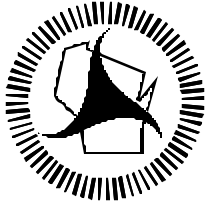


State of Wisconsin Highway Safety Program

2006 Annual Report





Wisconsin Department of Transportation

www.dot.wisconsin.gov

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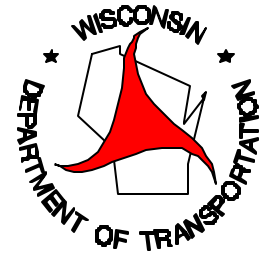
December 29, 2006

I am pleased to present the Wisconsin's Annual Report of federal fiscal year 2006 Highway Safety Program Activities.

Each section of this 2006 Annual Report describes a priority safety program, and includes information about the state's progress toward achieving long-term goals and short term objectives. The report describes strategies selected and activities funded with Highway Safety dollars. It also describes activities undertaken by our safety partners as well as legislative changes that support safety program goals.

Sincerely,

Major Daniel W. Lonsdorf, Director
Bureau of Transportation Safety



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

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

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

Funds

More than \$16 million of federal Highway Safety formula grant, incentive grant and penalty transfer funds were programmed during 2006. These include:

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

Wisconsin is the designated state agency for managing nearly \$685,000 USDOJ Office of Juvenile Justice Delinquency Prevention Program Enforcing Underage Drinking funds.

The Highway Safety Office also administers more than \$2 million in State of Wisconsin funds for required administrative match, transportation safety planning and policy analysis, pedestrian and bicycle safety, the Safe Rides, Pretrial Intensive Supervision and the State Motorcycle Rider Education programs.

2005 Fund Summary									
Fund	402	410	410-K8	157OP	2003b	2010	405	408	163
Planned	\$6,488,000	\$1,075,000	\$0	\$858,000	\$120,000	\$0	\$0	\$0	\$2,500,00
Obligated	\$6,601,168	\$1,085,792	\$2,141,502	\$934,436	\$156,901	\$120,353	\$661,518	\$786,135	\$2,037,28
Expended	\$3,432,475	\$558,668	\$0	\$752,051	\$152,679	\$0	\$0	\$0	\$997,316

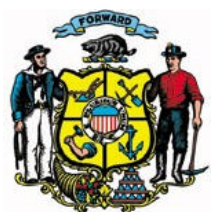
Goals and Performance Measures

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

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

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

NOTE: *Final 2005 crash data are used in this report because it is due before CY2006 data reflecting 2006 HSP funded activity will be available (in April of 2007).*



FFY 2006 Fiscal Detail

As of December 2006

Fund	Program	Description	Fed Obligated	Fed Expended	%Total	% Spent	Match	% Match	Tot Program	Local Ben	% Loc Ben
402	01-PA	Planning & Admin	335,000	253,476	5.1%	75.7%	336,000	132.6%	589,476	63,369	25.0%
	02-OP	Occupant Protection	1,070,000	754,405	16.2%	70.5%	292,218	38.7%	1,046,623	277,602	36.8%
	02-PM	Paid Media	400,000	215,635	6.1%	53.9%	50,000	23.2%	265,635	107,817	50.0%
	03-AL	Alcohol/Other Drugs	1,290,000	640,709	19.5%	49.7%	129,531	20.2%	770,240	455,398	71.1%
	04-PT	Police Traffic Services	1,005,000	655,784	15.2%	65.3%	262,616	40.0%	918,400	588,532	89.7%
	05-TR	Traffic Records	633,168	268,419	9.6%	42.4%	314,400	117.1%	582,819	136,304	50.8%
	06-EM	Injury Control - EMS	200,000	11,647	3.0%	5.8%	22,166	190.3%	33,813	10,990	94.4%
	07-MC	Motorcycle Safety	345,000	102,932	5.2%	29.8%	50,582	49.1%	153,514	62,545	60.8%
	09-PS	Pedestrian/Bicycle	260,000	131,090	3.9%	50.4%	76,027	58.0%	207,117	105,847	80.7%
10-CP	Corridor/Community	1,063,000	456,576	16.1%	43.0%	270,386	59.2%	726,962	197,476	43.3%	
Totals	402	State/Community	6,601,168	3,490,675	100.0%	52.9%	1,803,926	51.7%	5,294,601	2,005,880	111.2%
405	K2	OP SAFETEA-LU (4050)	661,518	0	0.0%	0.0%	0	0.0%	661,518	0	0.0%
408	K9	Data Improvements (408)	786,135	0	0.0%	0.0%	0	0.0%	786,135	0	0.0%
410	41-J8	Alcohol TEA-21	1,085,792	561,230	33.6%	51.7%	4,360,793	777.0%	4,922,023	260,561	46.4%
	41-K8	Alcohol SAFETEA-LU	2,141,502	0	66.4%	0.0%	0	0.0%	2,141,502	0	0.0%
Totals	410	Alcohol (410)	3,227,294	561,230	100.0%	17.4%	4,360,793	777.0%	7,063,525	260,561	46.4%
2010	K6	Motorcycle Safety Ed 2010	120,353	0	0.0%	0.0%	0	0.0%	120,353	0	0.0%
2003(b)	J3	Child Passenger Safety 2003	156,901	152,679	100.0%	97.3%	98,836	64.7%	251,515	53,495	35.0%
157 Incent	157OP	Occupant Protection-157	243,537	22,051	100.0%	9.1%	50,000	226.7%	72,051	3,827	17.4%
	157PM	OP Paid Media -157	680,000	730,000	0.0%	107.4%	800,000	0.0%	1,530,000	0	0.0%
Totals	157	OP Incentive	923,537	752,051	100.0%	81.4%	850,000	113.0%	1,602,051	3,827	0.5%
TOTAL	USDOT	ALL GTS PROGRAMS	12,476,905	4,956,635		39.7%	7,113,555	143.5%	15,779,698	2,323,763	46.9%
Demo	403	CODES Data Network	90,961	90,959		100.0%	0		90,959	14,000	15.4%
Demo	403	GDL Demonstration	310,020	105,963		34.2%	0		105,963	1,400	1.3%
HN10	163	0.08 Incentive (163)	3,152,140	997,316		31.6%	254,108	25.5%	1,251,424	332,507	33.3%
TOTAL	USDOT	Non GTS PROGRAMS	3,553,121	1,194,238		33.6%	254,108	21.3%	1,448,346	347,907	29.1%
USDOJ	OJJD	Youth Alcohol Programs	685,000	314,452		45.9%	236,630	75.3%	551,083	114,344	36.4%
State	MREP	Motorcycle Rider Program	654,000	654,000		100.0%	0		654,000	640,000	97.9%
State	463	Pedestrian/Bicycle Safety	94,000	94,000		100.0%	0		94,000	20,000	21.3%
State	568	Alcohol Pre-Trial Supervisor	779,400	710,292		91.1%	0		710,292	710,292	100.0%
State	531	Safe Ride Home	469,191	0		0.0%	0		0	0	#DIV/0!
TOTAL		OTHER FUNDS	2,681,591	1,772,744		66.1%	236,630		2,009,375	824,636	46.5%
GRAND TOTAL		ALL FUNDS	18,711,617.32	7,923,617.45			7,604,293.52		19,237,418.97	3,496,305.75	

INJURY PREVENTION -- OCCUPANT PROTECTION PROGRAM PLAN

Program Goal Encourage consistent seat belt use and correct child passenger safety equipment use for all occupants of motor vehicles on Wisconsin roadways.

Program Goal Increase statewide average seat belt use 76% by 2006, 81% by 2008 and 83% by 2010.

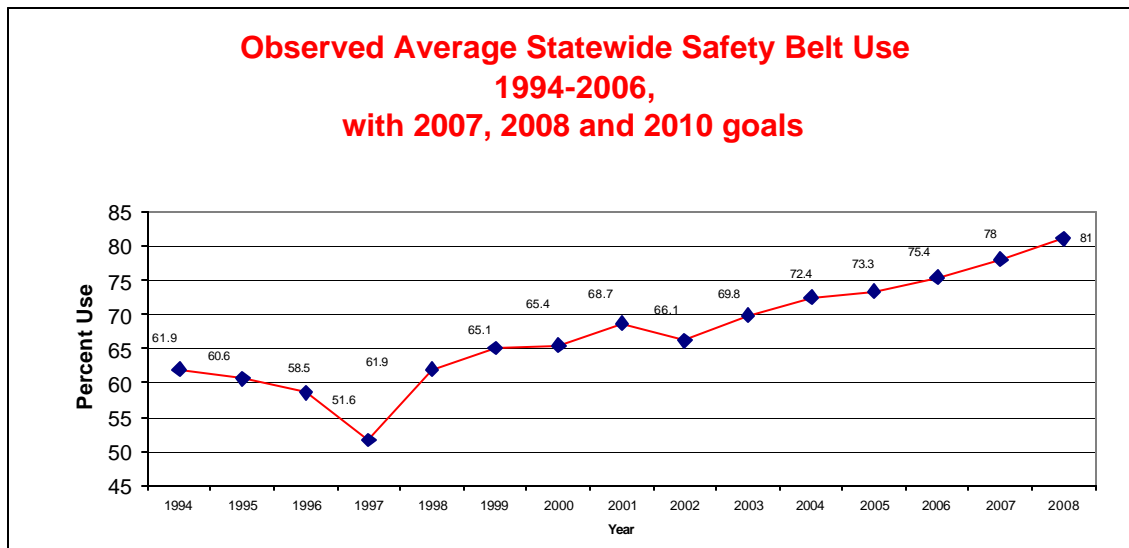
Status: The mid-2006 statewide seat belt usage rate was 75.4%, slightly lower than the targeted percentage rate. Through the efforts of the past two years, Wisconsin has experienced a more even usage rate across the state, eliminating “pocket” areas of usage rates far below the statewide average.

