Amount
Total			\$4,848,600

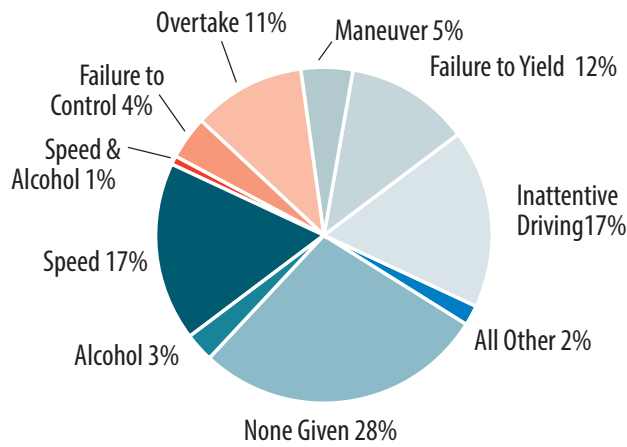
STATE OF WISCONSIN FFY
2015

Police Traffic Program



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

2013 Possible Contributing Circumstances



The number of crashes for which speed is recorded as a Possible Contributing Circumstance (PCC) is assumed to be far fewer than the number of crashes for which speed actually played a factor. This assumption is based on data that shows that speeding is the most commonly cited driver behavior and the most common type of driver-caused crash. Speed related crashes resulted in 29% of all deaths and 20% of all injuries in 2013. In addition, 156 people died and 8,027 were injured in 21,269 speed-related crashes. In total, there were 163,189 convictions for speeding violations in 2013.

Program Management

Coordinate, plan, and manage the state Enforcement and Aggressive Driving Program. Wage and fringe, data processing costs, materials and supplies, training and travel, printing and postage are included. Work 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, and participation in mobilizations.

(402) 2015-40-01-PT	\$75,000
(State) 2015-49-01	\$11,000

Law Enforcement

Plan statewide participation, encourage voluntary participation, and provide overtime funding for the speed and aggressive driving enforcement campaign and encourage coordination between county and local law enforcement by supporting HVE task forces. Support statewide Wisconsin State Patrol Air Support Unit HVE deployments throughout the year in partnership with local law enforcement agencies.

(402) 2015-40-05-PT	\$675,000
----------------------------	------------------



Credit: Photo by Rick Wood / Milwaukee Journal Sentinel

We want you to help us achieve
zero deaths on Wisconsin roadways



NEW! Citation holders available
Order your free citation holders (HS322)
from WisDOT Maps and Publications Sales
www.dot.wisconsin.gov/business/publications/safetymaterials.htm

Last year in Wisconsin, hundreds of people died in traffic crashes.
Around **90%** of traffic deaths are caused by driver error, many of which could be prevented
if all motorists **slowed down, drove sober, eliminated distractions and buckled up.**

Non-overtime Equipment Grants and Recognition for Law Enforcement Agencies

(402) 2015-40-06-PT

\$90,000

Evaluation Programs

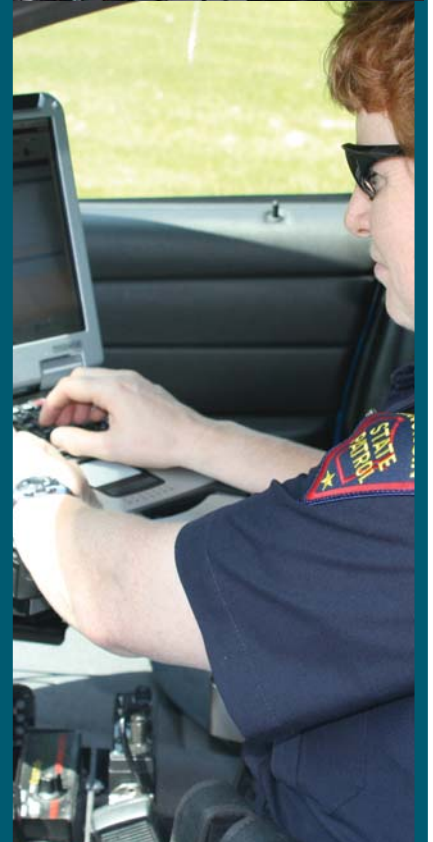
Evaluate the number of crashes, fatalities, and injuries and compare to prior data. Identify counties that have low conviction rates for speeding tickets. Conduct surveys to determine program effectiveness and public knowledge and attitudes about the speed management program. Evaluate the effectiveness of the funding provided. Attempt to determine if speed related crashes were reduced in areas where agencies were funded.

Surveys included in the Alcohol section

POLICE TRAFFIC PROGRAM— BUDGET SUMMARY			
402	2015-40-01-PT		\$75,000
State	2015-49-01		\$11,000
402	2015-40-05-PT		\$675,000
402	2015-40-06-PT		\$90,000
Total			\$851,000

STATE OF WISCONSIN FFY
2015

Traffic Record Improvement Plan



CODES Data Linkage

Support improvements in collection of hospital inpatient and emergency data.

(408) 2015-58-03-K9 or 405c M3DA \$30,000

Support implementation and evaluation of linking the Department of Health Services data with CODES.

(408) 2015-58-03-K9 or 405c M3DA \$50,000

Support CODES analyses, reports, and updates to Internet site. Support data access as part of interstate cooperative agreements.

(408) 2015-58-03-K9 or 405c M3DA \$85,000

Support crash outcome data improving data access and interstate cooperation.

(408) 2015-58-03-K9 or 405c M3DA \$26,000

Automation/BadgerTraCS (Traffic and Criminal Software) Implementation

Administer grants to local and state agencies for Badger TraCS Suite and acquisition and installation of equipment.

(408) 2015-58-06-K9 \$100,000

Operation and maintenance for Community maps, including implementation of additional enhancements to improve user experience.

(408) 2015-58-03-K9 or 405c M3DA \$40,000

Development of prototype law enforcement traffic records data warehouse and retrieval system.

(408) 2015-58-03-K9 or 405c M3DA \$65,000

Spatial Crash Data Mining to Improve Site Selection for Initiating Warnings and Citations

This project aims at mining the special interrelationship between warnings, citations and crash using data mining and statistical techniques. The ultimate goal is to use the warning and citation data as a tool to prevent the occurrence of these crashes.

(408) 2015-58-03-K9 or 405c M3DA \$30,000

Correlating MV4000 crashes with Wisconsin Lane Closure System records for Enhanced Work Zone Safety Analysis

Project is designed to review the overall accuracy and completeness of the MV4000 crash reports from construction zones, looking at crashes that match the Wisconsin Lane Closure System.

(408) 2015-58-03-K9 or 405c M3DA \$18,500

Supplementing Crash Record

Project is designed to create a method that will utilize position data included in the crash report form to supplement the roadway characteristics information included with each crash record through feasibility analysis.

(408) 2015-58-03-K9 or 405c M3DA \$25,000

Wisconsin Statewide Pedestrian and Bicycle Crash Analysis Project

The pedestrian and bicycle crash analysis project will include three main components: 1) a summary of all pedestrian and bicycle crashes reported in Wisconsin between 2011 and 2013, 2) a detailed analysis of a sample of reported pedestrian and bicycle crashes resulting in fatal and severe injuries, and 3) a final report and presentation.

(408) 2015-58-03-K9 or 405c M3DA

\$30,000

Crash Database Project

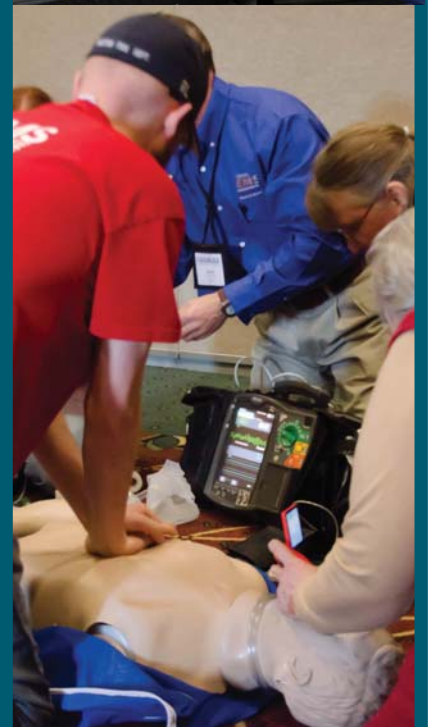
This project involves updating the WisDOT crash database system, which is currently 20 years old, in conjunction with updating the MV4000 planning and implementation process. The updated database system will meet the 2010 NHTSA assessment indicating that WisDOT should update the crash form, will add fields and attributes to be MMUCC compliant and will increase data quality.

(408) 2015-58-03-K9 or 405c M3DA

\$900,000

TRAFFIC RECORDS IMPROVEMENTS—BUDGET SUMMARY			
408/405c	2015-58-01-K9 or 405c M3DA		\$10,000
402	2015-50-01-TR		\$90,000
408/405c	2015-58-03-K9 or 405c M3DA		\$1,389,500
408/405c	2015-58-06-K9 or 405c M3DA		\$100,000
Total			\$1,589,500

STATE OF WISCONSIN FFY
2015
**EMS
Improvement
Plan**



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES



Performance Goals and Measures

Injury to Death Ratios	
2010-12 Statewide 3 year average Baseline	69.7 to 1
2013 Actual	75.4 to 1
2014 Goal	73.2 to 1
Safety Belt Use Rate in personal injury and fatal crashes will increase.	
2000 Statewide Baseline	65.4%
2013 Actual Statewide Usage	82.4%
2014 Goal	81.1%



Justification

Crash survivability varies by location in the state, which is a result of many factors including the speed and quality of emergency medical response and treatment. The Wisconsin Legislature has mandated the development of a statewide trauma care system to maximize local resources. However, recruitment and retention of first responders is an increasingly significant issue in rural portions of the state. Response times are longer and outcomes are worse for rural crashes, and 3-year Average Injury-to-Death Ratios indicate that the areas of highest risk are predominantly rural.

It is important to improve traffic crash survivability and injury outcome by improving the availability, timeliness and quality of pre-hospital care, especially in high-risk rural areas of the state.

Regional Program Managers will work with rural counties that have a low injury to death ratio to provide funding for training and equipping local first responders.

Publicity and Outreach (Emergency Response)

With the Department of Health Services and the Wisconsin Division of the American Trauma Society (WATS), develop an EMS PI&E Plan with a focus on recruitment and retention; educate the general population and emergency responders about the state Trauma System. Review and duplicate highway safety materials for distribution locally by EMS/trauma care personnel.

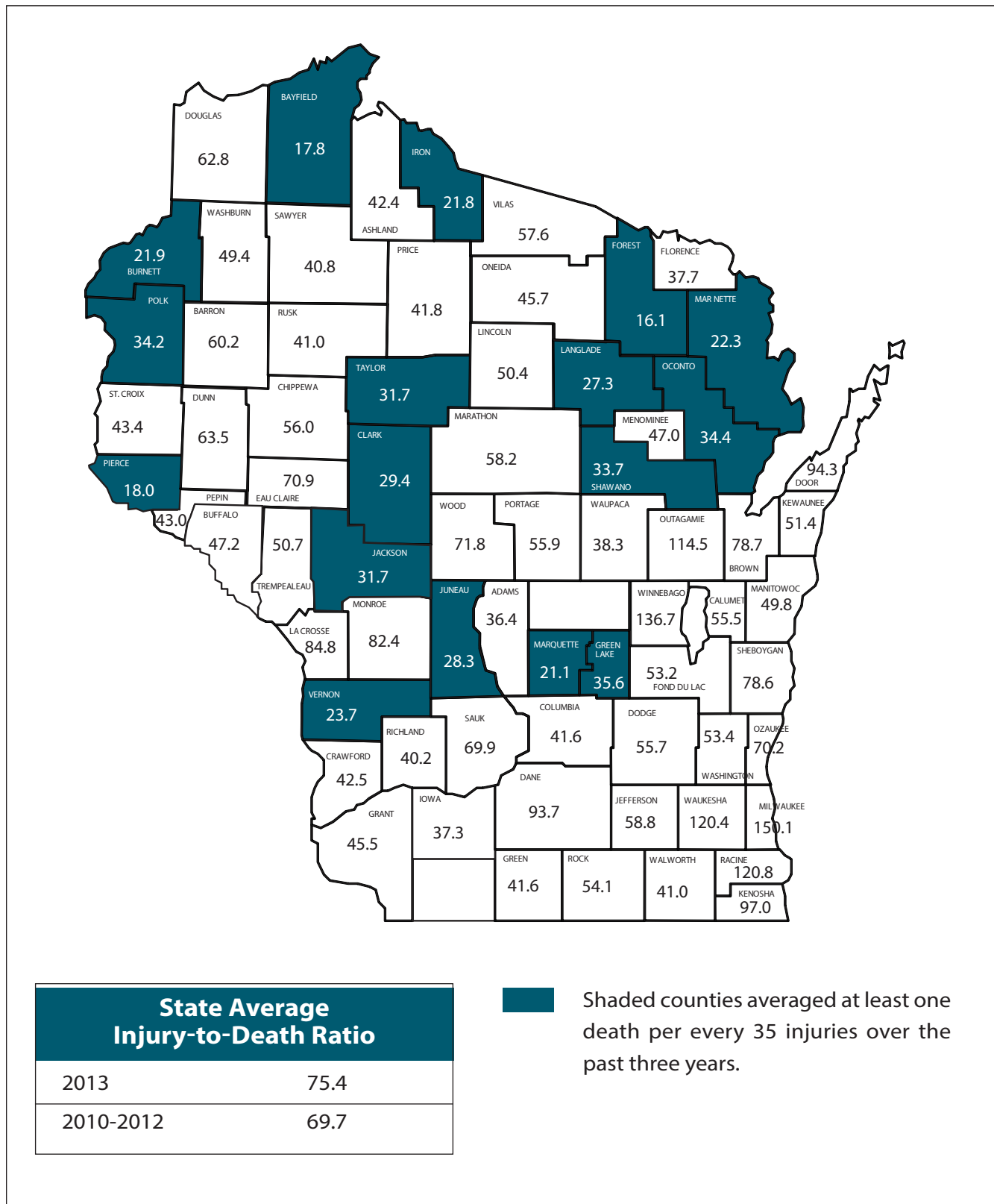
(402) 2015-60-02-EM \$25,000

Rural Emergency Response Programs, Equipment & Training

Fund equipment and training for rural first responder groups in targeted high-risk areas.

(402) 2015-60-03-EM \$150,000

MAP 07-02: 2010-2012 3-Year Average Injury-to-Death Ratios

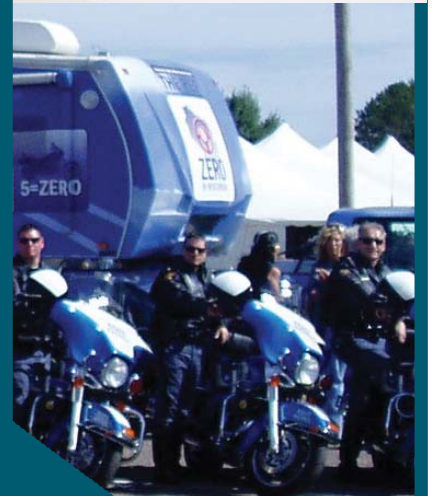


Source: WisDOT Crash Database

EMERGENCY MEDICAL RESPONSE—BUDGET SUMMARY			
402	2015-60-02-EM		\$25,000
402	2015-60-03-EM		\$150,000
Program Total			\$175,000

STATE OF WISCONSIN FFY
2015

Motorcycle Safety Program



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

Using a five-year rolling average (2008-2012), 96 people die and 687 people are seriously injured in motorcycle and moped crashes in Wisconsin. In 2013, 558 persons were seriously injured and 86 were killed in 2,405 reported crashes, involving motorcycles and mopeds. If you were a motorcyclist/mopedist in a reportable motorcycle or moped crash in 2013, you were most likely injured—only 398 motorcycle and moped crashes did not result in injury. The majority of these injuries are to people over the age of 35 years old. The chart below shows that 71% of the motorcycle fatalities and incapacitating injuries occur to individuals 35 years old and older.

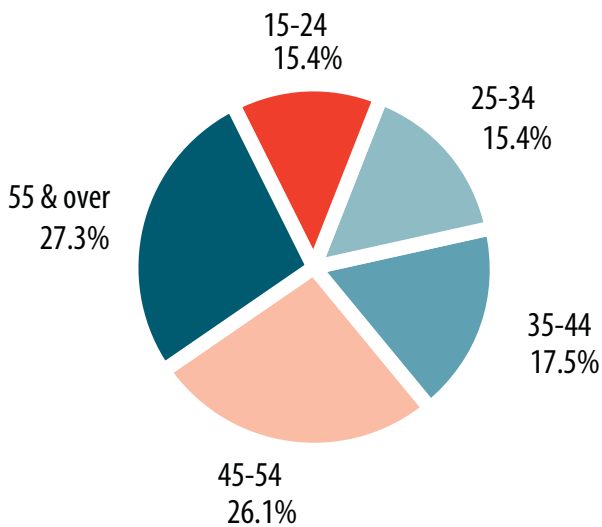
Motorcycling/Mopeding for the vast majority of riders is a seasonal endeavor. Very rarely does Wisconsin have a warm enough winter for even the most avid rider to continue around-the-year use. Motorcycle fatalities none-the-less accounted for 16% of total fatalities on Wisconsin roads in 2013. The graph following illustrates when those fatalities occurred and what a large share of the total fatalities motorcyclists were (and are each year) during those months.