PROGRAM FUNDS

Fund	HSP	Programmed	Expended
402	\$880,000	\$1,070,000	\$ 829,383
402PM	\$250,000	\$ 250,000	\$ 216,749
2003b	\$150,000	\$ 156,901	\$ 161,436
157OP	\$428,800	\$ 28,000	\$ 22,051
157PM	\$280,000	\$ 280,000	\$ 280,000
IN2	\$55,572	\$0	\$ 0
IN5	\$20,000	\$0	\$ 0

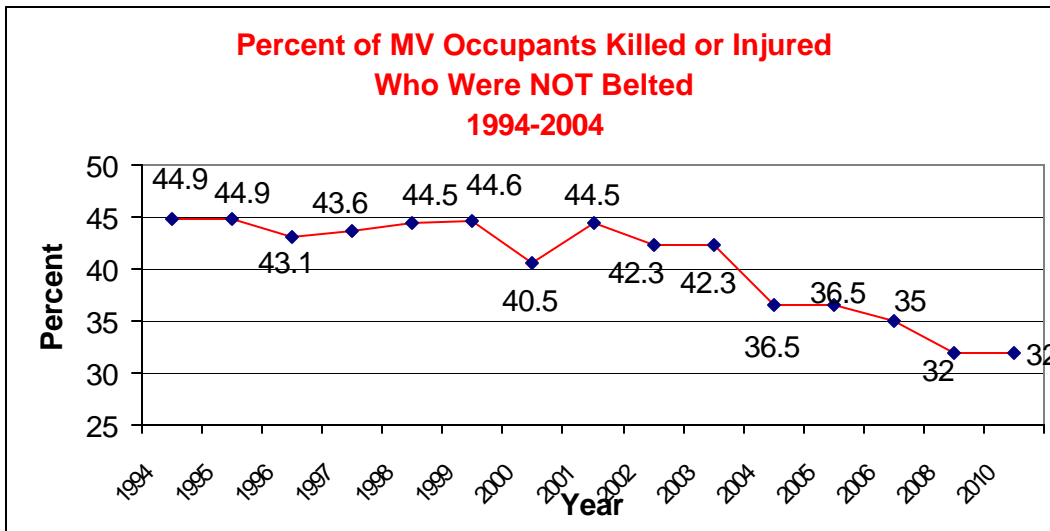
Objective 1: Observed statewide average belt use and child safety seat use will increase to 76% in 2006.

2000 baseline: 65.4%
 2004 status: 72.4%
 2006 Status: 75.4%



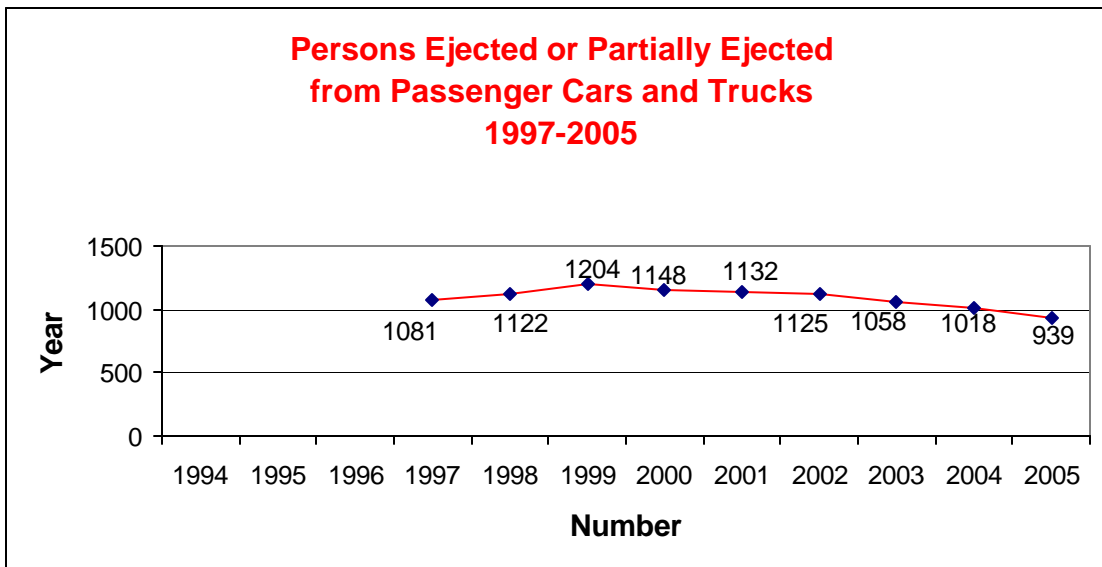
Objective 2: Percent of killed or A-injured vehicle occupants who were not belted will decrease to 34% in 2006.

2000 baseline: 40.5%
2004 status: 43.5%
2005 status: 41.1%



Objective 3: Number of persons ejected or partially ejected from passenger vehicles will decrease to 980 in 2006.

2000 baseline: 1,148
2004 status: 1,018
2005 status: 939



Objective 4: Number of students certified in the correct installation of child safety seats will increase by 75 in 2006.

2002 baseline: 210
2005 status: 593

In 2006, 12 training sessions were held for a total of 174 new students to be trained as technicians.

Number of new fitting stations established and follow-up on their activities will increase by 10 in 2006.

2002 baseline: 8
2005 status: 18

PROGRAM ACTIVITIES

Program Management

Budget: \$ 5,000 (402) Expended: \$ 0

Planned Activities: Coordinate, plan and manage the state occupant protection program. Continue to work with and expand the agencies, organizations, and non-profit programs interested in occupant protection and child passenger safety education and training.

Accomplishment: While no specific funds were expended, activities were in place to expand the outreach to communities and business groups supporting occupant protection issues. Each Regional Program Manager was assigned the task of developing new partnerships to support occupant protection. All grantees were requested to work together with community groups to develop and implement joint earned media activities to support Wisconsin's Click it or Ticket enforcement efforts.

Education

Public Information and Education Development & Distribution

Budget: \$150,000 Expended: \$162,634

Planned Activities:

- Work with partners (WI Child Passenger Safety Association, WI Highway Safety Coordinators Association) to assure information is up to date and meeting our needs
- Revise and update all critical information, including adding Spanish versions as appropriate
- Target information to the correct audiences
- Create state-specific belt media using CIOT message.
- Put information on website to reduce production costs
- Continue working with NHTSA on Graduated Driver License Demonstration Grant and incorporate findings into information campaigns.

Accomplishment: A new Wisconsin CIOT 0:60 message created and aired during the national CIOT enforcement effort. Messages for all paid media included Spanish versions and closed captioning. Information regarding safety belts is posted on the DOT website. The Graduated Driver License

Demonstration grant entered its second phase. New informational messages were created and distributed to the schools and community.

Public Information and Education Paid Media

Budget: \$530,000

Expended: \$496,749

Planned Activity: Plan and contract for Paid Media for Click-It Or Ticket Mobilization and November Rural Safety Belt Use campaign.

Accomplishment: Staples Marketing was contracted to complete a strong media buy plan and subsequent media buy for the Great Lakes Region Rural Initiative and national CIOT message campaigns. Wisconsin Broadcasters were contracted to air rural media messages during the November Rural campaign.

Enforcement

Budget: \$495,000

Expended: \$672,447

Planned Activity:

- Plan statewide participation, encourage voluntary participation and provide overtime funding for the Memorial Day Click It Or Ticket enforcement campaign.
- Support Law Enforcement Liaison outreach to local enforcement agencies to encourage participation in mobilizations and other safety activities.

Accomplishment: Wisconsin expanded the rural initiative to include more incentive-based volunteer law enforcement agencies. More funding was made available for equipment grants to non-funded agencies realizing a 25% increase in non-funded agency involvement over the previous year. Rural enforcement activities commenced on May 7 and continued through June 4, 2006. A second objective was to increase the rural enforcement effort in the northwest area of Wisconsin. The Wisconsin State Patrol was contracted to conduct law enforcement efforts from May 7-21, 2006, in 14 rural counties in northwest Wisconsin. Lastly, in support of the national CIOT mobilization period, enforcement efforts were conducted in all 72 Counties of Wisconsin, including the Menominee Nation Tribal Police, the Wisconsin State Patrol, the local sheriff's departments and many municipal law enforcement agencies. Because of these combined efforts, Wisconsin experienced its highest seat belt usage rate of 75.4%.

Evaluation

Budget: \$250,000

Expenditures: \$ 246,846

Planned Activity: Contract for CIOT Mobilization pre/post observation and attitude surveys and evaluation. \$175,000 Observation, \$50,000 Opinion, \$25,000 analysis

Accomplishment: UW-Whitewater was contracted to perform safety belt observational studies in 480 pre-selected sites throughout Wisconsin. The process included a baseline, mid-term and final observational study. Wisconsin realized the greatest increase in seat belt usage rates of the six-state NHTSA region

Empowerment

Community Activities

Budget: \$428,000

Expenditures: \$ 22,051

Planned Activity:

- Develop and support Minority/Diverse Community OP Programs in targeted communities with high minority populations and documented problems
- Convincer Support

Accomplishment: In September, a meeting was held with a community leader in the Milwaukee area to brainstorm ideas for enhancing the seatbelt messaging within the community. A preliminary plan was developed to create and implement a seat belt campaign to be used in the urban community of Milwaukee to increase seatbelt use by minorities. The "Rollover Convincer" was used to inform the public of the physical mechanics involved in rollover motor vehicle crashes with unrestrained occupants. There were 29 safety demonstrations presented to a total of 5,250 observers. Audiences included high-school aged children, teachers and members of the general public.