As discussed in the Impaired Driving section, alcohol is also a significant concern in the motorcycle community. Of the 79 motorcycle and moped operators killed in 2013, 74 (93.6%) were tested for alcohol, and 26 (35.1%) of them had a positive blood alcohol content. The most disturbing part about motorcycle crashes is the percentage of injuries (including fatalities) over the total number of motorcycle crashes. Over the prior five years, 85% of motorcycle/moped crashes resulted in fatality or injury.

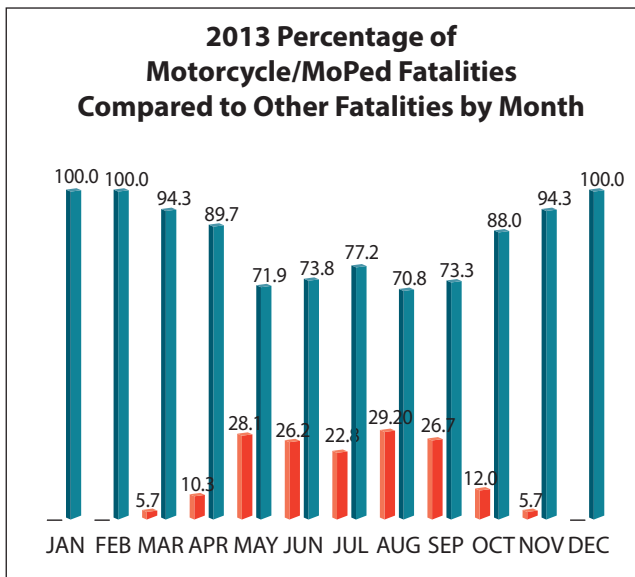
Another interesting thing that Wisconsin has been working on is the proper licensing of motorcyclists. As indicated below, the percent of improperly licensed motorcyclist/moped operators killed in fatal crashes has decreased since last year.

Wisconsin's Motorcycle Rider Education Program has been a successful program for 30 years as of 2012. Four RiderCoach Trainers, 42 Lead RiderCoaches and Quality Assurance Specialists, and over 200 RiderCoaches must be routinely updated and kept current on Motorcycle Safety Foundation (MSF) and Wisconsin Motorcycle Safety Program curriculum and policy and procedure changes as well as quality improvement initiatives. Funding needed by local training sites is expected to increase, creating an additional workload for the Motorcycle Safety Program. The success of the program is reflected in the results of recent surveys, which indicate that 49%

2013 'K' & 'A' Injuries by Age Group



2013 Percentage of Motorcycle/MoPed Fatalities Compared to Other Fatalities by Month



Percentage of Known Improperly Licensed Motorcycle/Moped Operators Riders Killed in Fatal Crashes 2011 2013

Year	Percentage
2011	39%
2012	42%
2013	34%

of respondents are familiar with our brochures and posters, bumper and helmet stickers, and 23% said the item(s) did make a difference in their attitude.

MAP-21 applications require that States provide the following relative to Motorcycle Riding Training Courses:



1. Copy of official state document identifying the designated state authority over motorcyclist safety issues – A copy of Wisconsin’s relevant Transportation Administrative Manual, Section RS-110 is located in appendix MC-1.
2. Document showing the designated State authority approved the training curriculum that includes instruction in crash avoidance and other safety-oriented operational skills for both in-class and on-the-motorcycle is included in Wisconsin Administrative Code in chapter TRANS 129. A copy is located in appendix MC-2.
3. Document regarding locations of the motorcycle rider training course being offered in the State is documented in appendix MC-3.
4. Document showing that certified motorcycle rider training instructors teach the motorcycle rider training course is included in TRANS 129 in appendix MC-2.
5. Description of the quality control procedures to assess motorcycle rider training courses and instructor training courses and actions taken to improve courses is included in the Wisconsin Motorcycle Safety Program Policy and Procedure Manual on pages 37-39 and is included in appendix MC-4.

Requirements under MAP-21 also include the following for the Motorcyclist Awareness Program:

1. Copy of official State document identifying the designated State authority over motorcyclist safety issues is included in Wisconsin’s Transportation Administrative Manual, Section RS-110 is located in appendix MC-1.
2. Letter from the Governor’s Representative for Highway Safety regarding the development of the motorcyclist awareness program is provided in appendix MC-5.
3. Data used to identify and prioritize the State’s motorcyclist safety program areas is provided in appendix MC-6 and MC-6a.
4. Description of how the State achieved collaboration among agencies and organizations regarding motorcycle safety issues and organizations regarding motorcycle safety issues is provided in appendix MC-5.
5. Director David Pabst’s letter in appendix MC-7 discusses the strategic communications plan.



Percentage of Riders in Fatal Crashes Not Wearing a Helmet 2004 2013									
2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
78%	76%	74%	76%	78%	65%	77%	92%	78%	76%

The chart above indicates that the percentage of riders in fatal crashes that chose not to wear a helmet remains high.

Program Management

Coordinate, plan, and manage the Wisconsin Motorcycle Safety Program (WMSP). Assist the Wisconsin rider education program and WMSP through continued clerical support to training sites. Wage and fringe, data processing costs, materials & supplies, training and travel, printing and postage. SMSA Membership Dues and Insurance.

(State 562) 2015-79-01 \$191,000

Motorcycle Rider Education and Training

Expand rider education courses to address novice, intermediate, and seasoned motorcyclists. Implementation of the new (BRC - novices) Basic RiderCourse (Update) curriculum and the WMSP (BRC2 - intermediate) Basic Rider Course-2 as a waiverable rider education course.

(2010) 2015-72-03-K6 or 405f M9 \$85,000

Professional development of RiderCoach Trainers and train-the-trainer staff including curriculum updates, motorcycle safety conferences and workshops.

(2010)2015-72-03-K6 or 405f M9 \$15,000

Wisconsin Motorcycle Safety Program/Rider Education Program: Administer classroom and hands-on rider training programs through the (WTCS) Wisconsin Technical College System/Funded training sites, Private/Non-Funded training sites, and Harley-Davidson Riding Academy/Non-Funded training sites, that meet the MSF and WMSP requirements for basic motorcycle/scooter, new, seasoned, and advanced motorcycle riders.

(State 562) 2015-79-04 \$463,000

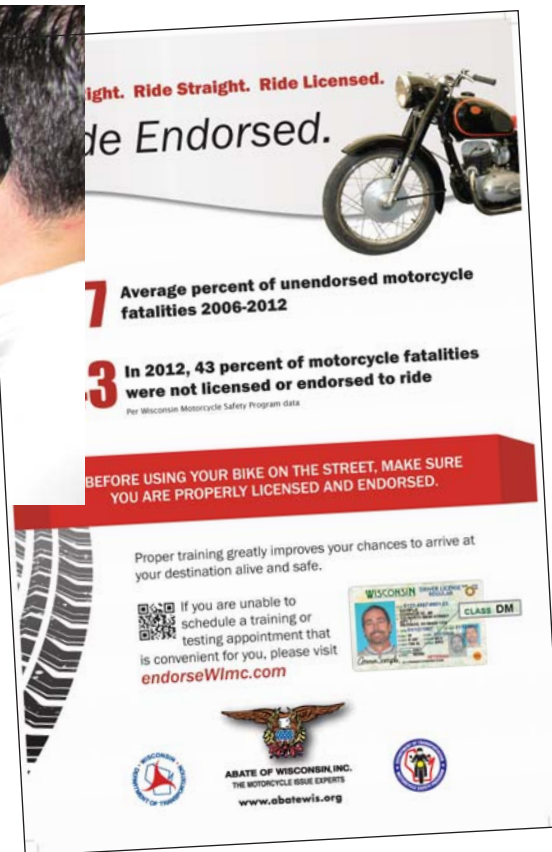
Section 405f will be used for the purchase of training motorcycles, three-wheel motorcycles- trikes, scooters, traffic (motorcycle) simulators and/or other motorcycle trainers and/or traffic simulators, as well as new training and support equipment, materials and motorcycle awareness.

(2010) 2015-72-06-K6 or 405f M9 \$100,000

Motorcycle Operation Under the Influence of Alcohol or Other Drugs Law Enforcement

Participate in impaired driving (HVE) High Visibility Enforcement and deterrence activities where there is the highest occurrence of motorcycle crashes and fatalities involving alcohol and drug impaired motorcyclists.

(405d)2015-31-05-M5 \$100,000



Communication and Outreach

Continue expansion of the role THE REF plays and the number of activities it participates in to promote all aspects of motorcycle awareness, safety, and rider education. Offer a variety of motorist and motorcyclist related training and awareness activities as well as promote appropriate Class M Endorsement for owners of all on-road motorcycles. Placement and promotion of SMARTrainers

(402) 2015-70-04-MC

\$220,000

Program Evaluation

Evaluate the effectiveness of grant funding provided. Develop a method by which activity levels can be measured. Require the reporting of rider education staff attendance at various grant funded activities and events.

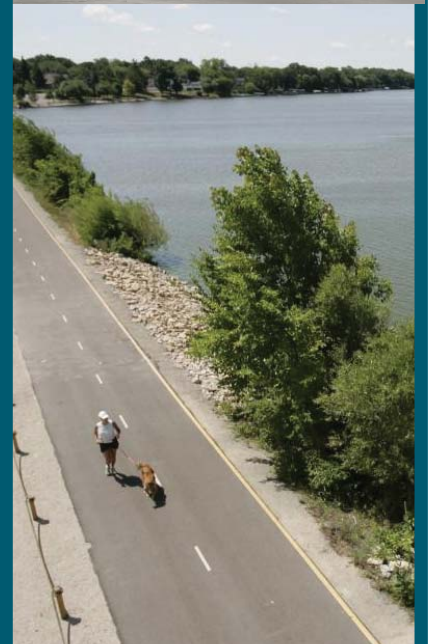
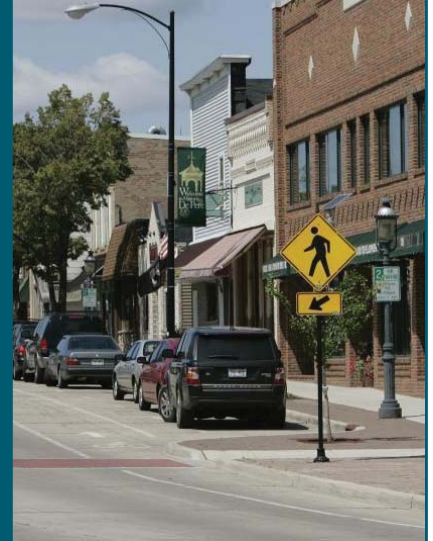
(2010) 2015-72-09-K6 or 405f M9

\$20,000

MOTORCYCLE SAFETY—BUDGET SUMMARY		
State	2015-79-01	\$191,000
405f	2015-72-03-K6 or 405f M9	\$100,000
State	2015-79-04	\$463,000
405d	2015-31-05-M5	\$100,000
402	2015-70-04-MC	\$220,000
405f	2015-72-09-K6 or 405f M9	\$20,000
Total		\$1,094,000

STATE OF WISCONSIN FFY
2015

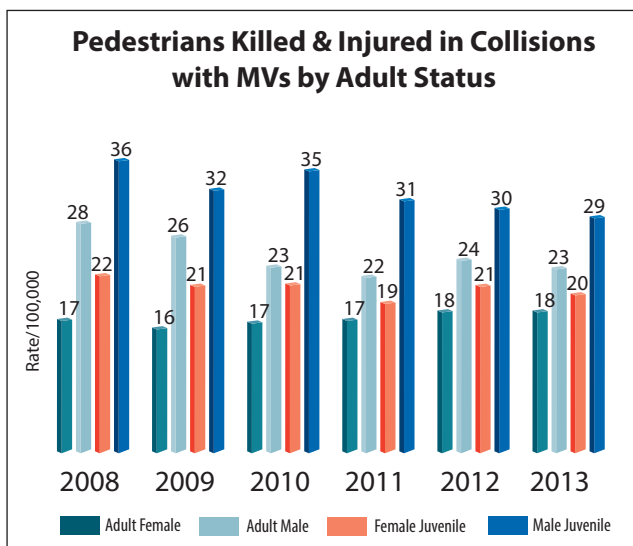
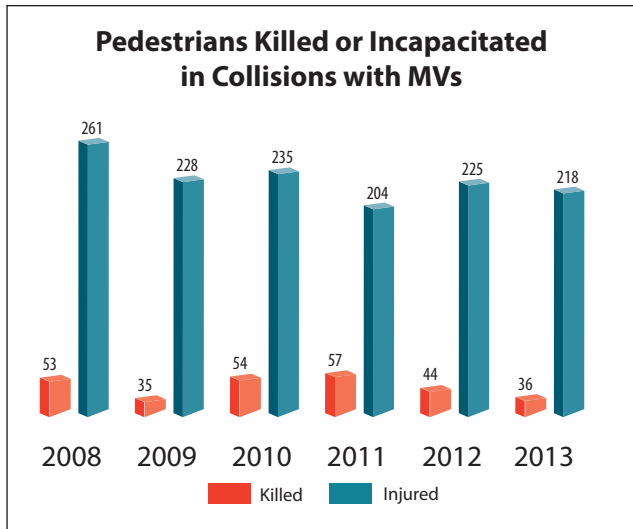
Pedestrian and Bicycle Safety



PROGRAM JUSTIFICATION, PERFORMANCE GOALS AND MEASURES

In 2013, 36 pedestrians died in pedestrian-motor vehicle crashes. This is a 26% decrease from the most recent 5-year average. Fatalities decreased by 18% from 2012. As illustrated in the graph, pedestrians killed or incapacitated in 2013 totaled 254 people. This represents a 8.7% decrease from the most recent 5-year average. It should be noted that while the majority of ‘A’ injuries and deaths occur in urban areas—presumably where the majority of the activity is—a person in a rural area is two times more likely to die in a serious crash than a person in an urban area. Likely, the combination of higher speeds and a delay in transport to a trauma center explains this difference.

There were 1,230 pedestrian injuries reported in 2013, which is a 2.4% increase from the most recent five-year average. Adult men and women make up the largest number of pedestrians injured in collisions, but as a rate per 100,000 for each group, male and female juveniles are usually most represented.



For motor vehicles, a rate is calculated using vehicle miles traveled (VMT); as for pedestrians, there is no reliable method for determining the activity rate for bicyclists. In setting goals and measures, a rate per 100,000 people was used.

In 2013, 10 bicyclists died in bicycle-motor vehicle crashes. This is a 4.2% increase from the most recent 5-year average. Fatalities decreased 9.1% from 2012. As illustrated in the graph, bicyclists killed or incapacitated in 2013 totaled 95 people. This represents a 19.6% decrease from the most recent 5-year average.

There were 868 total bicyclist injuries reported in 2013, which is a 13.5% decrease from the most recent 5-year average. Adult and juvenile males make up the largest number of bicyclists injured in collisions, but as a rate per 100,000 for each group, male juveniles are clearly overrepresented in injuries as indicated in the chart to the left.

Program Management

Coordinate, plan, and manage the state Pedestrian & Bicycle Safety Programs. Includes wage and fringe, data processing costs, materials and supplies, training and travel, printing and postage. Coordinate, plan, and manage the Traffic Records Program. Work closely with all agencies involved in traffic records grant funding that collect and make crash data information available.

(State 562) 2015-89-01

\$75,000



Provide two or three training workshops throughout the state on the organization and implementation of Walking Workshops. Train community members to organize and conduct walking workshops in their communities.

(402) 2015-80-03-PS \$10,000

Provide two pedestrian safety training workshops by working with engineers, law enforcement, health care providers, planners, and advocacy programs to define and improve pedestrian safety issues in communities that have not received the training to date.

(402) 2015-80-03-PS \$20,000

Work with local communities and organizations to provide bicycle training courses and rodeos.

(402) 2015-80-04-PS \$5,000

Law Enforcement

Collaborate with law enforcement agencies to increase the quality of pedestrian and bicycle safety enforcement and education. Increase pedestrian HVE enforcement grants and implement pilot bicycle HVE enforcement grants.