Child Passenger Safety

Budget: \$150,000

Expenditures: \$ 156,679

Planned Activity:

- Contract for CPS Outreach and Education
- Support and Administer CPS Training
- Grants for New CPS Fitting Stations

Accomplishment: Funding was provided for WINS to manage toll free telephone number, fitting station grants and child passenger training sessions. A total of 4,088 telephone inquiries were answered as a result of the toll-free number support, 12 Child Passenger training sessions were held for a total of 174 new child passenger safety technicians. In addition, 14 technicians received special needs training and 22 technicians participated in renewal courses. Child passenger safety materials were updated and reprinted for 9 Rest Areas and 10 Welcome Centers in Wisconsin. Funded three additional child passenger safety seat fitting stations.

LEGISLATION

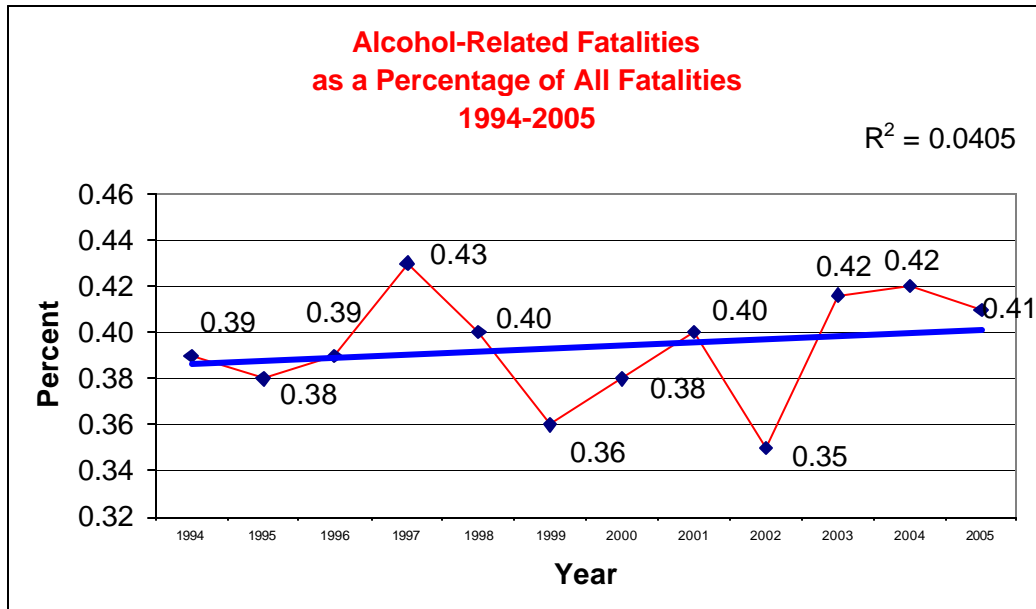
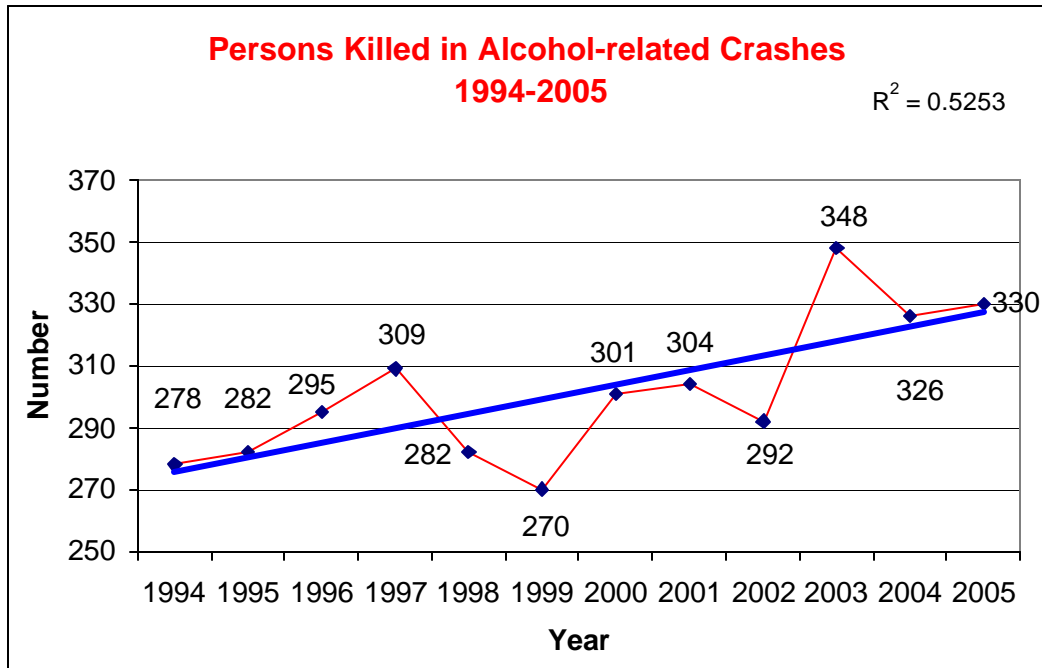
Wisconsin's Booster Seat Bill was passed into law on June 1, 2006.

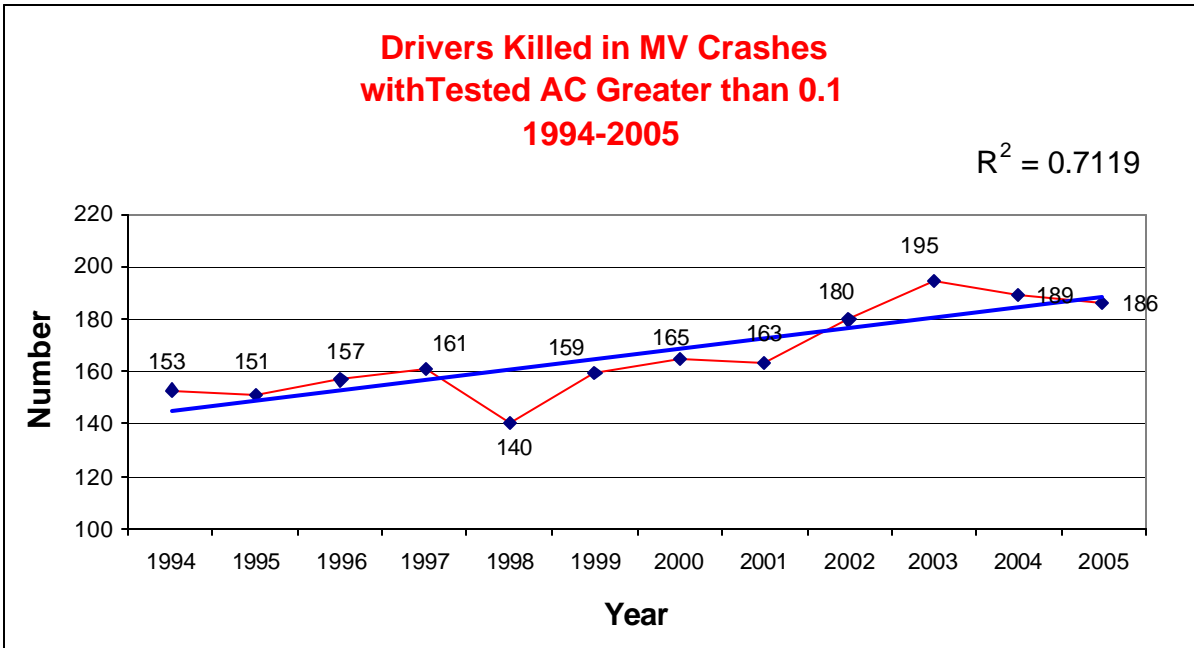
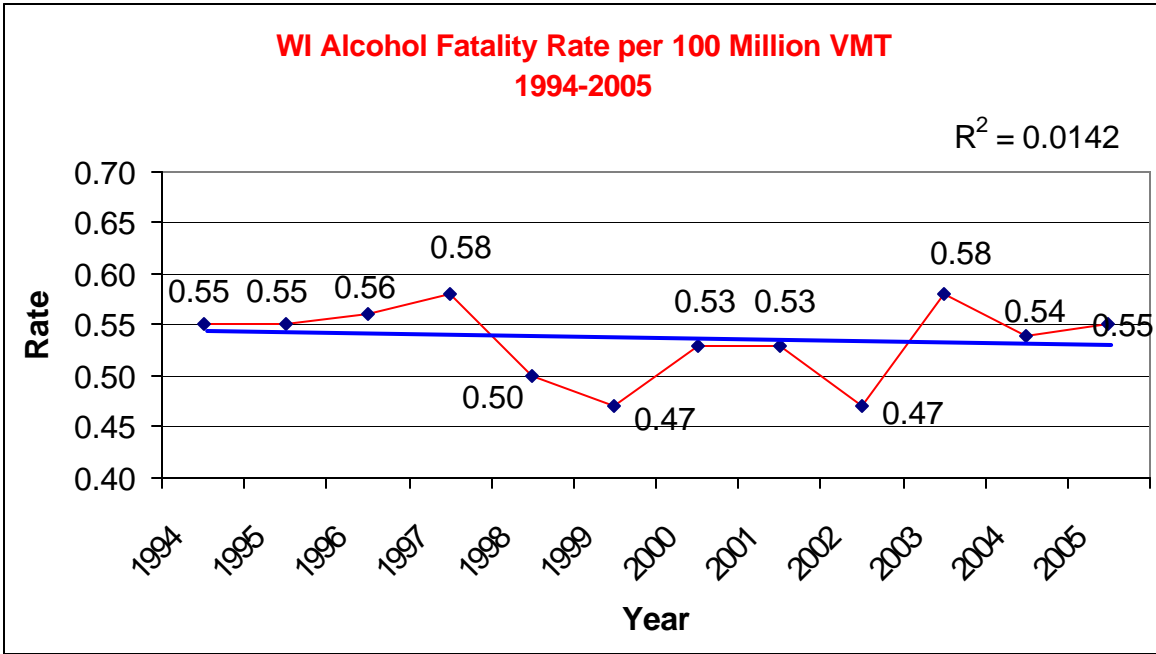
IMPAIRED DRIVING PROGRAM

PROGRAM GOAL: Decrease the number of deaths resulting from alcohol and drug related motor vehicle crashes to 300 deaths by 2008.

2000 Baseline: 301 AOD Deaths

2005 Status: 330 AOD Deaths





PROGRAM FUNDS

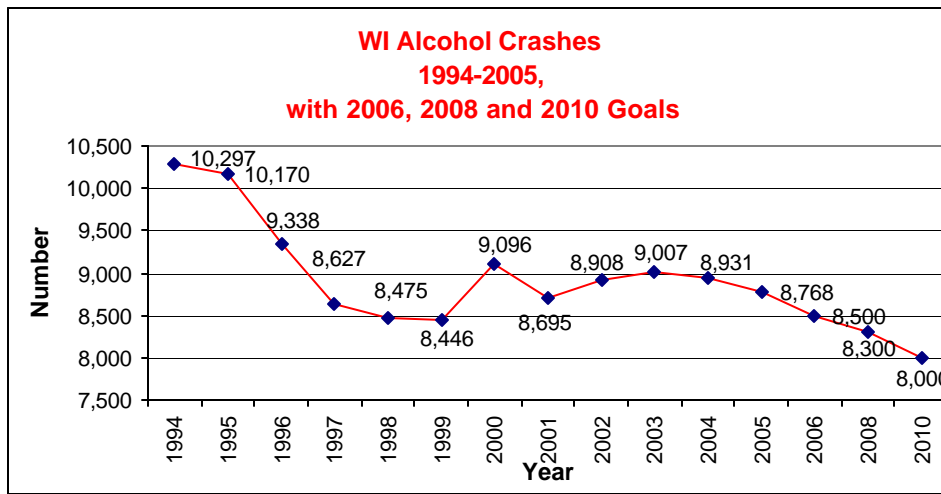
Fund	HSP	Programmed	Expended
402	\$ 775,000	\$1,070,000	\$640,708
402PM	\$ 0	\$0	\$0
410	\$1,305,800	\$1,290,000	\$542,570
163	\$1,450,000	\$1,080,000	\$ 29,466

163PM	\$ 200,000	\$ 200,000	\$ 95,385
157PM	\$ 450,000	\$ 450,000	\$450,000
State	\$ 779,400	\$ 779,400	\$710,292
State	\$ 170,097	\$ 0	\$ 43,633

OBJECTIVES

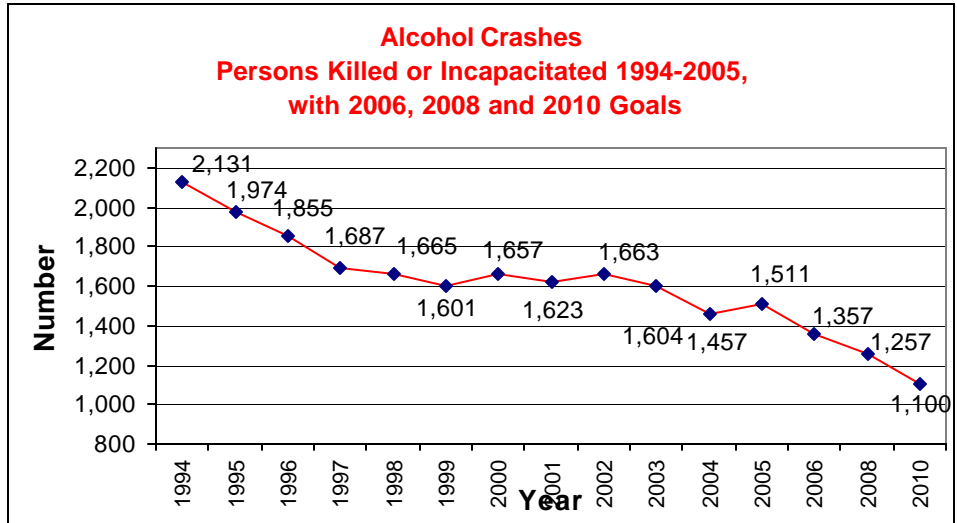
Objective 1: Alcohol- and drug-related motor vehicle crashes will decrease to 8,750 in 2006 and 8,600 in 2008.

2000 Baseline	9,096 AOD Crashes
2004 Status	8,931 AOD Crashes
2005 Status	8,768 AOD Crashes



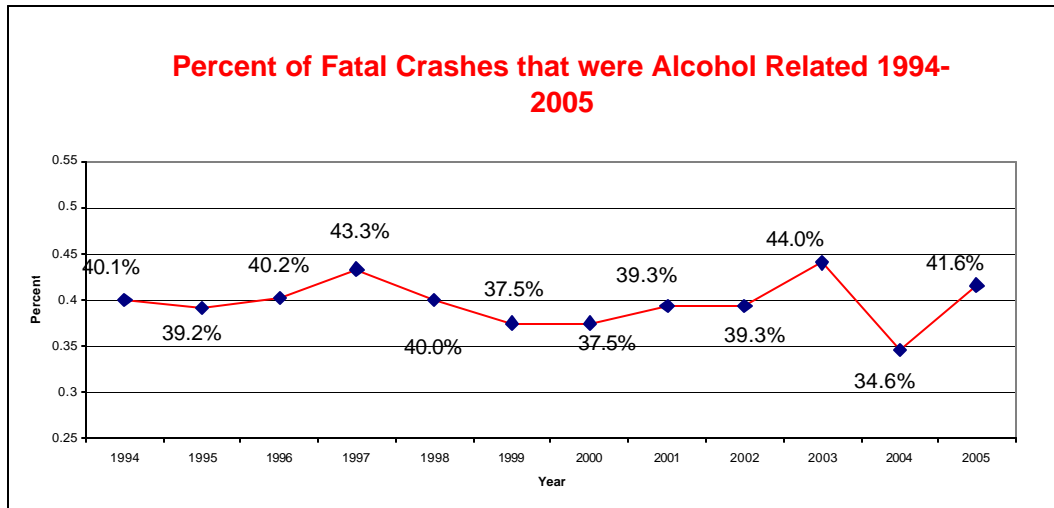
Objective 2: Resulting deaths and incapacitating injuries will decrease to 1,357 in 2006 and 1,257 in 2008.

2000 Baseline	1,657 AOD Crash deaths and incapacitating injuries
2004 Status	1,457 AOD Crash deaths and incapacitating injuries
2005 Status	1,511 AOD Crash deaths and incapacitating injuries



Objective 3: The proportion of all fatal crashes that are alcohol or drug related will decrease to 35% of all crashes in 2006 and 30% in 2008.

2000 Baseline	38% of all fatal crashes are AOD-related
2004 Status	42% of all fatal crashes are AOD-related
2005 Status	43% of all fatal crashes are AOD-related



PROGRAM ACTIVITIES

Program Management

Budget: \$232,000

Expenditures: \$151,078 (402)

Planned Activities:

- Alcohol and Youth Alcohol Program Managers coordinate, plan and manage the state impaired driving programs with assistance of 0.5 FTE state support. Wage and fringe, DP costs, M&S, training and travel, printing, postage.

- Alcohol Program Advisory Committee -- travel, meals and lodging.
- SFST Advisory Committee – travel, meals and lodging.
- Drug Recognition Expert (DRE) Program oversight and instruction. Consultant fee, travel materials and DP equipment and materials for trained former enforcement officer.
- Expand interaction with agencies, organizations, and non-profit programs interested in impaired driving activities and efforts. Enhance the identity of BOTS as the voice of change. Encourage state and local input into the HSP development process.

Accomplishments:

- Two federally funded positions manage the Alcohol and Youth Alcohol Programs include grants, program design and development, problem solving and relationship building.
- Alcohol managers are on multi-agency and STATE AOD, youth prevention/health promotion committees.
- The SFST Committee focused on the transition from BOTS to DOJ including the standardized 520-hour curriculum.
- The DRE program has a tracking website to report state evaluation, in-service training and completed five training sessions for pre-school, school and three phases of certification.

Education - Public Information and Education

Budget: \$290,000

Expenditures: \$74,539 (410)

Planned Activities:

- Develop statewide public information and education campaign to reduce OWI injuries and fatalities based on NHTSA new slogan. Contractual services for product and placement, printing and postage. Working with partners, revise and update all information, identify needs, target information to the correct audiences, including adding Spanish versions of some of the information and put information on website to reduce production costs. Develop and disseminate “Best Practices” information.
- Create state-specific media using *Over the Limit. Under Arrest.* message
- OWI Summit
- In partnership with the UW Resource Center and MADD, host a summit of law enforcement personnel, prosecutors and judges to explore enforcement strategies and challenges of battling impaired driving in Wisconsin.
- Intervention Outreach
In partnership with medical leaders, directors of large HMOs and other health community office, print and distribute a poster encouraging the public to speak with physicians about drinking issues, and educate medical staff in Emergency and Urgent Care centers about the benefits of alcohol screening.

Accomplishments:

- Participated in national campaign was using new slogan *Drunk Driving. Over the Limit. Under Arrest*. A Spanish version was put on the web site.
- Wisconsin campaign conducted August 16 - September 4 resulting in 38 participating funded agencies. A total of 547 officers were deployed writing 1343 citations and 1201 warnings with an average of 38 minutes per stop. There were 340 OWI arrests.
- Unfunded agencies for *Drunk Driving. Over the Limit. Under Arrest* Crackdown included 98 agencies reporting with 9,816 hours of enforcement with 7,519 traffic stops and 8,552 citations and written warnings. From those stops there were 353 OWI arrests and 2,201 speeding tickets issued.
- OWI Summit held in Wisconsin Dells in September attended by over 100 attorneys, including district attorneys, judges, elected officials, law enforcement officers and traffic safety experts.
- UW Law School conducted Traffic and Impaired Driving Law Program with 160 people attending for 13.5 CLU credits.
- Regional Impaired Driving and Legal Update sessions for law enforcement and prosecutors for 8.0 CLE credits with 598 attending fifteen events.