(402) 2015-80-05-PS \$115,000

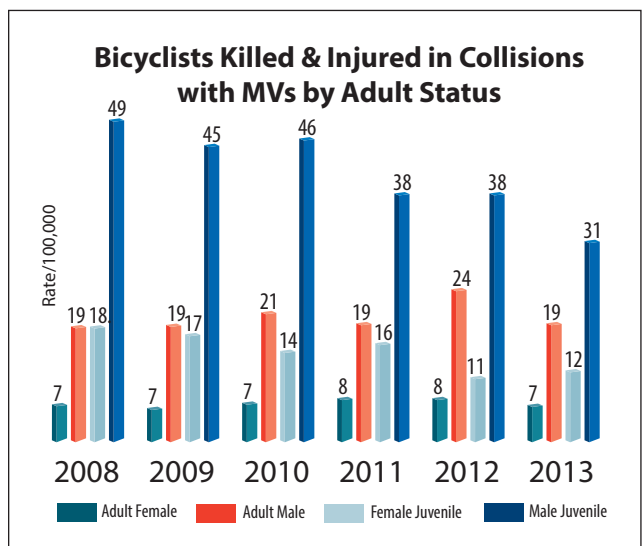
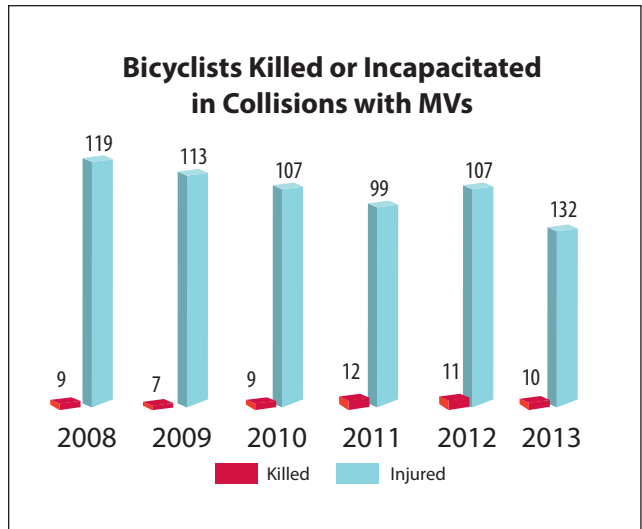
Training and Outreach Program

Schedule Teaching Safe Bicycling workshops for after school program facilitators, youth organizations, non-profits, law enforcement, and other programs that will be or have the opportunity to instruct bicycling training courses/rodeos. Work with Teaching Safe Bicycling (TSB) instructors and the Safe Routes to School (SRTS) program to train elementary and middle school teachers on Bicycle and Pedestrian safety training sessions in their classes.

(402) 2015-80-03-PS \$15,000

Work with Safe Kids in Milwaukee to develop and pilot a pedestrian training program. Pilot program will work with 5 to 10 schools, including training materials, handouts and stop signs, cross walk signals and other equipment. Program will be used to teach the teachers how to educate students on walking safely.

(402) 2015-80-03-PS \$50,000





Train law enforcement personnel to become instructors for the Wisconsin Pedestrian & Bicycle Law Enforcement Training Course.

(402) 2015-80-03-PS \$10,000

Evaluation Programs

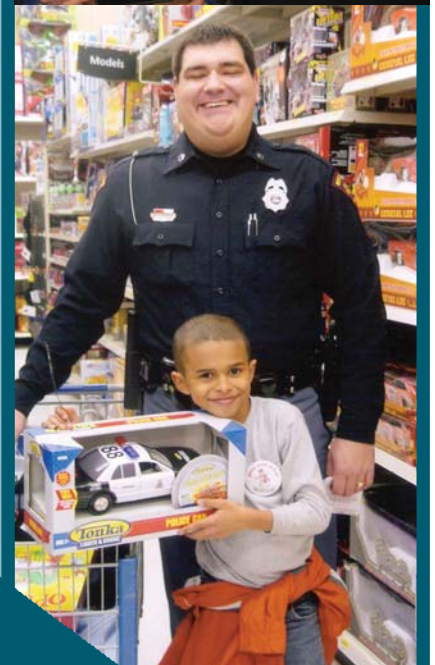
Evaluate the number of crashes, fatalities, and injuries and compare to prior data. Monitor the use of safety materials distributed, and eliminate materials that are not being used. Evaluate the effectiveness of the funding provided. Internal staff will likely complete the evaluation.

(402) 2015-80-09-PS \$5,000

PEDESTRIAN & BICYCLE SAFETY—BUDGET SUMMARY			
State	2015-89-01		\$75,000
402	2015-80-03-PS		\$105,000
402	2015-80-04-PS		\$5,000
402	2015-80-05-PS		\$115,000
402	2015-80-09-PS		\$5,000
Total			\$305,000

STATE OF WISCONSIN FFY
2015

Community Traffic Safety



PROGRAM JUSTIFICATION



Program Management

BOTS Field Program Outreach (4.0 FTE): coordinate, plan, and manage the state Community Traffic Safety Program. Wage and fringe, data processing costs, materials and supplies, training, travel, printing and postage. Continue to provide leadership, training, information, and technical assistance to agencies, organizations, and non-profit programs involved in community traffic safety. Work closely with all law enforcement agencies involved in the community safety grant program. Act as a liaison between local communities, law enforcement agencies, engineers, planners, and various division of the DOT. Collaborate with these groups, sharing information on

various grant opportunities. Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends. Complete on-site monitoring of prior year grants as described in Bureau's Policy and Procedure Manual.

(402) 2015-90-01-CP \$284,000

Grant Management System

Maintenance and hosting of Wise-Grants system.

(402) 2015-90-04-CP \$90,000

Outreach Program

Targeted single- or multiple-issue local programs in communities.

(402)2015-90-04-CP \$50,000

Conferences and Meetings

Forums and other meetings that address cross-disciplinary traffic safety issues.

(402) 2015-90-04-CP \$75,000

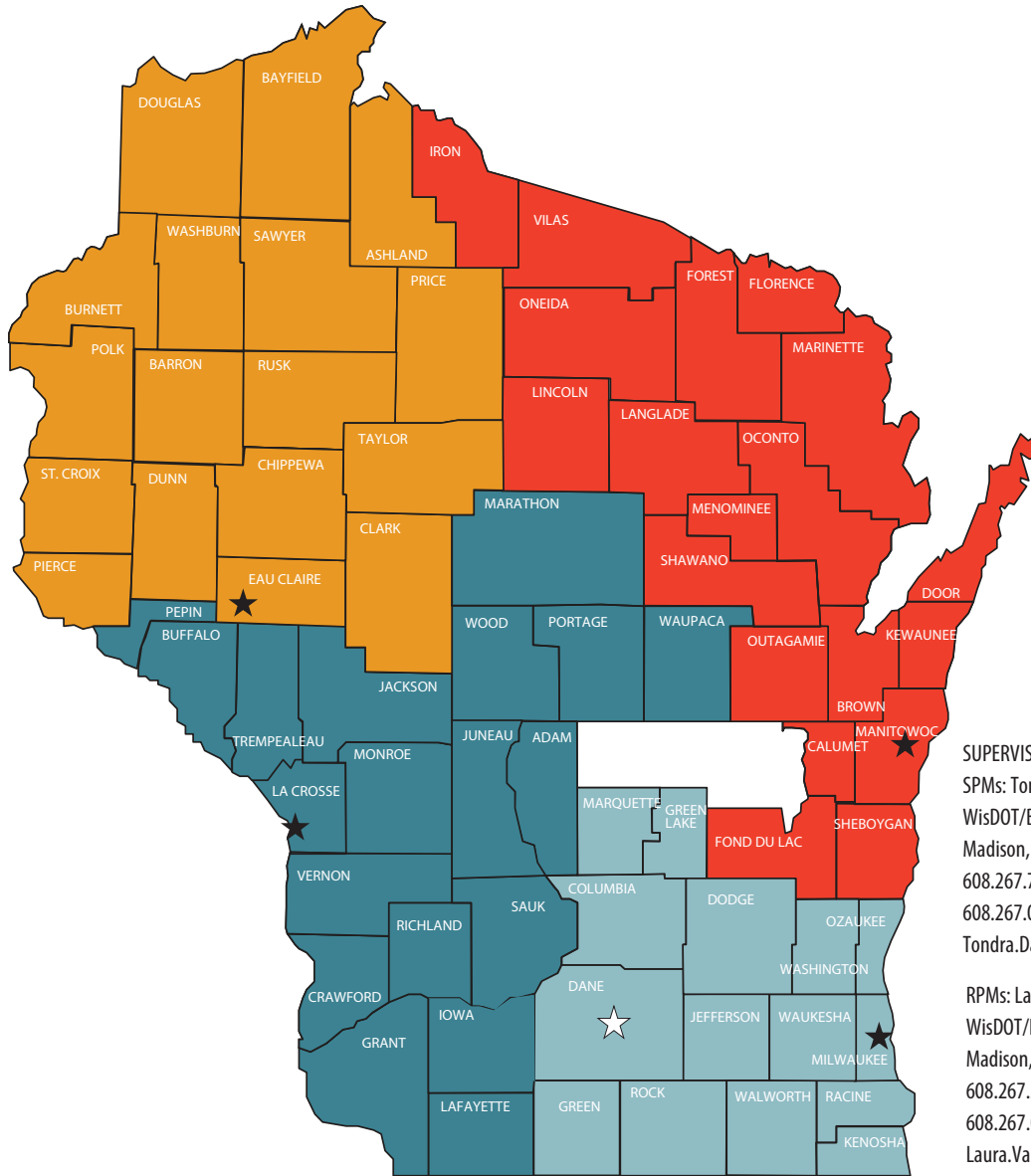
Prevention (moved from Alcohol)

Develop relationships with targeted high-risk occupations organizations and businesses to develop, design and implement a program focusing on the impact of employers who employ staff with drinking problems especially as it relates to impaired driving, missed work time, and additional health and societal costs as a result of drinking.

(402) 2015-90-02-CP \$25,000

BUREAU OF TRANSPORTATION SAFETY

State Program Managers (SPMs) and Regional Program Managers (RPMs)



SUPERVISORS
 SPMs: Tondra Davis
 WisDOT/BOTS PO Box 7936
 Madison, WI 53707
 608.267.7520
 608.267.0041 (fax)
 Tondra.Davis@dot.wi.gov

RPMs: Laura Vande Hey
 WisDOT/BOTS PO Box 7936
 Madison, WI 53707
 608.267.5136
 608.267.0041 (fax)
 Laura.VandeHey@dot.wi.gov

NORTHWEST REGION
 SPM: Katie Mueller
 WisDOT/BOTS PO Box 7936
 Madison, WI 53707
 608.266.0094
 608.267.0041 (fax)
 Katie.Mueller@dot.wi.gov

RPM: Dennis Johnson
 5005 Hwy 53 South
 Eau Claire, WI 54701
 715.839.3800 ext 134 (work)
 715.579.1430 (mobile)
 715.839.3873 (fax)
 Dennis.Johnson@dot.wi.gov

NORTHEAST REGION
 SPM: Larry Corsi
 WisDOT/BOTS PO Box 7936
 Madison, WI 53707
 608.267.3154
 608.267.0041 (fax)
 Larry.Corsi@dot.wi.gov

RPM: Mike Panosh
 3651 Dewey Street
 Manitowoc, WI 54220
 920.683.4960 (work)
 920.360.2858 (mobile)
 920.683.4811 (fax)
 Michael.Panosh@dot.wi.gov

SOUTHWEST REGION
 SPM: Colette Brown
 WisDOT/BOTS PO Box 7936
 Madison, WI 53707
 608.266.3557
 608.267.0041 (fax)
 ColetteM.Brown@dot.wi.gov

RPM: Bob Bott
 3550 Mormon Coulee Road
 La Crosse, WI 54601
 608.785.9684 (work)
 920.246.1835 (mobile)
 608.785.9969 (fax)
 Robert.Bott@dot.wi.gov

SOUTHEAST REGION
 SPM: Jacqueline Kamin
 WisDOT/BOTS PO Box 7936
 Madison, WI 53707
 608.266.0550
 608.267.0441 (fax)
 Jacqueline.Kamin@dot.wi.gov

RPM: Corey Foster
 433 W. St. Paul Avenue
 Milwaukee, WI 53203
 414.224.1944 (work)
 608.216.8153 (mobile)
 414.227.2165 (fax)
 Corey.Foster@dot.wi.gov



COMMUNITY TRAFFIC SAFETY PROGRAMS—BUDGET SUMMARY

402	2015-90-01-CP	\$284,000
402	2015-90-02-CP	\$25,000
402	2015-90-04-CP	\$215,000
Total		\$524,000

STATE OF WISCONSIN FFY
2015

Media and Outreach Program



Public Information and Education – Occupant Protection

- Review and update information regarding child passenger safety, safety belt materials and other items in both Spanish and English.
- Create state-specific occupant protection message using CIOT, Zero in WI and messages targeted at the unbuckled motor vehicle occupant.
- Partner with teen safe driving programs to promote young adult driver seat belt use.
- Duplicate print and video materials for distribution to the public.
- Review and update web-based information and materials for accuracy and to reduce printing and duplication costs.
- Work with employers through the Wisconsin Compensation Rating Bureau and the Wisconsin Department of Workforce Development to encourage safety belt use for their employees by making it a work rule. Encourage law enforcement agencies that receive Federal Highway Safety program funds to develop and enforce an employee safety belt use policy.



(405b) 2015-25-02-M2 \$190,000

Outreach Program – Occupant Protection

Maintenance and upkeep for seatbelt and Rollover and upkeep, travel and 0.5 LTE.

(405b) 2015-25-02-M2 \$40,000



Communication Program – Impaired Driving

Continue to develop a statewide public information and education campaign to reduce OWI injuries and fatalities based on NHTSA's goals and objectives utilizing various methods such as the Web, print, and TV. Contractual services for product and placement, printing and postage. Collaborate with partners, revise and update all information, identify specific needs and target information to various audiences including Spanish speaking customers. Use the Website more to reduce production costs. Develop and disseminate "Best Practices" information. Provide up-to-date educational materials and current data to the public. Collaborate with community prevention organizations to assist them in developing successful evidence based prevention programs.

(405d)2015-31-02-M5 \$265,000



Public Information and Education – Police Traffic Services

Support Law Enforcement Liaison outreach to enforcement agencies to encourage participation in mobilizations and other safety activities.

(402) 2015-40-02-PT \$275,000

Motorist Awareness and Motorcyclist Conspicuity

Media campaigns that address “May is National Motorcycle Safety Awareness Month” and in Wisconsin “May is Motorcycle Awareness Month”. Aggressively promote motorists’ awareness of motorcycles... “Look twice for motorcycles” via billboards,

radio and television PSAs, posters, etc. Duplication and distribution of the informational Wisconsin Motorcycle Safety Program DVD.

(402)2015-70-02-MC \$100,000

Motorcycle Awareness and Motorist Education

Using revenue generated from the sale of specialized Harley-Davidson license plates for automobiles and trucks, the Wisconsin Motorcycle Safety Program will develop a specific media campaign to aggressively promote motorist awareness of motorcycles. This campaign will be targeted to coincide with major motorcycling activities taking place during the most active segment of the riding season.

(State 562) 2015-79-07 \$50,000

Public Information and Education – Pedestrian and Bicyclist

Work with partners to keep information up-to-date, add training brochures/information to WisDOT website. Continue to work with the variety of Drivers Education Programs to ensure beginning drivers receive the correct pedestrian/bicycle training.

(State 562) 2015-89-02 \$11,000

Continue to develop new material that educates all people involved in pedestrian/bicycle safety. Work in cooperation with Share and Be Aware to develop new training/educational materials.

(State 562) 2015-89-02 \$30,000

(402) 2015-80-02-PS \$65,000

Public Information and Education – Community Outreach

Contract with DaneNET for production of Traffic Safety Reporter, Web design and distribution costs.

(402) 2015-90-02-CP \$66,000

Public Information and Education

Multiple program information outreach.

(402) 2015-90-02-PM \$535,000



Paid Media

Contract form Paid Media for all major behavioral area.

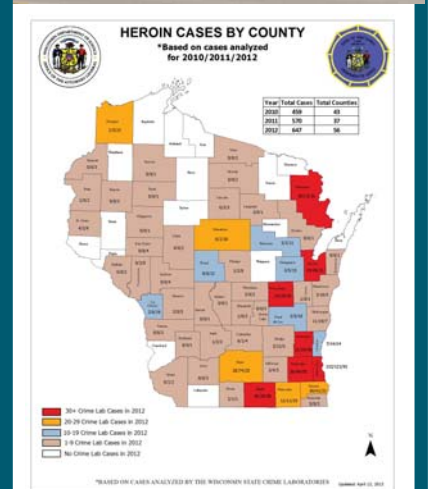
(402) 2015-90-07-PM \$600,000
 (405d) 2015-31-07-PM \$250,000

MEDIA AND OUTREACH PROGRAM —BUDGET SUMMARY			
405b	2015-25-02-M2		\$190,000
405b	2015-25-02-M2		\$40,000
405d	2015-31-02-M5		\$265,000
402	2015-40-02-PT		\$275,000
402	2015-70-02		\$100,000
State	2015-79-07		\$50,000
State	2015-89-02		\$41,000
402	2015-80-02-PS		\$65,000
402	2015-90-02-CP		601,000
402	2015-90-07-PM		\$600,000
405d	2015-31-07-M5PM		\$250,000
Total			\$2,477,000

STATE OF WISCONSIN FFY
2015

Appendix

SECTION III



APPENDIX 1:

PAID MEDIA PLAN WISDOT BUREAU OF TRANSPORTATION SAFETY

2014 SEAT BELT ENFORCEMENT AND IMPAIRED DRIVING MEDIA PLAN

March 25, 2014

Introduction

It is encouraging to see that projected fatalities for 2013 are again expected to drop below 600. With an expected total of 530, it appears that 2013 will be one of the safest on record. By continuing to remind the driving public of the Zero in Wisconsin vision that even one death on Wisconsin's highways is too many, we can hope to see this number continue to decline. To that end, the following media campaigns are proposed to increase awareness and compliance of the existing initiatives.