Education - Paid Media

Budget \$550,000 Expenditures: \$215,711 (402PM)
 \$ 95,385 (163 PM)
 \$450,000 (157PM)

Planned Activity: Plan and contract for Paid Media for the national *Drunk Driving. Over the Limit. Under Arrest. Crackdown.*

Accomplishments:

- Aired the national “*Drunk Driving. Over the Limit. Under Arrest.*” radio and TV ads during the Crackdown.
- Completed a 60 second and 30 second ads, and one live mention during each of the 12 regular season Badger football statewide radio broadcasts, one 30 second ad during thirteen 2006 Badger Sports Talk radio shows, and one electronic text message on the video matrix board at each of the seven home Badger football games.
- Conducted one press conference, 46 TV news stories, 130 radio new stories and 124 print news stories.

Education – Training

Budget: \$453,000 Expenditures: \$437,713 (410)
 \$ 4,323 (402)

Planned Activities:

- Coordinate the partnership with Department of Justice and Department of Transportation for the Standardized Field Sobriety Testing (SFST) certification for the 520-hour training curriculum; support SFST training – instructor wages, printing, postage and alcohol workshops, until DOJ takes over.

- Pay all costs of mandatory recertification for SFST Instructors and DRE's, and training/conference attendance for coordinators and instructors.
- Materials to support the DITEP (Drug Impairment Training for Educational Professionals) program.
- DRE (Drug Recognition Expert) and SFST 8 Hour Drug Block Training – instructor wages, printing, postage, lodging and meals for instructors and students.
- UW Law School Resource Center on Impaired Driving – costs for services provided by legal, support and administration staff, law students, office materials, printing, postage and indirect fees. Communicate law changes and regulations with statewide partners. Make prosecutors and judges aware of law changes and regulations through training or publications,

Accomplishments:

- Completed a Memorandum of Understanding between BOT and DOJ outlining the SFST certification in basic, continuing education, instructor development and instructor updates.
- Conducted 57 SFST classes for a total of 951 attendees.
- The DITEP program provided personnel and 256 attended nine classes.
- Conducted 42 DRE classes completed by 905 attendees. UW Law School conducted the 7th annual Wisconsin Prosecutor's Seminar on OWI; 12th annual Traffic and Impaired Driving Law Program April 18-19,2006; and 13 regional legal updates to 398 prosecutors and law enforcement. The Traffic Beat newsletter is issued quarterly and technical assistance is provided through the Center's website.
- The two-hour Legal Environment portion of SFST and DRE included 160 participants.

Enforcement

Budget: \$1,200,000 Expenditures: \$274,299 (402)

Planned Activities:

- Plan statewide participation, encourage voluntary participation and provide overtime funding for the Labor Day Drunk Driving. Over the Limit. Under Arrest enforcement crackdown. Encourage enforcement agencies to make OWI a priority.
- Plan and provide overtime and equipment funding for "Alcohol Saturation Patrols" – at least monthly overtime enforcement in targeted jurisdictions.
- Provide approved alcohol-enforcement equipment to targeted jurisdictions, includes carried over 2005 obligation.
- Pilot test roadside evidentiary testing.

Accomplishments:

- For unfunded agencies there were 98 agencies reporting with 9,816 hours of enforcement. Traffic stops totaled 7,519 with 8,552 citations and written warnings.

- Alcohol enforcement grants were awarded to twenty-four municipalities. Monthly activity reports were completed resulting in 1,343 tickets and 1,201 warnings.

Roadside testing was put on hold due to no vendor had state of the art technology for effective program implementation.

Community Activities

Budget:	\$955,000	Expenditures:	\$206,983 (402)
			\$30,318 (410)
			\$200,310 (state)

Planned Activities

- Road Crew Expansion Yr 2
- Mobile Eyes Expansion Yr 3
- ISP (Intensive Supervision Programs)
- OWI Drug Courts. Encourage TSRP (Traffic Safety Resource Prosecutor) to develop regional training programs for prosecutors and judges using NHTSA Courses
- Tavern League Safe Ride Program

Accomplishments:

- Road Crew conducted in LaCrosse, Barron and Grant Counties. Training conference held June 6 for twenty-five people; a Toolbox was provided to those attending. Thirteen communities applied for Road Crew grants with four applications received and three approved for FY 2007. Road Crew Web site updated.
- Mobile Eyes Foundation Final Report for Phase II and III submitted in May, 2006 including 24 sheriff and police departments 341 citations were issued in Phase II and 294 during Phase III.
- ISP has 11 participating counties. Monthly reports show activities, referrals, admissions, recidivism rates, and discharges.
- OWI Drug Court began as a multi year demonstration project to test the effectiveness and cost effectiveness of a model OWI Treatment Court in decreasing OWI recidivism, citations and crashes, injuries and deaths in LaCrosse. Equipment was purchased and staff hired.
- Tavern League managed Safe Ride program which provided 34,000 rides throughout 40 counties.

Evaluation

Budget:	\$ 70,000	Expenditures:	\$ 4,025 (402)
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Planned Activities:

- Consultant fees and contractual service to provide baseline and post-mobilization information about public attitudes and behaviors with regard to impaired driving and about the enforcement of impaired driving laws.
- Consultant fees and contractual services to develop and analyze a survey instrument to provide baseline regarding drug impaired drivers.
- Evaluate the Safe Ride and Intensive Supervision Programs.

- Determine the number and characteristics of first and repeat offenders convicted under s. 346.63(1)(b), with an AC of 0.08 to 0.099.

Accomplished:

- UW Milwaukee conducted a pre and post survey on impaired driving in conjunction with the “Drunk Driving”. Over the Limit. Under Arrest crackdown during August and September, 2006 to compare attitudinal and behavioral measures before and after the effort. Seventy-six percent pre-survey participants remember seeing or hearing a message in the past thirty days encouraging people to not drive while using alcohol or drugs compared to 83% post survey.
- The Safe Ride evaluation was not completed.
- An ISP evaluation was completed in December 2005 focusing on FY04-05 data. For all ISP served counties, there were 4,702 participants including 572 that were drop out or non compliant; 1,569 in progress and 2,561 completed. The completion rate was 81.7% successful and 18.3% unsuccessful.

NOTABLE ACTIVITIES

LEGISLATION

2005 Wisconsin Act 413 Effective: June 3, 2006.

This bill creates a new subsection under the Implied Consent Law, which authorizes an officer to request a chemical test from the driver of a vehicle in a crash resulting in death or great bodily harm to another person(s), and the officer detects the presence of alcohol, a controlled substance, a controlled substance analog or other drug, or a combination thereof, without first placing the person under arrest. If the person refuses to take a chemical test, he or she may be arrested under s. 343.305(3)(a) for a violation of s. 343.305(3)(ar).

2005 Wisconsin Act 332 Effective: April 29, 2006.

This Act amends the law related to discovery in implied consent cases to prohibit either party's use of pretrial discovery in refusal hearings, as well as prosecution for Ch. 125 violations that may result in forfeiture. However, the statute creates an exception if the defendant moves within 30 days and can show cause.

YOUTH ALCOHOL & ENFORCING UNDERAGE DRINKING LAWS (EUDL) PROGRAM

PROGRAM GOAL

Decrease the number 15 to 24 year old drivers and passengers killed in traffic crashes motor vehicle crashes to 193 by 2008.

2000 Baseline: 1922 15-24 year old drivers killed in crashes

2005 Status: 1758 15-24 year old drivers killed in crashes

PROGRAM FUNDS

Fund	HSP	Programmed	Expended
410	\$235,000	\$160,000	\$ 26,600
EUDL	\$350,000	\$ 350,000	\$317,216

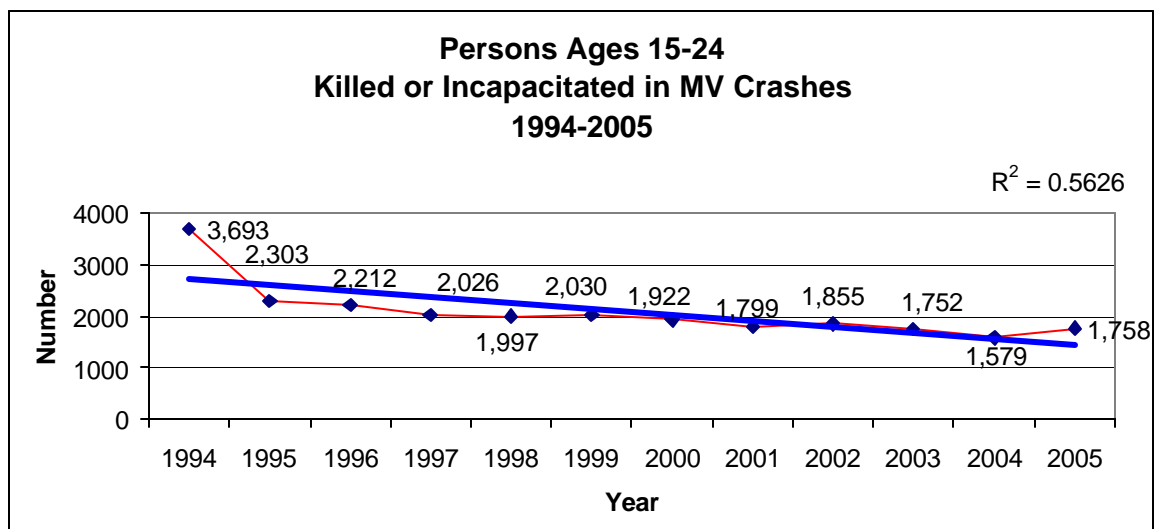
OBJECTIVES

Objective 1: 15 to 24 year old drivers and passengers killed or seriously injured in all traffic crashes will decrease to 1,409 in 2006 and 1,239 in 2008.

2000 baseline 1,922 young people killed or seriously injured

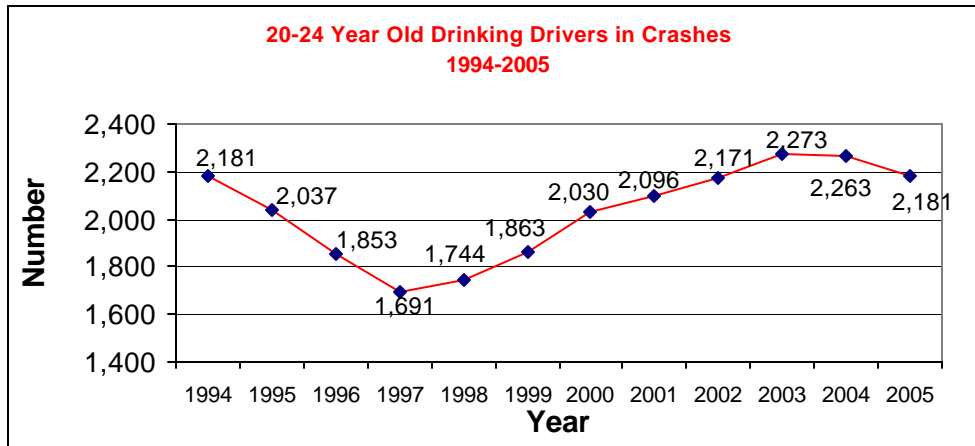
2004 status 1,579 young people killed or seriously injured

2005 status 1,758 young people killed or seriously injured
(30% of the total)



Objective 2: The number of 20-24 year old drinking drivers in crashes will decrease to 1,748 in 2006 and 1,223 in 2008.

2000 baseline	1,219	20-24 year old drinking drivers in crashes
2004 status	2,273	20-24 year old drinking drivers in crashes
2005 status	2,181	20-24 year old drinking drivers in crashes (26% continue to drink and drive)



Objective 3: The availability of alcohol to underage drinkers will decrease as a result of 300 compliance checks in 2006 and 400 in 2008.

2000 baseline	50 compliance checks
2004 status	210 compliance checks
2005 status	724 compliance checks

PROGRAM ACTIVITIES

Education

Public Information and Education

Budget \$100,000 Expenditures: \$ 125,000 EUDL
 Planned Activities: Provide access to up-to-date educational and motivational materials and current data to the general public, youth and community prevention organizations/collaborations that will assist them to develop successful prevention programs.

Accomplishments: An updated motivational multimedia presentation presented to over 50,000 students in 250 schools throughout the State of Wisconsin. All elements of the show reinforce the safety/prevention messages.

Social Norms Marketing

Budget \$ 50,000 410 Expenditures: \$ 47,000 EUDL
 9,000 410

Planned Activities: Support effective programs/activities at the post secondary level are aimed in reducing impaired driving. Continue support for the University of Wisconsin System's partnerships with their 2 and 4 year campuses and with Wisconsin private and technical colleges to provide a network for distributing a toolbox of strategies, materials and program ideas addressing high risk youth behaviors.

Accomplishments: Worked with the University of Wisconsin System Administration (all campuses), Wisconsin Technical Colleges, and the University of Wisconsin – La Crosse on science-based programs based upon data driven problem identification. Each campus reviewed their existing AODA programs and added additional prevention/underage drinking strategies.

Enforcement

CARD, Compliance Checks

Budget: \$335,000 EUDL Expenditures: \$ 113,653 EUDL

Planned Activities: CARD/Compliance Check Program has proven very successful. Data clearly demonstrates a relationship between age, risk factors and crash involvement. Wisconsin has implemented compliance check programs statewide as a part of its youth enforcement OJJDP Program strategy.

Accomplishments: Provided grant funding for enforcement/community programs to: Grant County, Wood County, City of La Crosse, City of North Hudson, City of Hudson, Racine County, Marquette County, City of Oshkosh, City of Somerset, Dane County, City of Rice Lake, Rock County Townships, Waushara County, Dunn County, City of Wausau/Rothschild/Everest Metro, Jefferson County and City of Antigo. All programs were very successful. **Program Stats: 754**

Wisconsin establishments were checked and 590 were "In Compliance" with Wisconsin State and Municipal underage drinking laws. 1429 underage drinking citations were issued. A total of 1937 Wisconsin officers made 2357 underage contacts.

Empowerment

Community Programs

Budget \$ 75,000 Expenditures: \$ 34,000 EUDL

Planned Activities:

Research findings and successful programs suggest a comprehensive and multifaceted approach that includes all community members. These programs are a part of other community based prevention activities such as college community and coordinated community efforts.

Accomplishments: The Venture Forward Learning Event Workshops are designated to address knowledge and attitude changes related to underage drinking and the sale of alcohol to underage youth from community partnerships and ethnic communities. The Marshfield Medical Research Foundation/Center

for Community Outreach conducts the workshop for community youth and their adult partners. 23 local coalitions and their youth participated in the workshops.

Evaluation

Budget: \$25,000 Expenditures: \$ 7,043 EUDL
Planned Activities:

Work with current and former grant recipients to evaluate their progress and results. Evaluate the number of current crashes, fatalities, and injuries and compared to previous years data, evaluate the effectiveness of the funding provided, determine if the fatalities, injuries, and crashes were reduced in the areas we funded and track the use of the safety materials provided, and eliminated materials that are not being used

Accomplishments: Funding for PI&E materials to the public for youth issues such as impaired driving, alcohol laws and safety belt and safe choices. Reproduced materials. Provided youth development program planning or implementing resources for local organizations.

NOTABLE ACTIVITIES

UW System Administration – 2006 Young Adult Impaired Driving Prevention Grant - Phase 2

Year 2 University campuses accomplished the following: **UW-Stout** – continued with coalition activities, expanded community briefings, and collected Menomonie youth alcohol access information. Developed alcohol service evaluations used in reviewing liquor store, tavern, and retail outlets practices. Party Mapping Initiative – a scan and review of local youth alcohol party scenes. **UW-Richland Center/ UW-Oshkosh/UW-Parkside/UW-Whitewater** – They completed the AODA Environmental Assessment, which showed that students felt drinking and driving occurred because there was “nothing else to do”. Campus AODA committees worked with resident to sponsor several campus alternative activities. All activities were well attended. **UW-Eau Claire** – Coalition building activities, and a national speaking team brought in for Alcohol Awareness Week. **UW-Green Bay/UW-Superior** – Students designed a contest intended to maximize the participation of students in the alcohol prevention programs. RA’s worked hard to get their students involved. **UW-La Crosse** – Phase 2 student listen sessions express concerns about new freshmen and high risk drinking. Incoming freshmen were required to attend session entitled, “Choices and Challenges”. Contents of the program include general information on college alcohol use, misperceptions of the norm, sexual assault, and choices freshmen will be making during the first few weeks of school. Students were advised of local ordinances and fines, campus and community policies, and information about the enforcement of underage drinking laws. Parents and family members attend a separate program, which focuses on health and safety issues.

Professionals from Campus Police, Student Life, and Student Health Center are actively involved in the program. Parents are encouraged to engage a dialog with their students about these social issues. A package of campus information is provided to each student and parent. **UW-Milwaukee** – Virtual House Party Demonstration (797 students attended) – conveys the potential dangers of high risk drinking in an engaging and powerful manner. This type demonstration is consistent with the way in which college students most effectively learn material about risky behaviors. The intervention holds significant promise in sensitizing the new student partygoer to the dangers and heightening the degree of personal perceived risk. Post evaluations are completed by participants show eagerness to adopt safer practices in the future. **UW-Platteville** – Implemented two projects: Designated Driver Program (local establishments participated) and Safe Spring Break Party Challenge – campus groups and organizations were challenged to hold the best “mocktail party”. The party was to be alcohol and drug free, self-promoted, and educational for the attendees about the risk for harm from excessive alcohol use during spring break. 500 participants attended the parties. Survey responses indicate that both projects have been successful.

City of La Crosse Police Department CARD Grant

The City of La Crosse (3 colleges campuses within it’s jurisdiction) has struggled with underage age drinking/alcohol related issues for many years. In the past, extra uniform foot patrols around the bar establishments worked, and city/campus officers worked party patrols. Recently, other alcohol related problems have become high profile cases. The CARD grant has allowed the police department to form a 4th shift team of officers to focus on alcohol related issues and work with community representatives. There has been a drop in the number of issued underage drinking violations. The drop is attributed to the use of the compliance checks program making retailer establishments sell more responsibly. Another method utilized is the interception of the alcohol sale by the establishment/outlet before it gets to the house parties through their proactive traffic stops after large alcohol purchases. City of La Crosse officers have attended the National Leadership Conference on Underage Drinking Enforcement and will be working with community representative on underage drinking related local ordinances.

LEGISLATION

2005 Wisconsin Act 317 Effective: April 21, 2006.

This Act increases the forfeiture in absolute sobriety violations from \$10 to \$200. If a minor under the age of 16 is in the vehicle at the time, the forfeiture is increased from \$20 to \$400.

TRAFFIC LAW ENFORCEMENT PROGRAM SPEED and AGGRESSIVE DRIVING PLAN

Program Goal: Decrease the number of people killed in speed or driver aggression-related crashes to 230 by end of CY2008 by encouraging stepped-up, targeted traffic enforcement programs and by supporting training and technology resources for traffic law enforcement.