In addition to our key Click it or Ticket (May) and Drive Sober or Get Pulled Over (August/September) efforts, the following plan includes three important initiatives:

Distracted Driving, Motor Cycle Awareness and Speeding:

- Distracted driving, whether it involves texting or cell phone use or any other distraction, continues to be a major contributor to fatalities and as such will receive a dedicated week of media support.
- According to NHTSA, motorcycle rider fatalities increased for the third straight year – motorcycle safety should clearly be a priority.
- Speeding contributed to over 16% of all crashes, more than alcohol or any other factor according to 2011 WisDOT statistics. In an effort to help bring this statistic down, the message in July will be one of watching your speed.

General Target Audience

The primary target for these campaigns has traditionally been men, 18-34 years of age. This group is involved in a higher percentage of crashes overall and are more than two times likely than women of that same age to be involved in a crash with fatalities. This is also a more difficult audience to reach overall, so by targeting them specifically we know the message will be delivered. The more general driving audience, A35+ shares many of the same media habits, albeit in slightly different patterns. The older demo typically watches more television than does our primary target, they fall into heavier radio listening quintiles and do spend time on the internet. In other words, we will be reaching this secondary audience although concentrating effort on the primary.

Media Tactics:

Using Scarborough research, various media tactics were ranked using a heaviest to lightest quintile report. By looking at both male and female rankings we can identify commonalities between the sexes. We also pulled A25-54 for the same purpose.

Using this information (Scarborough Research August 12 – July 13):

- 58% of Men 18-34 fall into the heaviest quintiles for miles traveled as do Adults 25-54
- 49% of males, 45% of females 18-34 and 50% of adults 25-54 fall into the heaviest quintiles for radio listening
- All groups fall into the average to light television viewing quintiles

- Internet use is heaviest among the 18-34 segment
 - 61% of men fall into the heaviest use quintiles
 - 63% of women are defined as heavy users
- 44% of males and 41% of females access Pandora
- Hulu is accessed by 21% of M18-34 and 14% of females 18-34
- Over 70% of adults 18-34 own a SmartPhone compared to 53% of A25-54

Nielsen quarterly Cross-Platform Reports (December 2013) shows it's not all doom and gloom for traditional media. Over 90% of people still listen to the radio, with most radio listening happening away from home. People watch over 152 hours of television weekly with only 12 hours of that "time-shifted." More directly, the 18-34 year old tends to watch over 21 hours of live TV weekly. Time-shifted viewing is around two hours for the 18-24 year old and three hours for the 25-34 year old.

As this data shows, media usage is changing but traditional TV and Radio continue to be the best way to reach the largest possible audience, quickly and efficiently. But to ensure reach our 18-34 year old, online tactics must play a larger role in our communications plans. Following are the tactics that will be used for each of the campaigns:

Broadcast Television:

Television can still reach the masses quicker and with more impact than any other medium. Although Television viewing may be decreasing it remains the one medium that can reach all demographic groups. Adults 18-34 still watch about 21 hours of live TV each week (Nielsen Cross-Platform Report, December 2013.) Males 16 and older are particular in their viewing habits but can be reached via sports programming and comedies.

Popular comedies in syndication include *The Big Bang Theory*, *Family Guy*, *The Office*, *The Simpsons*, *Seinfeld*, *The Middle* and *Two and a Half Men*. These air on local stations in Prime Access and Late Fringe, and can also be found on Cable.

Because each market in Wisconsin differs in the amount and type of syndicated programming offered, we are proposing a daypart mix that allows for flexibility in utilizing the most effective programs that appeal to young men in each market:

- Recommended daypart mix include Prime/Sports (40-70%), Prime Access (5-15%) and Late Fringe (25-45%.)

Cable Television:

Cable will again be relied upon to provide additional programming opportunities that appeal to these young men. Cable penetration varies greatly by market and in some markets is challenged by alternate delivery systems (ADS) such as satellite that do not currently carry local advertising. This impairs our ability to reach cable viewers with local commercials in these more rural markets.

Cable Networks focusing on sports, comedy and music will be among those used in our buys. ESPN, Comedy Central, FX will remain constant, but we'll also look into other networks that may carry motorcycle specific programming.

Radio:

As shown by research, Radio remains an effective way to reach both the primary and secondary targets. The advantage of radio for this effort is that it reaches drivers while they are in the car, giving us an opportunity to influence them as they are driving. Again using Scarborough Research, it was determined that there are only slight variations in listening habits among the audiences. Dayparts index as follows (read as M18-34 are 17% more likely to be listening to radio 7p-12a than the general population):

	M18-34	W18-34	A25-54
Listen 6a-10a	107	104	107
Listen 10a-3p	104	110	105
Listen 3p-7p	104	107	107
Listen 7p-12a	117	104	113
Listen Weekends	105	106	106

- The recommended daypart mix will include: 30% morning drive (6a-9a), 20% mid-day (9a-3p), 25% afternoon drive (3p-7p), 15% evening (7p-12a) and 10% weekends.

Staples Marketing is recommending the inclusion of stations with signals large enough to cover the rural areas as well as the metropolitan areas to maximize geographic reach. Example stations are included at the end of this proposal.

Formats most popular with M18-34 include:

- Adult Contemporary
- Classic Rock
- Country
- Sports
- News/Talk
- Urban Contemporary

Digital:

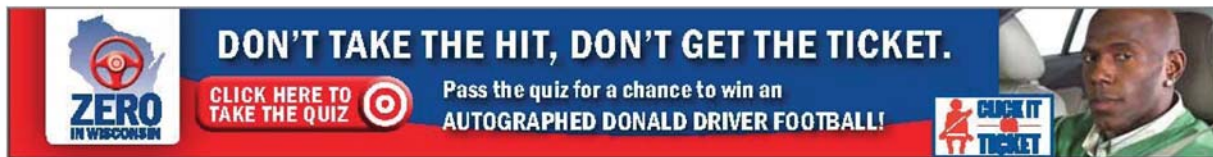
We have typically included Pandora and Hulu in campaigns and continue to recommend those tactics in the coming year.

As the Scarborough research has shown, individuals between 16 and 34 have embraced these new technologies and view content over them. These options also allow us to reach a transient population; living in dorms and apartments and moving frequently and often without subscriptions to local cable providers. Some are viewing all content on their laptops, tablets and cell phones. They are more likely to subscribe to Netflix or watch their favorite shows on HULU. They have less patience for radio stations that play a lot of commercials, or don't play an eclectic blend of music. They are more likely to listen to music on a device such as an iPhone or iPod. Common sources include Pandora, iHeart Radio, Hulu, Netflix or Amazon Prime.

Recommendations for many of the campaigns will include Pandora, Hulu or both to expand message reach. This is a more viable alternative to just banner advertising. On HULU, for example, 95% of viewers watch the entire advertisement. HULU typically loads one 15 second video commercial in front of the requested video, which isn't much for the viewer to sit through to get to their program. Compared to the size of a commercial pod on broadcast television, where one can get up, get refreshments, change clothes, etc., in the time; it's very effective.

Internet radio works much the same way. Listeners can listen to pre-formatted “radio stations”, or fashion their own, based on their music preferences. On Pandora’s free site, an audio commercial runs every once in a while, and only one 15 or 30 second commercial at a time. iHeart Radio is offered via Clear Channel Radio, which owns or operates over 850 stations throughout the country. Both will be investigated as options in which to reach the male target.

On these sites, the listener must listen to the commercial to get to the next song. Banners accompany the commercial, which click through to the advertiser’s website. With both websites, consumers register, so listener/viewer demographics and geographic location are known, making ad serving precise. Staples Marketing has successfully used Pandora in the past three years as part of the Click it or Ticket campaign, utilizing :15 audio of the Zero in Wisconsin Donald Driver seat belt ad along with Donald Driver banner ads that clicked thru to a “Driver Safety Quiz” hosted on ZeroInWisconsin.gov. Pandora users who clicked on the banners and successfully took the quiz were entered to win an autographed Donald Driver football. This combination of targeted messaging and online engagement generated 700 entries and, more importantly, protracted interaction with the *Click it or Ticket* campaign.



FUTURE CONSIDERATION – DIGITAL

We have been following a new tactic in the digital world that would deliver the advertising message based on the user’s location. *Thinknear* uses the consumer’s GPS, WiFi and cell tower triangulation to get an exact read on the user’s location, enabling us to deliver our ad message via their mobile apps. Following is a sample list of apps within their network:

Category	Sample Apps	Category	Sample Apps
Utilities & Productivity	   	Social Networking	   
Travel	   	Arts & Entertainment	   
Business & Education	   	Games	   
Family & Parenting	   	Sports	   
Lifestyle & Shopping	   	Healthcare & Fitness	   

This program would target an area where our audience spends their time, in this case around bars/clubs, restaurants and sporting venues. They would “geo-fence” an area one mile around these locations. The program would be optimized using day parting and contextual cues such as day of week.



This capability can be used in both large and small markets, ensuring reach throughout the state of Wisconsin. The tactic is impression based and analytics will be furnished at the end of each flight as proof of performance. The recommended SOV (share of voice) would be 33% of available impressions or 2,786,885 impressions within the State of Wisconsin.

Due to budgetary concerns this tactic is not included in the 2014 program, but is strongly recommended for upcoming programs.

Minority Newspaper

A small program will run in Milwaukee area newspapers to expand reach to the African American and Hispanic communities in the major CIOT and August Drive sober campaigns. Although Urban radio is included in each buy, these placements will help expand reach and build message frequency in these markets. As in previous years, Staples Marketing underscores the importance of creating synergy with the national program and we are once again requesting a copy of the national schedule to ensure that we are supporting and not duplicating what is being done nationally.

Following are the initial recommendations for the 2014 campaigns which are based on current programming and ratings information. These may change as we get closer to the planning period and if so will be replaced with programs with similar audience deliveries. The first three campaigns are closely timed and efficiencies may be realized by negotiating all three at one time. Any cost efficiencies realized will be re-directed to buy either more ratings for that campaign or moved to another campaign to ensure deliveries for that buy.

2014 DISTRACTED DRIVING CAMPAIGN STRATEGIC PLAN

Dates: April 7–13, 2014

Budget: \$110,340

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: M18-34
- Secondary: A18-34, A25-54

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 210
- Television: Minimum of 80

Media:

- 30 Television/Cable
- 60 Radio

<i>Flight Dates: 4/7 - 4/13/14</i>	April				TRPs	Budget:
Media:	31	7	14	21		
Television:						
<i>80 TRPs M18-34 per market</i>						
<i>EauClaire/La Crosse</i>					80	\$6,640.00
<i>Green Bay/Appleton</i>					80	\$10,400.00
<i>Madison</i>					80	\$10,400.00
<i>Milwaukee</i>					80	\$18,800.00
<i>Wausau/Stevens Point</i>					80	\$6,560.00
						\$52,800.00
RADIO						
<i>210 TRPs M18-34 per market</i>						
<i>Eau Claire</i>					210	\$5,670.00
<i>Green Bay/Appleton/Oshkosh</i>					210	\$9,450.00
<i>La Crosse</i>					210	\$5,250.00
<i>Madison</i>					210	\$10,920.00
<i>Milwaukee</i>					210	\$21,000.00
<i>Wausau</i>					210	\$5,250.00
						\$57,540.00
<i>Total Gross:</i>						\$110,340.00
<i>Less DOT Discount:</i>						\$8,275.50
Total Distracted Driving Campaign:						\$102,064.50

DISTRACTED DRIVING CAMPAIGN STRATEGY AND MEDIA MIX

Texting and phone calls are the two most known distractions, but anything that takes the driver's eyes off the road is a distraction. Eating, applying make-up, looking for something on the seat next to you, can all contribute to an accident. Outside of talking to a passenger in the car the most common distractions are:

- Using a navigation system
- Eating or Drinking
- Adjusting the car radio
- Making or receiving phone calls
- Using the SmartPhone to get driving directions

Over 77% of respondents to a NHTSA sponsored national survey indicated they answer the phone while driving, while only 41% admit to calling someone. This behavior is actually more prevalent among 21-44 year olds than with younger drivers. Texting however is much more common among 18-24 year olds than any other age group. Young males are more than twice more likely to be answering the phone than females. In texting however, that narrows significantly.

Crash experience shows men, 18-24 year olds have the highest incidence. Those with near-crash experiences tend to fall within the 21-44 age groups. For the purposes of this plan, the primary target will be M18-34 with a secondary target of A18-44.

The included media will be television, cable and radio.

Television:

80 M18-34 rating points will be purchased in broadcast TV, supplemented with targeted cable. Keeping to our recommended daypart mix, programming may include: *The Big Bang Theory*, *Family Guy*, *Seinfeld*, *The Simpsons and Two and a Half Men*. Prime programs vary by season, but would include programs like *Chicago Fire* and *The Blacklist*.

Late fringe programming has a strong male following. Popular shows include: *The Tonight Show starring Jimmy Fallon*, *Late Night with Seth Meyers*, *Jimmy Kimmel Live* and *Saturday Night Live*.

Sports programming is destination viewing for our target audience. Auto racing is one of the best ways to reach young males, with NASCAR extending into the broader demographic as well. Also airing in this time would be Major League baseball and the NBA.

Again, while the priority is reaching the young male viewer, it's important to note that many of these same programs will reach our secondary audiences as well as or in the case of A25-54 possibly better than our primary target!

Cable:

While cable penetration varies by market, it provides additional programming opportunities that appeal to the hard-to-reach young men. Cable offers targeted options, ideally designed to reach our target audience. Networks that index very high against our target (Scarborough Research) include: ESPN, FX, Adult Swim, Comedy Central, USA and TNT. Some of these same networks index well against our W18-34 and A25-54 secondary targets.

Radio:

210 M18-34 TRPs will be purchased in each market to support this message. 50% of the radio commercials will run in afternoon drive, evening and weekends to correspond with the target's listening patterns. The remaining 50% will run in morning drive and mid-day which will expand reach to the secondary targets while providing additional frequency to the young male. Radio formats will include Country, Rock, Alternative or Triple AAA,

Contemporary Hit and Urban radio stations. The state's largest FM stations will be utilized, most of which are 50,000–100,000 watts, which will ensure penetration into Wisconsin's 72 counties. Stations list typically includes:



2014 MOTORCYCLE AWARENESS CAMPAIGN STRATEGIC PLAN

Dates: April 28–May 4, 2014

Budget: \$120,800

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: M18-34
- Secondary: A18-34, A25-54

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 200
- Television: Minimum of 100

Media:

- 30 Television/Cable
- 60 Radio

Media:	April/May				TRPs	Budget:
	28	5	12	19		
Television:						
<i>100 TRPs M18-34 per market</i>						
<i>EauClaire/La Crosse</i>					100	\$8,300.00
<i>Green Bay/Appleton</i>					100	\$13,000.00
<i>Madison</i>					100	\$13,000.00
<i>Milwaukee</i>					100	\$23,500.00
<i>Wausau/Stevens Point</i>					100	\$8,200.00
						\$66,000.00
RADIO						
<i>200 TRPs A18-34 per market</i>						
<i>Eau Claire</i>					200	\$5,400.00
<i>Green Bay/Appleton/Oshkosh</i>					200	\$9,000.00
<i>La Crosse</i>					200	\$5,000.00
<i>Madison</i>					200	\$10,400.00
<i>Milwaukee</i>					200	\$20,000.00
<i>Wausau</i>					200	\$5,000.00
						\$54,800.00
<i>Total Gross:</i>						\$120,800.00
<i>Less DOT Discount:</i>						\$9,060.00
Total Motorcycle Awareness Safety Campaign:						\$111,740.00

MOTORCYCLE AWARENESS CAMPAIGN STRATEGY AND MEDIA MIX

The goal here is to promote safe driving by the motorcyclist and encourage all drivers to be aware of the need to share the road with motorcyclists. The need to do this is underscored by the fact that while the number of fatalities in car crashes has decreased in the past year, the number of motorcycle fatalities has increased by 40%. The included media will be television (broadcast and cable) and radio targeted to reach Males between the ages of 16 and 34. 2012 Wisconsin Motorcycle Safety Facts statistics indicate that while cyclists between the ages of 16-34 account for only 15% of licensed cyclists, they account for more than 34% of the fatalities. And 86% of the over 515,000 licensed cyclists are men.

As a result, media tactics will continue to focus on **young males** as our primary audience, but as we want other drivers to watch out for motorcyclists, our secondary target of A25 -54 will expand our message reach. Media tactics for this campaign will include television and radio.

Television:

100 M18-34 rating points will be purchased in broadcast TV, supplemented with targeted cable. As this comes two weeks after the Distracted Driving campaign, the program mix will include many of the same syndicated programs including: *The Big Bang Theory*, *Family Guy*, *Seinfeld*, *The Simpsons* and *Two and a Half*. Prime programs vary by season, but would include programs like *Chicago Fire* and *The Blacklist*. Late fringe programming would again include: *The Tonight Show starring Jimmy Fallon*, *Late Night with Seth Meyers*, *Jimmy Kimmel Live* and *Saturday Night Live*. Sports programming would also be a continuation of the previous campaign incorporating NASCAR, Major League baseball and the NBA.

Cable Television:

The Cable buy might include programming on: ESPN, FX, MLB, Adult Swim, Comedy Central, USA, TNT and CMT (Country Music.) Many of the popular comedies mentioned earlier will be included in the cable buy as appropriate, but we'll look at other programming to reach bikers such as *American Chopper* on Discovery and *Duck Dynasty* on A&E. (See sample program list.)

Radio:

Motorcycles, like cars, are equipped with radios thus the message will extend to both automobile and motorcycle riders. To cover the entire state of Wisconsin, we will look to the same mix of local stations with strong signal reach to cover the broadest geography possibly, supplementing if necessary to extend reach. 200 M18-34 TRPs will be purchased in each market to support this message. 50% of the radio commercials will run in afternoon drive, evening and weekends to correspond with the target's listening patterns. The remaining 50% will run in morning drive and mid-day which will expand reach to the secondary targets while providing additional frequency to the young male.

Radio formats will include Country, Rock, Alternative or Triple AAA, Contemporary Hit and Urban radio stations. The state's largest FM stations will be utilized, most of which are 50,000 – 100,000 watts, which will ensure penetration into Wisconsin's 72 counties.

2014 CLICK IT OR TICKET (CIOT) CAMPAIGN STRATEGIC PLAN

Dates: May 12 through May 26, 2014

Budget: \$243,321

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: M18-34

- Secondary: Influencers of the primary demographic
- Qualitative: Pick-up Truck Drivers

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 250
- Television: Minimum of 180

Media:

- 30 Television/Cable
- 60 Radio
- 15 Internet Radio and Banners (Pandora)
- 30 Internet Video and Banners (HULU)
- Full Page, 4C Print (Minority Newspaper)



Media:	Flight Dates: 5/12 - 5/26/2014					TRPs	Budget:
	May/June						
	5	12	19	26	2		
TV							
<i>180 M18-34 TRPs</i>							
<i>EauClaire/La Crosse</i>		80	95	5		180	\$14,940.00
<i>Green Bay/Appleton</i>		80	95	5		180	\$23,580.00
<i>Madison</i>		80	95	5		180	\$24,120.00
<i>Milwaukee</i>		80	95	5		180	\$43,380.00
<i>Wausau/Stevens Point</i>		80	95	5		180	\$14,940.00
							\$120,960.00
RADIO							
<i>250 M18-34 TRPs</i>							
<i>Eau Claire</i>		75	150	25		250	\$6,750.00
<i>Green Bay/Appleton/Oshkosh</i>		75	150	25		250	\$11,250.00
<i>La Crosse</i>		75	150	25		250	\$6,250.00
<i>Madison</i>		75	150	25		250	\$13,000.00
<i>Milwaukee</i>		75	150	25		250	\$25,000.00
<i>Wausau</i>		75	150	25		250	\$6,250.00
							\$68,500.00
PRINT							
<i>Full page, 4C</i>							
<i>El Conquistador</i>		X	X			2x	\$2,332.00
<i>Spanish Journal</i>			X			1x	\$2,355.00
<i>Milwaukee Community Journal</i>		X	X			2x	\$8,174.00
							\$12,861.00
Alternative Media							
<i>Internet Radio</i>							\$20,000
<i>Internet Video</i>							\$21,000
							\$41,000
<i>Total Gross:</i>							\$243,321.00
<i>Less DOT Discount:</i>							\$18,249.08
Total Click it or Ticket Spring Campaign:							\$225,071.92

CIOT STRATEGY AND MEDIA MIX

The most recent (WisDOT Field Observation Research, July 2013) data shows seat belt usage has increased to 82.4%, bettering the previous rate of 79.9%. Although an improvement, it still lags the national average of 86%. The primary demographic for seat belt efforts is Males between the ages of 16 and 34. Women are 10% more likely than men to wear their seat belts. Occupants of pick-up trucks are least likely to use seat belts. Only 68% of those drivers or occupants wore seat belts.

As with other campaigns, media tactics will continue to focus on **young males**. The message of Click It or Ticket resonates with them; getting a ticket and the financial consequences of paying it has a more immediate impact on this demographic than life-saving messaging. Of all people surveyed, persons aged 18-34 and those 65 and over were most likely to respond that they felt they'd get a ticket if they weren't wearing one, proving they do remember the message.

Media efforts will also include the secondary market of *influencers*. Both the television and radio buys will be broad enough to include other demographics; such as girlfriends, mothers, fathers and friends of the targeted young males.

To ensure coverage against the pick-up truck driver segment, Staples Marketing will continue to include the seatbelt commercial featuring a pick-up driver being pulled over and ticketed, which can air as part of the rotation in all markets with heavier rotation on in the markets with the higher density of pick-ups.

Media tactics for this campaign will include television, radio including internet radio and video. Minority targeted newspapers will also be included for this campaign.

CIOT Broadcast Television:

180 M18-34 rating points will be purchased for this campaign. These will be scheduled to run beginning on Monday, May 12th through May 26st. Although PUT levels (People Using Television), decline in the spring as daylight hours (and outdoor activities) increase, television still is the most efficient vehicle in which to reach the mass audience. As May also marks the end of the Broadcast network's prime programming season there are some feature series finales and specials running during this time that attract strong audiences, enabling us to deliver our point goals.

Syndicated programming, *The Big Bang Theory*, *Family Guy*, *The Office*, *The Simpsons*, *Seinfeld*, and *Two and a Half Men* which airs in prime access and late fringe, tend to retain their audience levels.

Sports programming remains a strong option during this time period. It is destination viewing for our primary audience. One of the best sports to reach this demographic this time of year is auto racing, including NASCAR. NASCAR's popularity cuts all demographics and lifestyles. **During this campaign, we will also strive to utilize the Indy 500 Race on Sunday May 25th, Major League Baseball and the NBA Playoffs.** This programming will be reaching the "influencers" as well: parents, teachers, coaches and girlfriends. Older adults tend to spend more time watching television in general. And many of the prime programs, syndicated comedies and late fringe programming that are reaching our primary target of young males, appeal to females and older adults, too.

Cable Television:

This flight may again include cable networks that focus on **sports** or **comedy**; two of the most important things to young men. Some of the top networks for our demographic include ESPN, Comedy Central, Adult Swim, FX, History, TBS, USA and Discovery.

Many of the popular comedies in syndication that we previously mentioned such as *The Big Bang Theory*, *Family Guy*, and *The Office* are also offered on cable networks including *Adult Swim* and TBS. Specific programming that attracts male audiences, such as *Swamp People* and *Pawn Stars* on History and *Tosh.0* on Comedy Central. (See sample program list.)

Radio:

Radio listening peaks during the busy summer season simply because people are more active and on the move. *The advantage of radio is a clear one for the CIOT message: it's the only medium that effectively reaches individuals in their cars, when they may or may not be wearing a seat belt. Therefore, we're able to reach them and remind them to buckle up at a critical decision point. Influencers riding in the car may take the opportunity to "nag" the offender.*

- The daypart mix will include the standard dayparts of 30% Morning (6am-9am), 25% Mid-day (10am-3pm), 30% Afternoon drive (4pm-6pm) and 10% Weekends (Saturday and Sunday daytime). In addition, 5% Evenings (7pm-2am) will be included to reach individuals that are headed out to bars, sporting events, or other entertainment venues, since they are associated with alcohol consumption.

Radio will be scheduled to achieve 250 M18-34 TRPs during this period. The daypart mix will be slightly adjusted to increase during the busy summer weekends. Station mix will remain constant focusing on those that most effectively reach our target audiences. Milwaukee Brewer's statewide radio may be included if afforded by budget.

Digital:

Digital will take on an increased importance during this period. Pandora and Hulu will be included in this buy. All buys are impression based. Planning levels for these tactics:

Pandora

- 3,000,000 impressions geo-targeted to M18-34 residing in the State of Wisconsin

Hulu

- 550,000 Impressions geo-targeted to M18-34 residing in the State of Wisconsin

Minority Newspaper

Although urban radio is a constant in the program, newspaper will be included to further expand reach to the African American and Hispanic audiences. Full page, 4C ads have been included to provide maximum impact. *Milwaukee Community Journal* will serve the African American community, supplementing *Milwaukee Times* which is being purchased by WisDOT directly. *Milwaukee Community Journal* reaches 35,000 households and is published on Wednesdays. Two insertions are planned for the Journal.

El Conquistador and *The Spanish Journal* serve the Hispanic Community. (*The Spanish Times* ceased publishing in 2010.) *El Conquistador* is published on Fridays and has a distribution of over 15,000. Two insertions have been planned for this newspaper. One insertion will run in the *Spanish Times*. Circulation is 23,000.

JULY 4 , 2014 ENFORCEMENT CAMPAIGN:

Dates: June 23 – July 6, 2014

Budget: \$126,500

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: M18-34
- Secondary: Influencers of the primary demographic

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 250
- Television: Minimum of 75

Media:

- 30 Television/Cable
- 60 Radio
- 15 Internet Radio and banners (Pandora or similar)

<i>Flight Dates: 6/23-7/6/2014</i>	June/July					TRPs	Budget:
Media:	23	30	7	14	21		
Television:							
<i>75 TRPs M18-34 per market</i>							
<i>EauClaire/La Crosse</i>						75	\$6,225.00
<i>Green Bay/Appleton</i>						75	\$9,750.00
<i>Madison</i>						75	\$9,750.00
<i>Milwaukee</i>						75	\$17,625.00
<i>Wausau/Stevens Point</i>						75	\$6,150.00
							\$49,500.00
RADIO							
<i>250 TRPs M18-34 per market</i>							
<i>Eau Claire</i>						250	\$6,750.00
<i>Green Bay/Appleton/Oshkosh</i>						250	\$11,250.00
<i>La Crosse</i>						250	\$6,250.00
<i>Madison</i>						250	\$13,000.00
<i>Milwaukee</i>						250	\$25,000.00
<i>Wausau</i>						250	\$6,250.00
							\$68,500.00
Alternative Media							
<i>Internet Radio</i>							\$8,500.00
<i>Total Gross:</i>							\$126,500.00
<i>Less DOT Discount:</i>							\$9,487.50
Total Enforcement Campaign:							\$117,012.50

ENFORCEMENT CAMPAIGN MEDIA STRATEGY:

Young men between the ages of 18-34 continue as our prime demographic for enforcement message as this age group has the highest concentration of fatalities. But we will not ignore Women or those 35+ as they are not immune to driving over the speed limit. Media weight against these secondary targets will be considered when making the final vehicle selection.

Both Radio and Television are recommended for this campaign however, the timing of this campaign around the 4th of July holiday lends itself to heavier use of radio than television as television viewing levels are typically lower at this time of the year than any other.

Radio listening increases during the busy summer months and radio is often taken along to picnics and tailgates, providing another touch point. Internet radio will be used as part of this campaign, as a means to supplement the already heavier radio levels.

Television:

Television sports programming will be a key component of the WisDOT television efforts. Typical sports programming at this time includes the Brewers as well as other programming. Prime will not command as large a percentage of the buy at this time because of lower summer viewing levels. Television viewing typically picks up in late fringe and syndication, and that is where most of the media weight will be placed. At this point we cannot identify prime programming as schedules are not available. In prime access and late fringe we will be buying *Big Bang Theory*, *The Simpsons* and *The Family Guy*. *Saturday Night Live*, *Late Night with Jimmy Fallon* and *Jimmy Kimmel Live* will be included in late night. We will achieve 75 target rating points per market.

Radio:

250 M18-34 TRPs will be purchased during this time. The heavier weight in radio will offset the lower levels in television and will, simply because of the heavier listening at this time, work harder and more efficiently for our campaigns. Again daypart selection will vary slightly, again increasing in evenings and weekends. Formats will include: Rock, Classic Rock, AAA, Contemporary Hit Radio, Sports, Country and Urban (some sample stations shown below). Media weight will vary slightly by market, but each will achieve 250 TRPs over the campaign. Brewer's statewide radio may be included if afforded by budget.

Digital/Pandora Radio:

Pandora radio will also be scheduled during this campaign. A total of 1,600,000 impressions, a combination of audio and banner, will be purchased during this time period. Impressions are geo-targeted to reach M18-34 residing in Wisconsin.

2014 DRIVE SOBER OR GET PULLED OVER CAMPAIGN STRATEGIC PLAN:

Dates: Aug. 13 through Sep. 7, 2014

Budget: \$243,321

Market List:

- Milwaukee
- Madison
- Fox Valley: Appleton, Oshkosh, Green Bay
- Wausau, Stevens Point, Rhinelander
- Eau Claire, La Crosse
- (Duluth, Superior is bought by MnDOT as part of that DMA)

Demographic:

- Primary: Males 21-40 (For media buying purposes 18-34)
- Secondary: Influencers of the primary demographic

Gross Rating Point (GRP) Goals:

- Radio: Minimum of 250
- Television: Minimum of 180

Media:

- 30 Television/Cable
- 60 Radio
- 15 Internet Radio and banners (Pandora or similar)
- 30 Internet Video and banners (HULU)
- Full Page, 4C Print (Minority Newspaper)

DRIVE SOBER OR GET PULLED OVER (DRIVE SOBER) STRATEGY/MEDIA MIX:

For general planning, which will support NHTSA national efforts, a mix of broadcast television, cable television, radio and internet radio/video will be used. We will continue to target young males between the ages of 21 and 40 per BOTS guidelines, but for media buying purposes the target is defined as M18-34. There is a growing amount of research that points to the fact the gender gap is closing in terms of impaired driving, therefore our secondary audience will be defined as W18-34.

Broadcast Television & Cable:

Broadcast television will again be a key tactic due to its high reach and impact. The recommended daypart mix will be Prime/Sports (40-70%), Prime Access (5-15%) and Late Fringe (25-45%). As mentioned earlier Network viewing is down this time of year due to program reruns and the audience's tendency to be out of doors while weather is good. Sports, including Packers pre-season games, will deliver strong and consistent audience ratings to the primary audience. Since drinking and sports are connected on a very basic level (hence the amount of beer commercials and signage seen during sporting events) it's a natural and effective environment for airing an impaired driver message. It's quite likely we will be reaching drivers at the moment they're becoming impaired at house parties and sports bars.

180 M18-34 TRPs will be purchased during this period.

Radio:

Radio is an important medium for this demographic during summer again because of its portability. This age group is active and on the go, and a medium that accompanies them in their car is important. For this campaign, radio commercials will be stacked leading into the weekend (Thursday through Saturday), and on Labor Day, since these are traditionally the highest days for drinking. Since this medium reaches people in their cars, it can be an effective tool to remind passengers and drivers alike of the dangers of impaired driving.

- The daypart mix will include the standard dayparts of 30% Morning (6am-9am), 25% Mid-day (10am-3pm), 30% Afternoon drive (4pm-6pm) and 10% Weekends (Saturday and Sunday daytime). In addition,

<i>Flight Dates: 8/13 - 9/1/2014</i>	August/September					TRPs	Budget:
Media:	11	18	25	1	8		
TV							
180 M18-34 TRPs							
<i>Eau Claire/La Crosse</i>		80	95	5		180	\$14,940.00
<i>Green Bay/Appleton</i>		80	95	5		180	\$23,580.00
<i>Madison</i>		80	95	5		180	\$24,120.00
<i>Milwaukee</i>		80	95	5		180	\$43,380.00
<i>Wausau/Stevens Point</i>		80	95	5		180	\$14,940.00
							\$120,960.00
RADIO							
250 M18-34 TRPs							
<i>Eau Claire</i>		100	125	25		250	\$6,750.00
<i>Green Bay/Appleton/Oshkosh</i>		100	125	25		250	\$11,250.00
<i>La Crosse</i>		100	125	25		250	\$6,250.00
<i>Madison</i>		100	125	25		250	\$13,000.00
<i>Milwaukee</i>		100	125	25		250	\$25,000.00
<i>Wausau</i>		100	125	25		250	\$6,250.00
							\$68,500.00
PRINT							
Full page, 4C							
<i>El Conquistador</i>		X	X			2x	\$2,332.00
<i>Spanish Journal</i>			X			1x	\$2,355.00
<i>Milwaukee Community Journal</i>		X	X			2x	\$8,174.00
							\$12,861.00
Alternative Media							
<i>Internet Radio</i>							\$20,000
<i>Internet Video</i>							\$21,000
							\$41,000
<i>Total Gross:</i>							\$243,321.00
<i>Less DOT Discount:</i>							\$18,249.08
Total Drive Sober Summer Campaign:							\$225,071.92

5% Evenings (7pm-2am) will be included to reach individuals that are headed out to bars, sporting events, or other entertainment venues, since they are associated with alcohol consumption.