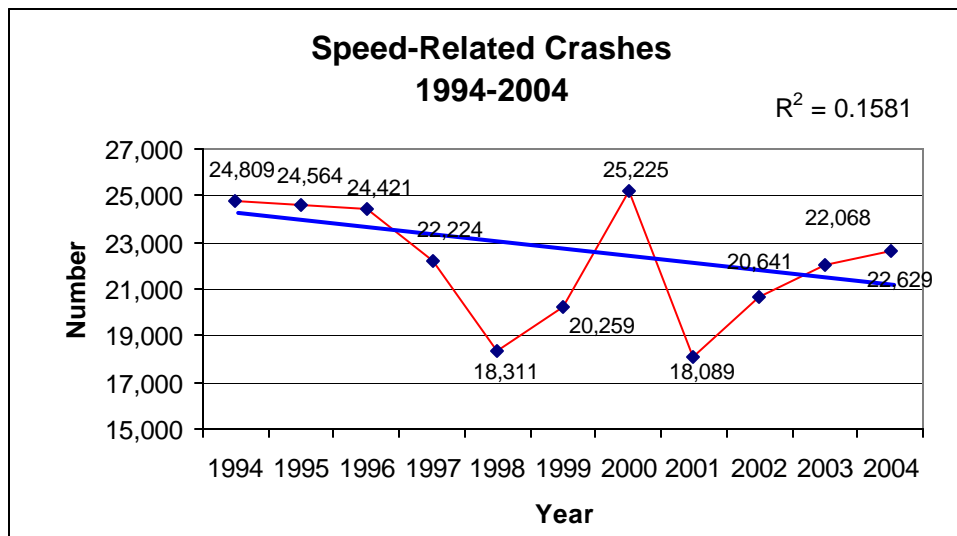
PROGRAM FUNDS

Fund	HSP	Programmed	Expended
402	\$725,000	\$1,005,000	\$ 649,807
163	\$200,000	\$ 200,000	\$ 240,191

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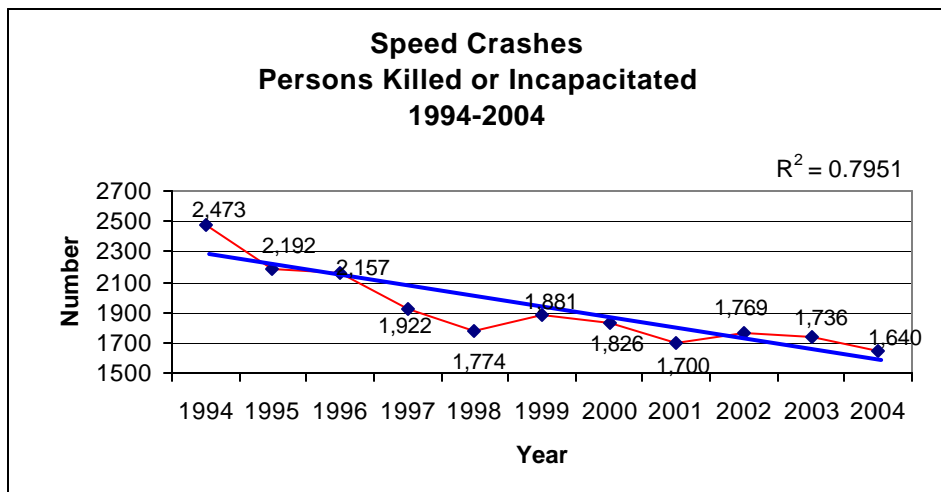
Objective 1: Speed-related crashes will decrease to 18,971 by end of CY2006, 18,022 by end of CY2008 and 17,121 by end of CY2010.

2000 Baseline	25,225 crashes
2004 status	22,629 crashes
5-yr average	21,260 crashes
2005 status	23,453 crashes
2001-05 5-yr average	21,380 crashes



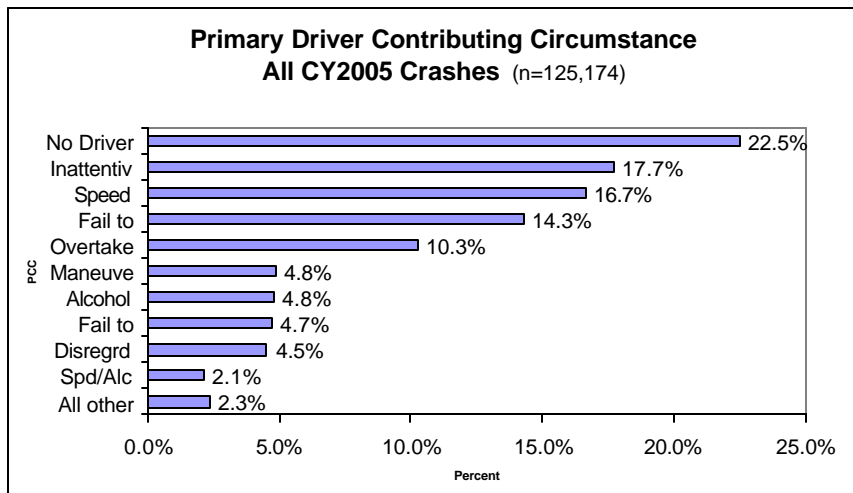
Objective 2: The number killed or incapacitated in these crashes will decrease to 1,605 by end of CY 2006, 1,546 by end of CY2008, and to 1,489 by end of CY2009.

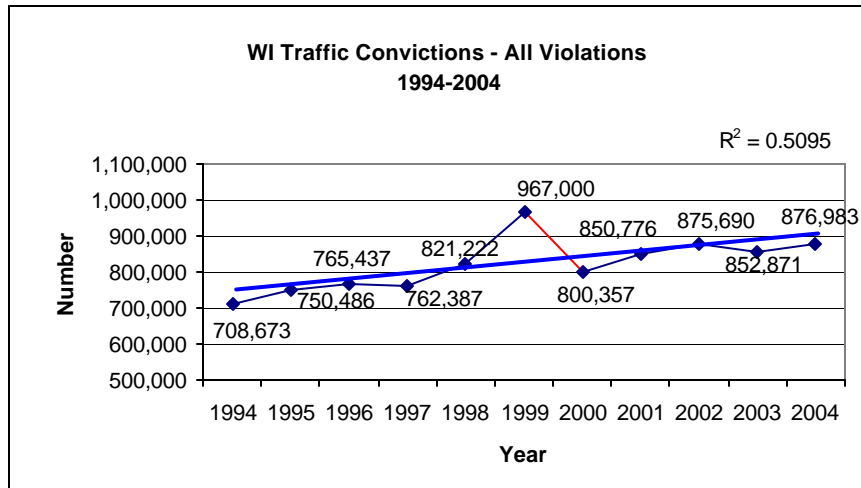
2000 baseline	1,827 killed or incapacitated
2004 status	1,640
5-yr average	1,783
2005 Status	1,738
2001-05 5-yr average	1,711



Objective 3: The perception of risk of being ticketed for a speed violation will increase to the extent that speed drops from the second most common driver contributing cause of crashes to only 10% of driver contributing cause of crashes by 2008.

2000 Baseline	14.0% of driver PCCs
2004 status	15.5% of driver PCCs
2005 status	15.1% of driver PCCs





Program Management:

Budget: \$ 5,000 (402)

Expended: \$ 0

- Planned Activities: Coordinate, plan and manage the state speed and aggressive driving program. DP costs, M&S training and travel, printing, postage.
- Continue to work with and expand the agencies and organizations interested in decreasing speeding and aggressive driving.

Accomplishment: No additional print materials were created or duplicated.

Education

Public Information and Education Development & Distribution

Budget: \$75,000

Expended: \$ 66,311

Planned Activities:

- Work with partners (law enforcement professional organizations, WHSCA and others) to develop handouts, posters, presentations, conferences, other media campaigns and assure that information is up to date and meeting needs
- Target information to the correct audiences
- Put information on website to reduce production costs
- Following NHTSA Guidelines, plan for statewide, intense broadcast media to increase perception of stepped up enforcement and likelihood of being cited

Accomplishment: A new Wisconsin Speed and Aggressive Driving media message was created for TV and radio. The message was created too late to use in any of the ongoing Speed and Aggressive Driving activities so it will be used in future enforcement efforts. As part of a Speed and Aggressive Driving Corridor project, new print and outdoor ad materials were created for the Hwy12/18 "Beltline" south of the city of Madison.

Training and Capacity Building

Budget: \$ 65,000 Expended: \$ 0

Planned Activities: Support training for advanced traffic enforcement skills development

Accomplishment: No additional efforts were completed.

Enforcement

Budget: \$750,000 Expended: \$ 583,296

Planned Activities: Plan statewide participation, encourage voluntary participation and provide overtime funding for the speed and aggressive driving enforcement campaign.

Accomplishment: Two pilot "corridor" Speed and Aggressive Driving projects were created and implemented. The corridors were the Hwy12/18 "Beltline" south of Madison and US41 north from the Waukesha/Milwaukee County line to the Wisconsin/Michigan state line. The corridor projects involved more community involvement, earned media events and corridor-wide enforcement days to encourage motorists to voluntarily comply with the posted speed limits. In addition to the corridor projects, a total of 33 law enforcement agencies received funding for speed and aggressive driving enforcement in their respective jurisdictions. The selection of the agencies was based on a three-year analysis of speed-related crashes that identified places of opportunity to reduce crashes.

Evaluation

Budget: \$ 30,000 Expended: \$ 0

Planned Activities: Contract for surveys and evaluation of speed and/or aggressive driving activities

Accomplishment: No activities were completed because the paid media message development was not finalized until the end of the fiscal year.

LEGISLATION

No new legislation was implemented during this period.

TRAFFIC RECORDS IMPROVEMENTS

PROGRAM GOAL: Implement a statewide integrated data collection system that allows for comprehensive analysis of all traffic crashes and thus improve the timeliness, accuracy, and completeness of transportation safety information.