250 M18-34 TRPs will be purchased during this period.

Digital:

For DRIVE SOBER, digital will include Pandora, Hulu and the geo-fenced mobile program. All buys are impression based. Planning levels for these tactics:

Campaign Recap:

Campaign	Gross	Adjusted Gross
Distracted Driving (April)	\$110,340	\$102,064
Motorcycle Awareness (April/May)	120,800	111,740
CIOT (May)	243,321	225,072
July 4th Enforcement	126,500	117,013
Drive Sober (Aug/Sept)	243,321	225,072
Sub-Total:	844,282	780,961
Supplemental Funds:	104,803	96,943
2013-14 Total:	\$949,085	\$877,904

		July	August	September	October	November	December	January	February	March	Total Gross	Adj. Gross	
		30 7 14 21	28 4 11 18 25	1 8 15 22	29 6 13 20	27 3 10 17 24	1 8 15 22	29 5 12 19	26 2 9 16	23 2 9 16 23			
Spending													
	50			80 95 5							\$51,045	\$47,217	
	50			80 95 5							\$80,310	\$74,287	
	50			80 95 5							\$81,390	\$75,286	
	50			80 95 5							\$146,685	\$135,684	
	50			80 95 5							\$50,790	\$46,981	
												\$410,220	\$379,454
	##			## 25								\$31,320	\$28,971
	##			## 25								\$52,200	\$48,285
	##			## 25								\$29,000	\$26,825
	##			## 25								\$60,320	\$55,796
	##			## 25								\$116,000	\$107,300
	##			## 25								\$29,000	\$26,825
												\$317,840	\$294,002
				X X								\$4,664	\$4,314
			X								\$4,710	\$4,357	
			X X								\$16,348	\$15,122	
											\$25,722	\$23,793	
											\$48,500	\$44,863	
											\$42,000	\$38,850	
											\$104,803	\$96,943	
											\$949,085	\$877,904	
		\$117,013		\$225,072						\$96,943			

NETWORK TELEVISION CAMPAIGN PROGRAMMING SAMPLER:







Top Network Prime Programming Sampler – M18-34

	Program	Network	Rating M18-34
	<i>American Idol (Wed)</i>	FOX	4.0
	<i>Simpsons</i>	FOX	7.0
	<i>Family Guy</i>	FOX	7.0
	<i>American Idol (Thur)</i>	FOX	4.0
	<i>The Following</i>	FOX	6.0
	<i>Chicago Fire</i>	NBC	2.7
	<i>Shark Tank</i>	ABC	8.0

Source: Milwaukee Nielsen, May 2013

CABLE PROGRAMMING SAMPLER - M18-34

Cable Programming Sampler – M18-34

Network	Program	Rating M18-34
	<i>Tosh.0</i>	2.4
	<i>WWE Entertainment</i>	.9
	<i>Swamp People</i>	1.1
	<i>Deadliest Catch</i>	1.7
	<i>Big Bang Theory</i>	.5
	<i>WWE Smackdown</i>	.3

Source: May 2013

SPORTS PROGRAMMING SAMPLER:

Baseball is the major summer sport, and the Milwaukee Brewers will be playing many games during our CIOT and DRIVE SOBER flights. There is bound to be high interest in the May CIOT flight games and, hopefully, continued interest in the August DRIVE SOBER games depending on how the team is doing later in the upcoming season. The TV schedule has not yet been released but typically includes about 12 games falling into each flight.

In several areas of the state, cable penetration is lower than average, based on availability. These markets tend to be high in satellite dish. The following chart illustrates the shortfall in regards to delivering the Fox Sports Network. In some DMA's, satellite households make up 25% or more of total television households.

DMA	Nielsen TV HH	FSN Cable HH	FSN Satellite HH
Milwaukee	886,770	559,700	136,037
Green Bay/Appleton	433,640	241,600	101,772
Madison	364,000	217,440	80,036
LaCrosse/Eau Claire	206,490	121,660	49,665
Wausau-Rhineland	181,780	91,060	60,643
Duluth/Superior	175,030	76,710	59,488
TOTAL	2,247,710	1,308,170	487,641

Utilization of the Brewer broadcasts on Fox Sports Net delivers satellite and wired cable households. Overall, Fox Sports Net is available in 80% of homes statewide. While the 2014 Green Bay Packers season broadcast schedule is not yet published, historically Packer pre-season games have been scheduled during the timeframe of the Drive Sober campaign. Since Packer football is the top reach vehicle for advertisers wishing to reach men in Wisconsin, it's a key component of our buy. Even pre-season games provide strong ratings and excellent reach. Packer football delivers strongly against every demographic, male and female, allowing for excellent reach to the influencers, the friends and family members, of the target 21-40 year old male drivers. This type of programming is popular in bars; *reaching drivers at the very places they may become impaired.*

NASCAR is an important component of the sports target. NASCAR reaches the average American in its demographics, making it an appropriate choice for our campaigns.

CIOT Statewide:

Sun May 25th	Coca Cola 600	Charlotte Motor Speedway	FOX/5:30pm
--------------	---------------	--------------------------	------------

DRIVE SOBER Statewide:

Sun Aug 17th	Pure Michigan 400	Michigan International Raceway	ESPN/12:15pm
Sat Aug 23rd	Irwin Tools Night Race	Bristol Motor Speedway	ABC/6:30pm
Sun Aug 31st	NASCAR Sprint	Atlanta Motor Speedway	ESPN/6:30pm

On May 25th, within our CIOT flight, the Indy 500 race will air at 11 a.m. on ABC. This is a popular race with young men.

RADIO STATIONS BY MARKET:

The following charts illustrate the stations we will consider for each designated market since they are well-positioned to effectively reach the target male demographic of all campaigns:

Appleton-Oshkosh-Green Bay				
	Call Letters	Format	Signal Strength	Rating M18-34
	WIXX-FM	CHR	100,000 Watts	2.3
	WNCY-FM	Country	50,000 Watts	1.7
	WAPL-FM	Classic Rock	100,000 Watts	1.4
	WKSZ-FM	CHR	25,000 Watts	1.3



Green Bay Arbitron TSA, Spring 13 (covers Oshkosh/Green Bay/Appleton) M-F 6a-7p

Eau Claire				
	Call Letters	Format	Signal Strength	Rating M18-34
	WQRB-FM	Country	25,000 Watts	2.7
	WAXX-FM	Country	85,000 Watts	2.3
	WMEQ-FM	Classic Rock	10,000 Watts	1.8
	WECL-FM	Country	3,300 Watts	1.4





Eau Claire Arbitron, MSA, Sp13/Fa12, M-F 6a-7p

La Crosse				
	Call Letters	Format	Signal Strength	Rating M18-34
	WRQT-FM	Rock	50,000 Watts	2.6
	WIZM-FM	CHR	100,000 Watts	1.3
	WCOW-FM	Country	100,000 Watts	1.7




La Crosse Arbitron, MSA Sp13/Fa12 Mon-Fri 6a-7p

Madison				
	Call Letters	Format	Signal Strength	Rating M18-34
	WJJO-FM	Active Rock	12,000 Watts	1.6
	WZEE-FM	CHR	50,000 Watts	1.5
	WIBA-FM	Classic Hits	12,000 Watts	1.1
	WJQM-FM	Urban	6,000 Watts	1.0

Madison Arbitron, MSA Sp13/F12 Mon-Fri 6a-7p

Milwaukee				
	Call Letters	Format	Signal Strength	Rating M18-34
	WMIL-FM	Country	12,000 Watts	1.5
	WHQG-FM	Classic Rock	50,000 Watts	1.3
	WLUM-FM	AAA	8,800 Watts	1.1
	WXSS-FM	CHR	50,000 Watts	1

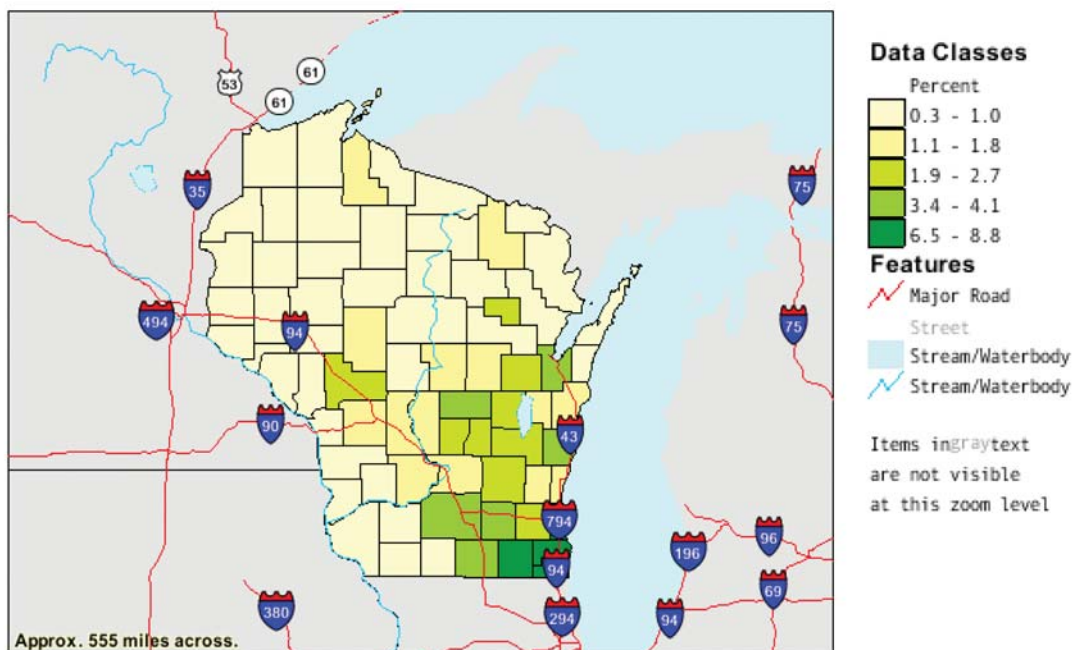
Milwaukee PPM Arbitron Oct/Nov/Dec 2013 Mon-Fri 6a-7p

Wausau				
	Call Letters	Format	Signal Strength	Rating M18-34
	WIFC-FM	CHR	100,000 Watts	1.7
	WDEZ-FM	Country	100,000 Watts	1.0
	WKQH-FM	Country	21,000 Watts	2.0
	WOZZ-FM	Rock	50,000 Watts	1.4
	WYTE-FM	Country	100,000 Watts	0.6

Wausau Arbitron Sp13/Fa12 Mon-Fri 6a-7p

Hispanic Radio:

To understand how Hispanic radio should be allocated, at first we need to understand the distribution of Hispanic households in Wisconsin, according to US Census Data:



The majority of the Hispanic population is located in Southern Wisconsin, reaching up through the Fox Valley. The younger end of the Hispanic population is increasingly bi-lingual or English-dominant, so there is very little need for Spanish-language radio stations. WXSS in Milwaukee, for example, has a large Hispanic following with its Hot Contemporary Hit format.

Here is a breakdown of the top radio stations Hispanic Men aged 18-34 listen to in Milwaukee, ranked by the amount of young Hispanic men that listen every week.

Station	Format	Total Audience M18-34	Hispanic Audience M18-34
WXSS-FM	CHR	72,200	7,200
WNRG-FM	CHR	32,200	5,400
WLUM-FM	AAA (Alternative)	55,700	4,000
WMIL-FM	Country	62,300	3,900
WMYX-FM	Hot A/C	47,700	3,600
WDDW-FM	Hispanic	1,400	3,400
WRNW-FM	CHR	46,500	3,300
WHQG-FM	Album Rock	53,600	3,100
WKKV-FM	Urban Hits	26,800	2,300
WKLH-FM	Classic Rock	50,000	2,200
WRIT-FM	Oldies	38,200	2,200
Arbitron Milwaukee-Racine Dec/Nov/Oct 2013 PPM			

Milwaukee is considered a major market; therefore the research available is much more sophisticated than that for the medium to small sized markets across the rest of the state. Adding to the quality of the Milwaukee research is a well-represented sample of the highest concentration of Hispanics in the state. Therefore, due to this research, when placing Spanish radio in other Wisconsin markets, we will follow Milwaukee's pattern of Contemporary Hit (Top 40) and Urban (Hip-Hop and Black) stations attracting more of the new generation Hispanic than the Spanish language stations, regardless of what language is spoken in the home.

There are two small Hispanic stations in Milwaukee, WDDW-FM, and WJTI-AM. As shown on the previous chart, WDDW ranks 8th among Milwaukee stations in young male Hispanic listening. Despite the fact that WJTI-AM only has 500 weekly listeners in the demographic, it is the only electronic media partner that is a certified MBE with the state so a schedule will be considered. WLMV-AM, Madison, has a much smaller audience and is not a certified MBE. Based on audience size, it would not be an efficient use of media dollars. Because Madison does not have a significant Hispanic population, Arbitron does not provide Hispanic audience data, however based on what we know of Hispanic listening patterns, we suspect that WJJO-FM and WJQM-FM will reach that target. Although it did in the past, the Fox Valley does not have a Spanish-language station at this time.

	Call Letters	City of License	Signal Strength	Rating M18-34
	WLMV-AM	Madison	5,000 Watts	0
	WDDW-FM	Kenosha/Milw	3,000 Watts	.2
	WJTI-AM	Kenosha	250 Watts	0

APPENDIX 2: EQUIPMENT—PREAPPROVED AND NOT ALLOWABLE

Note: To verify equipment eligibility for your grant, contact your SPM or RPM.

ELIGIBLE, "CAN"

Speed/Safety Enforcement Grants (402)

48" Fluorescent Enforcement Zone Signs

Cage bars for squads

Cones – reasonable amount

Direction Flashlights/Light Batons

DL Scanners

Laser

Mobile Digital Communicator (MDC)

Multi-band Radios (Expensive: approx. \$6,000): A quote is needed to determine what % will be used for enforcement

On-site Pole Speed Sign

Radar - IACP Approved Speed Enforcement RADAR/LIDAR Devices

Speed Display Board

TraCS Compatible Equipment:

- Laptops: Panasonic "Tough Book" approx. \$3,700
- Docking Station: and Power Supply, Mounting Hardware
- Thermal Printer: Printer Cables, Printer Mount
- GPS – not on its own; only with other TraCS items

Vehicles – vehicle purchases require: 1. BOTS to be added to the title 2. Proof of Insurance 3. Proper Disposal

Lights – Emergency Vehicle Lighting, Light bars

Standard Radios (approx. \$2,000 each) - Handheld and vehicle mounted

PBTs

Video – Digital Squad Video Recorders and Personal Recorders

"Fatal Vision" Goggles

Seatbelt Cutters

Vests – Need to use (be worn) during HVE as well as standard enforcement."Alcohol Enforcement

Alcohol Enforcement Grants (405d)

Lights - Emergency Vehicle Lighting, Light bars

Standard Radios (approx. \$2,000 each) - Handheld and vehicle mounted

PBTs

Video – Digital Squad Video Recorders and Personal Recorders

"Fatal Vision" Goggles

Seatbelt Enforcement Grants (405b)

Vests – Need to use (be worn) during HVE as well as standard enforcement."

Seatbelt Cutters

NON-ELIGIBLE, "CAN'T"

Bicycles

Digital Cameras

Emitters

Gloves

Hard mount LED pedestrian and stop signs

License Plate Readers

Measuring Wheels

Parkas

Printer Paper for TraCS Printers

Radio "Base" Station

Raincoats

Rear plastic squad seats

Software – that is a RMS (Records Management System: i.e. Visionare

Tasers

Tire Deflation Devices (stop sticks or spike strips)

Ultrabooks

Uniforms

Vehicle Window Tint Meter

Weapons & Ammo & Related Accessories

Warranties

APPENDIX 3:**SAFETY: PARTNERS, COMMITTEES, AND ORGANIZATIONS**

Not an exhaustive list.

AAA www.autoclub.com	Marshfield Clinic – Center for Community Outreach www.marshfieldclinic.org/patients/?page=cco	Wisconsin Clearinghouse for Prevention Resources http://wch.uhs.wisc.edu/
AARP www.aarp.org	Medical College of Wisconsin – Injury Research Center	Wisconsin Department of Health Services http://dhs.wisconsin.gov
Alcohol and Other Drug Abuse Program http://dpi.wi.gov/sspw/aodaprog.html	National Highway Traffic Safety Administration www.nhtsa.dot.gov	Wisconsin Juvenile Officers Association www.wjoa.com .
Bicycle Federation of Wisconsin http://www.bfw.org/	Pacific Institute for Research and Evaluation www.pire.org	Wisconsin Department of Justice http://www.doj.state.wi.us/
DOT- Division of Motor Vehicles	Safe Routes to School http://www.dot.wisconsin.gov/localgov/aid/saferoutes.htm	Wisconsin Office of Justice Assistance http://oja.state.wi.us
DOT-Planning	State Council on Alcohol and other Drug Abuse www.scaoda.state.wi.us	Wisconsin Department of Natural Resources www.dnr.state.wi.us
Driving Skills for Life – The Ford Motor Company www.drivingskillsforlife.com	State of Wisconsin OWI Task Force	WI-PAN (Wisconsin Partnership for Activity and Nutrition)
Federal Highway Administration www.fhwa.dot.gov	Substance Abuse and Mental Health Services Administration www.samhsa.gov/index.aspx	Wisconsin Highway Safety Coordinators Association
Governor’s Highway Safety Association http://www.ghsa.org/	Tavern League of Wisconsin www.tlw.org	Wisconsin Safety Patrol Congress Wisconsin Safety Patrols, Inc.
Office of Juvenile Justice and Delinquency Prevention http://ojjdp.ncjrs.org	Traffic Records Coordinating Committee	Wisconsin State Lab of Hygiene www.slh.wisc.edu
Law Enforcement Agencies	UW Milwaukee UW Resource Center on Impaired Driving www.law.wisc.edu/rcid	Wisconsin Technical College System Wisconsin
Governor’s Bicycle Coordinating Council	University of Wisconsin System Administration WE Bike www.bfw.org	Department of Tourism www.agency.travel.wisconsin.com
Governor’s Council Subcommittee	Wisconsin Department of Children and Families http://dcf.wi.gov/	Wisconsin Traffic Safety Officers Association
HSP stakeholder input: April and May, 2012		Wisconsin Walks http://www.wisconsinwalks.org/
ISP granting agencies		
La Crosse OWI Treatment Court http://www.co.lacrosse.wi.us/humanservices/js/owi.htm		
MADD www.madd.org		

APPENDIX 4:

LAW ENFORCEMENT GRANT TARGETING METHODOLOGY

As It Relates to Alcohol, Speed, and Occupant Protection Grants

Introduction

The following is documentation for the methodology on how the targeting lists of political entities and their respective law enforcement agencies were selected for alcohol, speed, and occupant protection law enforcement grants.

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

Initial Scoring

The Division of Motor Vehicles' Traffic Crash files were queried for instances of alcohol, speed, and occupant protection related crashes, by crash type (fatal, injury, and property damage), as noted on the MV4000 crash report form, in Wisconsin cities, villages and townships and grouped together by county for the calendar years 2011, 2012, and 2013. Three years of data were collected to disguise some of the natural fluctuations from year to year. Not all locations in Wisconsin have recorded each of the three types of crashes during the 2011-2013 three year period; those locations were immediately excluded from further investigation, within their respective targeting list grant type (alcohol, speed, and occupant protection).

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

Fatal injury = 20

Incapacitating injury = 20

Non-incapacitating injury=10

Possible injury = 5

Unknown or no injury = 1

A *Normalized Score* for injuries was calculated by matching the Calculated Score for Injuries with the

final January 1, 2013 population estimates (per 1,000), as released by the Wisconsin Department of Administration's Demographic Services Center (Ex. Calculated Score * (1000/Population Number)) for cities, villages, and towns. Population estimates are based on the 2010 census and an analysis of more current data such as housing units and automobile registrations. 2013 population data was used because it is the most recent available.

A *Normalized Score* for injuries, at the county-level was calculated by matching the Calculated Score for Injuries at the individual county-level, with the 2011-2013 3-year average of the Vehicle Miles Traveled (VMT) estimates, as released by the Wisconsin Department of Transportation, Division of Transportation Management (DTIM), State Highway Programs (SHP) website (<http://dotnet/dtim-bshp/tfs/vmt.htm>). An example of the formula to be used for each of the respective seventy-two counties in the state is the following:

$$\text{Calculated Score} * \\ (100,000,000 / (\text{Average}(2011, 2012, \\ \text{and } 2013 \text{ County VMT})))$$

Each county is evaluated with regard to its Calculated Score for Injuries and its Normalized Score to see if it meets the criteria for selection. The county-level criteria varies by grant type (alcohol, speed, and occupant protection) and can be found in one of the three respective subsections for grant types, below. The exception to this scoring are all counties with a population of 200,000 or greater, where counties meeting this criterion will automatically be included in the three law enforcement grant types (Alcohol, Speed, and Occupant Protection).

I. Full-year Law Enforcement Grants (Alcohol Only)

Municipalities located in multiple counties have been combined, thus only appear once in the listings. The county containing the largest percentage of the municipality's population has been designated the county of record for the listings. If counties in which a municipi-

pality exists are needed, please reference the worksheet named "2015MuniInMultiCounties", in the MS Excel files named "2015MuniAlcWeightedTrgtNormal.xlsx".

Criteria at County Level:

Select counties with the criteria of:

Weight \geq 3,000 OR

NormalScore \geq 50.00

OR (Weight \geq 2,000 AND NormalScore \geq 30.00).

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

Criteria at Municipal Level:

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

Weight \geq 300

NormalScore \geq 50.00

Each of these municipalities will be highlighted in blue. Please note that municipalities that have a law enforcement agency presence, besides the county sheriff will also be highlighted.

II. Seasonal Law Enforcement Grants

Common to All types

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

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

- Meteorological spring takes place during March, April, and May
- Meteorological summer takes place during June, July, and August

- Meteorological autumn takes place during September, October, and November
- Meteorological winter takes place during December, January, and February

http://www.aos.wisc.edu/~hopkins/WES/fall_05/WESf05supl10.html

Spring Quarter: March, April, May

Summer Quarter: June, July, August

Autumn Quarter: September, October, November

Winter Quarter: December, January, February

A Calculated Score for Injuries and a Normalized Score are then calculated for each quarter of the past year (2013 in this particular case) as one selected grouping. Another Calculated Score for Injuries and a Normalized Score as an average, by quarter for the five years that precede the past year (2008-2012 in this particular case) are also selected into another grouping.

The purpose of having these two groupings are to identify county-level political entities that have immediate, short-term, quarterly traffic crash issues for the 2013 selected grouping and those that have a long-term trend, within a specific seasonal quarter, with regard to traffic crash issues for the 2008-2012 selected grouping.

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

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

Please note those counties who have a Rural-Urban Continuum Code of seven through nine will be excluded from possible selection.

Alcohol (All four seasons will be used for the 2015 Federal Fiscal Year)

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

Speed (the summer quarter and possibly the autumn quarter will be used for the 2015 Federal Fiscal Year)

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

Occupant Protection (Only the spring and summer quarters will be used for the 2015 Federal Fiscal Year)

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

III. Occupant Protection Grants by County, Based Upon the Number of Registered Pick-up Trucks

The selection process will also make counties eligible for Occupant Protection Grants, based upon the number of pick-up trucks registered in a particular

county, for the year 2013, relative to the mean number of pick-up trucks per county, for the state as a whole.

Counties, which are one or more standard deviations, above the mean, for pick-up truck registrations statewide will be considered for seasonal occupant protection grants. The local County Sheriff’s law enforcement agency will be the first enforcement agency contacted, for each county, given they have county-wide jurisdiction.

After each county that has been selected for a particular type of grant (Alcohol, Speed, and Occupant Protection) we then drilled-down to the municipal (City, Village, or Town) level to select the specific municipal entities that will be offered a grant. This will be achieved by measuring the *Normalized Score* for injuries and the *Calculated Score for Injuries*, for each of the municipalities against the criteria set for municipalities, in each of the grant types (Alcohol, Speed, and Occupant Protection) as described in Section I., above. Please note that the County Sheriff of a selected county, regardless of grant type will always be considered for a grant, otherwise the local law enforcement agency that has a selected municipality within its jurisdiction will be considered to implement a grant on behalf of the selected municipality.

APPENDIX 5:

**HIGHWAY SAFETY PROGRAM COST SUMMARY
"217PLAN"**

July 2014 • Number 14-01 • Highway Safety Plan • FFY 2015 • Wisconsin

PROGRAM AREA	APPRVD PROGRAM COSTS	STATE/LOCAL FUNDS	PREVIOUS BAL	FEDERALLY FUNDED PROGRAMS INCRE/(DECRE)	CURRENT BAL	FEDERAL SHARE TO LOCAL
PA	340,000.00	530,000.00	297,000.00	43,000.00		74,250.00
OP	282,000.00	0.00	282,000.00	0.00		175,000.00
AL	356,000.00	1,081,600.00	362,000.00	(6,000.00)		345,000.00
PT	1,115,000.00	278,750.00	1,480,000.00	(365,000.00)		3,073,750.00
TR	90,000.00	22,500.00	90,000.00	0.00		0.00
EM	175,000.00	43,750.00	233,000.00	(58,000.00)		87,500.00
MC	220,000.00	55,000.00	320,000.00	(100,000.00)		647,250.00
PS	295,000.00	73,750.00	290,000.00	5,000.00		178,750.00
CP	1,725,000.00	431,250.00	2,006,850.00	(281,850.00)		226,250.00
Total 402	4,656,000.00	2,531,100.00	5,360,850.00	(704,850.00)	0.00	4,807,750.00
405b1	,312,000.00	5,895,000.00	835,000.00	477,000.00		
408 or 405c	1,499,500.00	214,950.00	1,152,000.00	347,500.00		
405d	4,026,000.00	9,456,000.00	3,780,000.00	246,000.00		
2010 or 405f	120,000.00	0.00	300,000.00	(180,000.00)		
ALL FUNDS	11,613,500.00	18,097,050.00	11,427,850.00	185,650.00	0.00	4,807,750.00

State Officials Authorized Signature:

Federal Official(s) Authorized Signature:

NAME

NHTSA - NAME

FHWA - NAME

TITLE

TITLE

TITLE

DATE

DATE

DATE

EFFECTIVE DATE

APPENDIX 6:
DETAILED BUDGET
FFY 2014 HIGHWAY SAFETY PLAN BUDGET

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
PLANNING & ADMINISTRATION (PA)10					
2015-10-01	Planning & Administration	340,000			
402	(PA)	340,000			0
2015-19-01	402 Match		530,000		
State	(562)		530,000		
TOTAL PLAN & ADMIN FUNDS		340,000	530,000	870,000	0

OCCUPANT PROTECTION 20					
2015-20-01	Program Mgmt	90,000			48,000
2015-20-06	Equipment	192,000			192,000
402	(OP)	282,000		282,000	192,000
2015-25-02	PI&E	230,000			115,000
2015-25-03	Training - Technical	247,000			123,500
2015-25-05	Enforcement	500,000			500,000
2015-25-06	Equipment	225,000			225,000
2015-25-09	Evaluation	110,000			110,000
405b	(405-M2)	1,312,000		1,312,000	1,073,500
TOTAL OCC PROTECT FUNDS		1,594,000	0	1,594,000	1,265,500

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
IMPAIRED DRIVING— Youth Program Plan (30)					
2015-30-01	Program Mgmt	54,000			0
2015-30-06	Equipment	302,000			302,000
402	(AL)	356,000	0	356,000	302,000
2015-31-01	Program Management	36,000			0
2015-31-02	PI&E	265,000			132,500
2015-31-03	Training - Technical	720,000			360,000
2015-31-04	Training - Community	80,000	1,081,600		80,000
2015-31-05	Enforcement	2,500,000			2,500,000
2015-31-07	Paid Media	250,000			187,500
2015-31-09	Evaluation	75,000			0
405d	(M5)	3,926,000	1,081,600	5,007,600	3,260,000
TOTAL IMPAIRED/YOUTH DRIVING FUNDS		4,282,000	1,081,600	5,363,600	3,562,000

POLICE TRAFFIC SERVICES (PTS) 40					
2015-40-01	Program Mgmt	75,000	11,000		0
2015-40-02	PI & E	275,000			137,500
2015-40-05	Enforcement	675,000			675,000
2015-40-06	Equipment	90,000			90,000
402	402-PT	1,115,000	11,000	1,126,000	902,500
TOTAL	Total PTS	1,115,000	11,000	1,126,000	902,500

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
HIGHWAY SAFETY INFORMATION (Traffic Records) 50					
2015-50-01	Program Mgmt	90,000			0
402	402-TR	90,000			22,500
2015-58-01	PI&E	10,000			5,000
2015-58-03	Training - Technical	1,389,500			694,750
2015-58-06	Equipment	100,000			100,000
408 & 405c	(K9 & M3)	1,499,500	0	1,499,500	822,250
TOTAL	RECORDS FUNDS	1,589,500	0	1,589,500	822,250

INJURY CONTROL—EMERGENCY RESPONSE 60					
2015-60-02	PI & E	25,000			25,000
2015-60-03	Training - Technical	150,000			150,000
402	(EM)	175,000	0	175,000	175,000

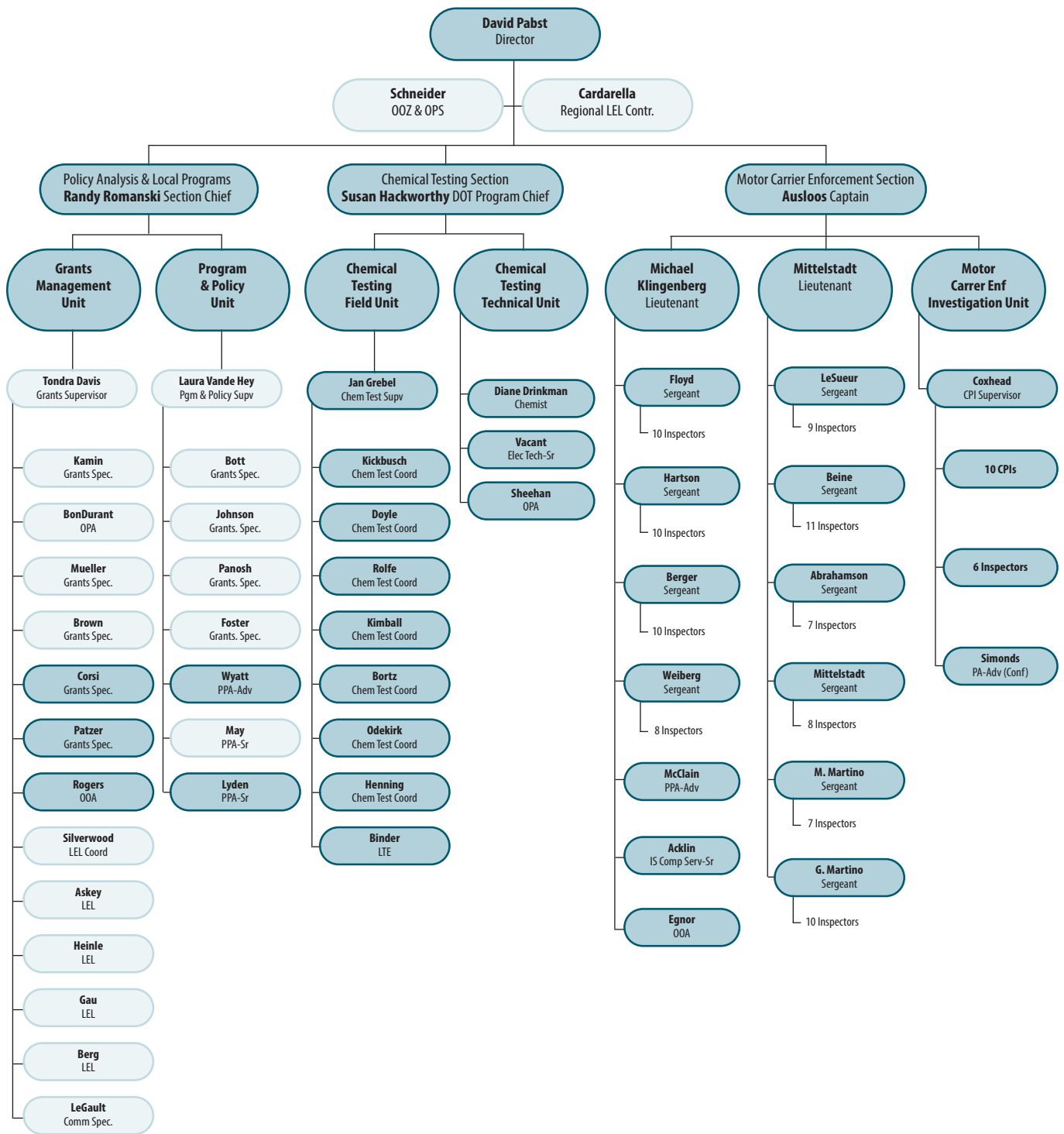
ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
MOTORCYCLE SAFETY 70					
2015-70-04	Training - Community	220,000			220,000
402	(MC)	220,000	0	320,000	220,000
2015-31-05	Enforcement	100,000			100,000
405d	(M5)	100,000	0	100,000	100,000
2015-72-03	Training - Technical	100,000			50,000
2015-72-09	Evaluation	20,000			20,000
2010 & 405f	(K6 & M9)	120,000	0	120,000	70,000
2015-79-01	Program Mgmt		191,000		
2015-79-04	Training - Community		463,000		
2015-79-07	Paid Media		50,000		
State (562)		704,000			
TOTAL	MOTORCYCLE FUNDS	440,000	704,000	1,144,000	390,000

PEDESTRIAN, BICYCLE & SCHOOL BUS SAFETY 80					
2015-80-02	PI&E	65,000			32,500
2015-80-03	Training - Technical	105,000			105,000
2015-80-04	Training - Community	5,000			5,000
2015-80-05	Enforcement	115,000			115,000
2015-80-09	Evaluation	5,000			1,250
402	(PS)	295,000	0	295,000	258,750
2015-89-01	Program Management		75,000		
2015-89-02	PI&E		41,000		
State	(562)		116,000		
TOTAL	PED/BIKE FUNDS	295,000	116,000	411,000	258,750

ACTIVITY	TITLE	FED	STATE	TOT PROG	LOC BENEFIT
COMMUNITY TRAFFIC SAFETY 90 Community Activity					
2015-90-01	Program Mgmt	284,000			142,000
2015-90-02	PI & E	626,000			313,000
2015-90-04	Community Programs	215,000			161,250
2015-90-07	Paid Media	600,000			450,000
402	(CP)	1,725,000	0	1,725,000	1,066,250
Total	Community Programs	1,725,000	0	1,725,000	1,066,250

Fund Totals					
	Fund Totals	402 TOTAL	2,642,000		1,517,000 (57.42%)
	405d TOTAL	0			
	405b Total	0			
	408 & 405c Total	0			
	2010 & 405f Total	0			
	TOTAL NHTSA FUNDS	2,642,000			

APPENDIX 7: ORGANIZATIONAL CHART



Note: NHTSA-funded positions are indicated by blue shading.

APPENDIX 8: STATE CERTIFICATIONS AND ASSURANCES

APPENDIX A TO PART 1200 CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)

State: Wisconsin Fiscal Year: 2015

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

GENERAL REQUIREMENTS

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, Management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 -Highway Safety Act of 1966, as amended
- 49 CFR Part 18 -Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200 -Uniform Procedures for State Highway Safety Grant Programs

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source; Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);

- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received
 - (1) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 780(d)) or section 6104 of the Internal Revenue Code of 1986;

Other relevant information specified by OMB guidance.

NONDISCRIMINATION (applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352), which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), and the Americans with Disabilities Act of 1990 (pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; G) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (Ie) the requirements of any other nondiscrimination statute(s) which may apply to the application.

THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)

The State will provide a drug-free workplace by:

Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee’s workplace and specifying the actions that will be taken against employees for violation of such prohibition;

- Establishing a drug-free awareness program to inform employees about:
 - o The dangers of drug abuse in the workplace.
 - o The grantee’s policy of maintaining a drug-free workplace.
 - o Any available drug counseling, rehabilitation, and employee assistance programs.
 - o The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - o Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will

- o Abide by the terms of the statement.
- o Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- Taking one of the following actions, within 30 days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted
 - o Taking appropriate personnel action against such an employee, up to and including termination.
 - o Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

BUY AMERICA ACT (applies to subrecipients as well as States)

The State will comply with the provisions of the Buy America Act (49 U.S.C. 53230)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of nondomestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT) (applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING (applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of/Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING (applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., “grassroots”) lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION (applies to subrecipients as well as States)

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency’s determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29 . You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared

ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled “Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion–Lower Tier Covered Transaction,” provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred–suspended, ineligible, or voluntarily excluded from the covered transaction, unless it shows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters–Primary Covered Transactions

- (1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
 - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
 - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
 - (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
 - (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
- (2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Pmi 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Pmi 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled “Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion — Lower Tier Covered Transaction,” without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion —Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

SECTION 402 REQUIREMENTS

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E)) The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- Participation in the National high-visibility law enforcement mobilizations;
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 4020))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that failure to comply with applicable Federal statutes and regulations may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.



6/30/2014

Mark Gottlieb

Date

Printed name of Governor's Representative for Highway Safety

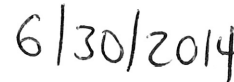
APPENDIX D TO PART 1200 CERTIFICATIONS AND ASSURANCES FOR NATIONAL PRIORITY SAFETY PROGRAM GRANTS (23 U.S.C. 405)

State: Wisconsin Fiscal Year: 2015

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements, including applicable Federal statutes and regulations that are in effect during the grant period.

In my capacity as the Governors Representative for Highway Safety, I:

- certify that, to the best of my personal knowledge, the information submitted to the National Highway Traffic Safety Administration in support of the State's application for Section 405 grants below is accurate and complete.
- understand that incorrect, incomplete, or untimely information submitted in support of the State's application may result in the denial of an award under Section 405.
- agree that, as condition of the grant, the State will use these grant funds in accordance with the specific requirements of Section 405(b), (c), (d), (e), (f) and (g), as applicable.
- agree that, as a condition of the grant, the State will comply with all applicable laws and regulations and financial and programmatic requirements for Federal grants.



Signature Governor's Representative for Highway Safety Date

Date

Mark Gottlieb

Printed name of Governor's Representative for Highway Safety

Instructions: Check the box for each part for which the State is applying for a grant, fill in relevant blanks, and identify the attachment number or page numbers where the requested information appears in the HSP. Attachments may be submitted electronically.

✓ Part 1: Occupant Protection (23 CFR 1200.21)

All States:

[Fill in all blanks below.]

- The State will maintain its aggregate expenditures from all State and local sources for occupant protection programs at or above the average level of such expenditures in fiscal years 2010 and 2011. (23 U.S.C. 405(a)(l)(H))
- The State will participate in the Click it or Ticket national mobilization in the fiscal year of the grant. The description of the State's planned participation is provided as HSP attachment or page: HSP page 13
- The State's occupant protection plan for the upcoming fiscal year is provided as HSP attachment or page: HSP page 12-16
- Documentation of the State's active network of child restraint inspection stations is provided as HSP attachment or page Appendix OP-4
- The State's plan for child passenger safety technicians is provided as HSP attachment or page: Appendix OP-3

Lower Seat belt Use States:

[Check at least 3 boxes below and fill in all blanks under those checked boxes.]

The State's **primary seat belt** use law, requiring primary enforcement of the State's occupant protection laws, was enacted on 6/29/2009 and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant. **Legal citation(s):** Section 347.48, Wis. Stat.

The State's **occupant protection law**, requiring occupants to be secured in a seat belt or age appropriate child restraint while in a passenger motor vehicle and a minimum fine of \$25, was enacted on and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Requirement for all occupants to be secured in seat belt or age appropriate child restraint:
- Coverage _of all passenger motor vehicles:
- Minimum fine of at least \$25:
- Exemptions from restraint requirements:
 - X The State's **seat belt enforcement plan** is provided as HSP attachment or page # HSP pages 13-15
 - X The State's **high risk population** countermeasure program is provided as HSP attachment or page # OP-2 HSP page 12
 - o The State's comprehensive **occupant protection program** is provided as HSP attachment # _____
 - o The State's occupant protection program assessment:
[Check one box below and fill in any blanks under that checked box.]
 - o The State's NHTSA-facilitated occupant protection program assessment was conducted on _____

OR

- o The State agrees to conduct a NHTSA-facilitated occupant protection program assessment by September 1 of the fiscal year of the grant. (This option is available only for fiscal year 2013 grants.)

✓ **Part 2: State Traffic Safety Information System Improvements (23 CFR 1200.22)**

- The State will maintain its aggregate expenditures from all State and local sources for traffic safety information system programs at or above the average level of such expenditures in fiscal years 2010 and 2011.

[Fill in at least one blank for each bullet below.]

- A copy of *[check one box only]* the TRCC charter or the statute legally mandating a State TRCC is provided as HSP attachment # TR-2 or submitted electronically through the TRIPRS database on ____.
- A copy of TRCC meeting schedule for 12 months following application due date and all reports and other documents promulgated by the TRCC during the 12 months preceding the application due date is provided as HSP attachment # HSP page 30 and TR-4 or submitted electronically through the TRIPRS database on ____.
- A list of the TRCC membership and the organization and function they represent is provided as HSP attachment # TR-1 or submitted electronically through the TRIPRS database on ____.

The name and title of the State's Traffic Records Coordinator is Larry Corsi.

- A copy of the State Strategic Plan, including any updates, is provided as HSP attachment # TR-2 or submitted electronically through the TRIPRS database on ____.

[Check one box below and fill in any blanks under that checked box.]

The following pages in the State's Strategic Plan provides a written description of the performance measures, and all supporting data, that the State is relying on to demonstrate achievement of the quantitative improvement in the preceding 12 months of the application due date in relation to one or more of the significant data program attributes: pages: TR-2 pages 48-51

OR

If not detailed in the State's Strategic Plan, the written description is provided as HSP attachment# ____.

The State's most recent assessment or update of its highway safety data and traffic records system was completed on 5/10/2010

✓ **Part 3: Impaired Driving Countermeasures (23 CFR 1200.23)**

All States:

- The State will maintain its aggregate expenditures from all State and local sources for impaired driving programs at or above the average level of such expenditures in fiscal years 2010 and 2011.
- The State will use the funds awarded under 23 U.S.C. 405(d) only for the implementation of programs as provided in 23 CFR 1200.23(i) in the fiscal year of the grant.

Mid-Range State:

[Check one box below and fill in any blanks under that checked box.]

- The statewide impaired driving plan approved by a statewide impaired driving task force was issued on 9/1/2013 and is provided as HSP attachment # HSP page 20

OR

For the first year of the grant as a mid-range State, the State agrees to convene a statewide impaired driving task force to develop a statewide impaired driving plan and submit a copy of the plan to NHTSA by September 1 of the fiscal year of the grant.

- A copy of information describing the statewide impaired driving task force is provided as HSP attachment #

High-Range State:

[Check one box below and fill in any blanks under that checked box.]

A NHTSA-facilitated assessment of the State's impaired driving program was conducted on

OR

For the first year of the grant as a high-range State, the State agrees to conduct a NHTSA-facilitated assessment by September 1 of the fiscal year of the grant;

[Check one box below and fill in any blanks under that checked box.]

For the first year of the grant as a high-range State, the State agrees to convene a statewide impaired driving task force to develop a statewide impaired driving plan addressing recommendations from the assessment and submit the plan to NHTSA for review and approval by September 1 of the fiscal year of the grant;

OR

For subsequent years of the grant as a high-range State, the statewide impaired driving plan developed or updated on is provided as HSP attachment #

- A copy of the information describing the statewide impaired driving task force is provided as HSP attachment #

Ignition Interlock Law: [Fill in all blanks below.]

- The State's ignition interlock law was enacted on and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant. Legal citation(s): _____.

Part 4: Distracted Driving (23 CFR 1200.24)

[Fill in all blanks below.]

Prohibition on Texting While Driving

The State's texting ban statute, prohibiting texting while driving, a minimum fine of at least \$25, and increased fines for repeat offenses, was enacted on and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Prohibition on texting while driving:
- Definition of covered wireless communication devices:
- Minimum fine of at least \$25 for first offense:
- Increased fines for repeat offenses:
- Exemptions from texting ban:

Prohibition on Youth Cell Phone Use While Driving

The State's youth cell phone use statute, prohibiting youth cell phone use while driving, driver license testing of distracted driving issues, a minimum fine of at least 25, increased fines for repeat offenses, was enacted on and last amended on _____, is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- Prohibition on youth cell phone use while driving:
- Driver license testing of distracted driving issues:
- Minimum fine of at least 25 for first offense:
- Increased fines for repeat offenses:
- Exemptions from youth cell phone use ban:

✓ **Part 5: Motorcyclist Safety (23 CFR 1200.25) [Check at least 2 boxes below and fill in any blanks under those checked boxes.]**

X Motorcycle riding training course:

- Copy of official State document (e.g., law, regulation, binding policy directive, letter from the Governor) identifying the designated State authority over motorcyclist safety issues is provided as HSP attachment # MC-1
- Document(s) showing the designated State authority approved the training curriculum that includes instruction in crash avoidance and other safety-oriented operational skills for both in-class and on-the-motorcycle is provided as HSP attachment # MC-2
- Document(s) regarding locations of the motorcycle rider training course being offered in the State is provided as HSP attachment # MC-3
- Document(s) showing that certified motorcycle rider training instructors teach the motorcycle riding training course is provided as HSP attachment # MC-2
- Description of the quality control procedures to assess motorcycle rider training courses and instructor training courses and actions taken to improve courses is provided as HSP attachment # MC-4

X Motorcyclist awareness program:

- Copy of official State document (e.g., law, regulation, binding policy directive, letter from the Governor) identifying the designated State authority over motorcyclist safety issues is provided as HSP attachment # MC-1
- Letter from the Governor's Representative for Highway Safety stating that the motorcyclist awareness program is developed by or in coordination with the designated State authority is provided as HSP attachment # MC-5
- Data used to identify and prioritize the State's motorcyclist safety program areas is provided as HSP attachment or page # MC-6 and MC-6a
- Description of how the State achieved collaboration among agencies and organizations regarding motorcycle safety issues is provided as HSP attachment or page # MC-7
- Copy of the State strategic communications plan is provided as HSP attachment # MC-7

Reduction of fatalities and crashes involving motorcycles:

- Data showing the total number of motor vehicle crashes involving motorcycles is provided as HSP attachment or page # _____.

- Description of the State's methods for collecting and analyzing data is provided as HSP attachment or page #

Impaired driving program:

- Data used to identify and prioritize the State's impaired driving and impaired motorcycle operation problem areas is provided as HSP attachment or page #
- Detailed description of the State's impaired driving program is provided as HSP attachment or page #
- The State law or regulation that defines impairment. Legal citation(s):

Reduction of fatalities and accidents involving impaired motorcyclists:

- Data showing the total number of reported crashes involving alcohol-impaired and drug-impaired motorcycle operators is provided as HSP attachment or page #
- Description of the State's methods for collecting and analyzing data is provided as HSP attachment or page #
- The State law or regulation that defines impairment. Legal citation(s):

Use of fees collected from motorcyclists for motorcycle programs: [Check one box below and fill in any blanks under the checked box.]

Applying as a Law State

- The State law or regulation that requires all fees collected the State from motorcyclists for the purpose of funding motorcycle training and safety programs to be used for motorcycle training and safety programs. Legal citation(s):

AND

- The State's law appropriating funds for FY ___ that requires all fees collected the State from motorcyclists for the purpose of funding motorcycle training and safety programs spent on motorcycle training and safety programs. Legal citation(s):

Applying as a Data State

- Data and or documentation from official State records from the previous fiscal year showing that all fees collected the State from motorcyclists for the purpose of funding motorcycle training and safety programs were used for motorcycle training and safety programs is provided as HSP attachment #

Part 6: State Graduated Driver Licensing Laws (23 CFR 1200.26)

[Fill in all applicable blanks below.]

The State's graduated driver licensing statute, requiring both a learner's permit stage and intermediate stage prior to receiving a full driver's license, was enacted on and last amended on, is in effect, and will be enforced during the fiscal year of the grant.

Learner's Permit Stage requires testing and education, driving restrictions, minimum duration, and application to novice drivers younger than 21 years of age.

Legal citations:

- Testing and education requirements:
- Driving restrictions:
- Minimum duration:
- Application to novice drivers younger than 21 years of age:
- Exemptions from graduated driver licensing law:

Intermediate Stage requires driving restrictions, minimum duration, and application to any driver who has completed the learner's permit stage and who is younger than 18 years of age.

Legal citations:

- Driving restrictions:
- Minimum duration:
- Application to an driver who has completed the learner's permit stage and is younger than 18 years of age:
- Exemptions from graduated driver licensing law:

Additional Requirements During Both Learner's Permit and Intermediate Stages

- Prohibition enforced as a primary offense on use of a cellular telephone or any communications device the driverwhile driving, except in case of emergency. Legal citation(s):
- Requirement that the driver who possesses a learner's permit or intermediate license remain conviction-free for a period of not less than six consecutive months immediately prior to the expiration of that stage. Legal citation(s):

License Distinguishability

(Check one box below and fill in any blanks under that checked box.)

Requirement that the State learner's permit, intermediate license, and full driver's license are visually distinguishable. Legal citation(s):

OR

Sample permits and licenses containing visual features that would enable a law enforcement officer to distinguish between the State learner's permit, intermediate license, and full driver's license, are provided as HSP attachment # _____

OR

Description of the State's system that enables law enforcement officers in the State during traffic stops to distinguish between the State learner's permit, intermediate license, and full driver's license, are provided as HSP attachment

STATE OF WISCONSIN
FFY 2015

Highway Safety Plan



STATE OF WISCONSIN FFY
2015

Highway Safety Plan

Scott Walker

GOVERNOR OF WISCONSIN

Mark Gottlieb, P.E.

SECRETARY OF WISCONSIN DOT
GOVERNOR'S REPRESENTATIVE FOR HIGHWAY SAFETY

David Pabst

HIGHWAY SAFETY COORDINATOR