Status:

PROGRAM FUNDS

Fund	HSP	Programmed	Expended
402	\$600,000	\$ 663,167	\$268,419
163	\$800,000	\$1,163,282	\$ 0
408	\$300,000	\$ 786,135	\$ 0
403	\$ 65,000	\$ 90,961	\$ 90,959

OBJECTIVES

Objective 1: The TRCC's Strategic Plan will be used to ensure that proper steps are being taken to implement a statewide integrated data collection network available for highway safety stakeholders.

Status: The State Traffic Records Coordinating Committee developed and approved a Traffic Safety Information Systems Strategic Plan that was approved by the USDOT and Wisconsin was awarded \$786,135 in Sec. 408 funds in the last weeks of the fiscal year. Because the TSIS Plan was based upon the 2005 Traffic Records Assessment, data improvement activities that were eventually included in the Plan were initiated during FFY 2006.

Objective 2: Surveys will be completed and program baselines will be established or updated.

Status: Under the TSIS Strategic Plan, data are becoming increasingly available through traffic records system improvements. As a result programs are becoming increasingly data driven. Surveys and focus group studies were used in developing a few programs during FFY 2006, and these will be increasingly used for program development and analysis. Baseline data are still lacking for some program activities.

PROGRAM ACTIVITIES

Program Management

Budget: \$48,168

Expenditures: \$8,736

Planned Activities:

- Coordinate, plan and manage the traffic records program. DP costs, M&S training and travel, printing, postage.
- TRCC Meetings & Strategic Plan Development
- 2006 Safety Conscious Planning Forum
- Safety Analyst 1.0 FTE

- Develop automated activity reporting, evaluation, program and project management
- Coordinate with partners to implement TraCS e-crash and e-citation projects and communicate progress of OWI Model Data System with all partners and stakeholders.

Accomplishments:

- The Traffic Records Program is administered by a BOTS staff member who works on the program as time allows, with the assistance of an LTE. The LTE position was not filled for much of the FY. The Safety Analyst left BOTS and was replaced late in the FY. \$3,527
- Automated activity reporting and evaluation was initiated this year as enhancements of the BOTS Access-based financial management system. Research is underway to consider adoption of an electronic grants management program that covers all aspects of grant award and administration. This activity was paid from P&A.
- TRCC meetings occurred quarterly. The Strategic Plan was written and approved, and 408 funds were awarded at the end of FFY 2006. Records improvement activities that were included in the Plan were initiated during FFY 2006. Because more funds were awarded than planned, the 2006 and 2007 Strategic Plans will be amended during the first quarter of 2007.
- The 2006 Safety Conscious Planning Forum was cancelled. \$0
- BOTS and DMV coordinated the timing and criteria for distribution of TraCS and Citation Tracking System grant funds; Section 408, 163 and FMCSA funds will be awarded by the end of December 2006. The distribution process is documented and will be repeated annually if federal funds are received.
- Training funds supported travel to the Traffic Records Forum for speakers using WI data creatively in their presentations. \$4,790

Traffic Safety Information System Improvements

TSIS Strategic Plan Implementation

Budget: \$786,135 Expenditures: \$ 0
 Planned Activity: Support projects identified by the TRCC in the 2006-2010 Traffic Records Strategic Plan.

Accomplishments: Funds were received late in FFY 2006 and none were expended. However, planned activities were initiated and some began using other funds.

TraCS Implementation

Budget: \$1,150,000 Expenditure: \$ 0
 Planned Activity:

- Support roll-out of WI Version 1.0, including training, tech support
- Program Version 2 to include MCSAP and MMUCC requirements, including central file changes.

Accomplishments:

- DMV is the lead on WI TraCS; they update the Badger TraCS suite twice a year, host state TraCS Steering Committee meetings and several subcommittees quarterly, host an annual TraCS Users Group conference, and develop and coordinate training. \$126,099
- DMV and BOTS have coordinated the distribution of their TraCS and OWI Tracking grants to locals; \$500,000 of FMCSA funds, \$750,000 of 163 and \$200,000 of 408 funds will be granted by December 31, 2006 in a coordinated grant award program that will be repeated annually as additional funds are received.

CODES Data Linkage

Budget: \$ 80,122

Expenditures: \$76,933

Planned Activity: Support DH&FS and UW CHSRA linkages, analyses, reports, Internet site and participate in CODES Data Network

Accomplishments: The Wisconsin Hospital Association Information Council controls state health care data and did not approve Data Use Agreements permitting WisDOT to use the data until late this FY. The Department of Health & Family Services then linked 2003 and 2004 data, and the UW CHSRA CODES analyst provided some of required reports. Minnesota linked its 2002 hospital records with crash data from Western Wisconsin, demonstrating a large number of cross-border hospitalizations.

Evaluation

Surveys, Analyses, Publications

Budget: \$230,000

Expenditures: \$ 1,729

Planned Activities:

- Establish Baselines for safety program areas through KAB surveys
- Produce summary data publications as required
- Provide TR Training to data collectors, analysts.
- Plan, program and administer Motorcycle Observational Survey

Accomplishments:

No additional KAB surveys were developed.

BOTS is working with WisDOT Internet site to include a greater number and variety of safety publications. No progress on a Large Truck/Bus publication. Research about TR Training is underway. The Internet training "Traffic Records 101" may serve as a template for local training. A Safety Conscious Planning Forum may also provide an opportunity for providing best practice training. Planning for the motorcycle observational survey is underway, but state purchasing guidelines make duplication of the 1993 survey difficult to accomplish.

NOTABLE ACTIVITIES

Successfully competed for Section 408 Traffic Safety Information System Improvement funds.

WI crash records were linked with MN hospital records.

The WisTransPortal Internet site now makes multiple years of state crash files available to WisDOT staff. Improvements in WisTransPortal are underway under the 408 Strategic Plan, and research into including CODES linked data on the site.

LEGISLATION

None.

INJURY PREVENTION – EMERGENCY MEDICAL RESPONSE IMPROVEMENTS

Program Goal: Improve traffic crash survivability and injury outcome by improving the availability, timeliness and quality of EMS response, especially in high-risk rural areas of the state.

Baseline: Low level of support for EMS at the state level. No data collected that can be used to evaluate the quality of EMS response.

2006 Status: Cuts to state EMS program resulted in resignation of EMS program director. WARDS Internet based ambulance run data system initiated and reporting is underway. Recruitment and retention of WI's predominantly volunteer EMTs is recognized as a major problem.

PROGRAM FUNDS

Fund	HSP	Programmed	Expended
402	\$200,000	\$200,000	\$11,648

Objective 1: Injury to death ratios in targeted rural portions of the state will improve and state average injury to death ratio will improve to 85 to 1 by 2008.

2000 Baseline 22 counties - 1 death/ every 35 injuries 2002-04 average
2005 Status 24 counties -1 death/ every 35 injuries 2003-05 average

2000 Baseline 1 death/ every 79.8 injuries, 2000-02 average =
2004 Status 1/death/every 70.4 injuries, 2002-04 average = 70.1
2005 Status 1 death/ every 67.1 injuries, 2003-05 average = 68.5

Objective 2: Response times for rural EMS to arrive at the scene of a motor vehicle crash will improve.

2000 Baseline Not known
2005 Status Not known except for EMS groups receiving grants.
This performance measure will be known when adequate EMS data is collected.

Objective 3: Safety belt use rate in rural media markets and use rate in personal injury and fatal crashes will increase to 78% by 2008.

2000 Baseline 65.4%
2005 Status 73.3%

Objective 4: Number of EMT's recruited and retained in rural areas will increase as a result of funded materials.

2000 Baseline No baseline yet established – EMS office has some data.
2005 Status No information to date. Would be part of EMS PI&E Plan.

PROGRAM ACTIVITIES

Program Management

Budget: \$ 5,000 Expenditures: \$ 0

Activities: Oversee Ambulance Inspector

Accomplishments: Ambulance Inspector hired January, 2006 and is addressing the 3-year backlog of required inspections as well as the areas of the state with the most need. 1700 ambulances must be inspected and certified every 2 years.

Education

Publicity and Outreach

Budget: \$130,000 Expenditures: \$1,314

Planned Activities:

- Collaborate with the DH&FS EMS Section to provide for a statewide EMS-C Conference. With DH&FS and WATS, develop a EMS PI&E Plan, educate the general population and emergency responders about the Trauma System. Review and duplicate highway safety materials for EMS personnel for local distribution.
- Airbag education and restraint presentations
- Provide training to EMS, Fire and law enforcement personnel on the hazards of undeployed airbags in motor vehicles.

Accomplishments:

- Supported EMS-C speaker costs for NM Medical Director to discuss motor vehicle crashes.
- The PI&E Plan proffered did not address BOTS' priorities. BOTS is working with the Office of Justice Assistance and the CERT/READY program to encourage young people to adopt careers or volunteer in EMS in lieu of a plan that consists of printed brochures.

First Responder Equipment & Training

Budget: \$45,000 Expenditures: \$10,333

Planned Activities: Fund initial equipment and training for rural first responder groups in targeted areas.

Accomplishments: Supported initial First Responder training for 18 new rural groups; supported purchase of initial medical kits for 18 newly trained rural groups.

Empowerment

Rural EMS Programs

Budget: \$10,000 Expenditures: \$ 0

Planned Activities: Support Bystander Care and recruitment and retention of EMS personnel.

Accomplishments: Working with the Wisconsin Division, American Trauma Society and the state EMS office to develop materials for recruitment and retention of volunteer EMTs and First Responders.

NOTABLE ACTIVITIES

Scope of practice standards for all levels of EMS were revised during 2006.

Wisconsin Ambulance Run Data System was implemented during 2006 and increasingly ambulance services are using this Internet-based run reporting system in lieu of the existing paper system.

LEGISLATION

None.

MOTORCYCLE SAFETY PROGRAM PLAN

Program Goal: Decrease the number of motorcycle rider fatalities to 75 in 2008.

2000 Baseline: 78

2005 Status: 92

PROGRAM FUNDS

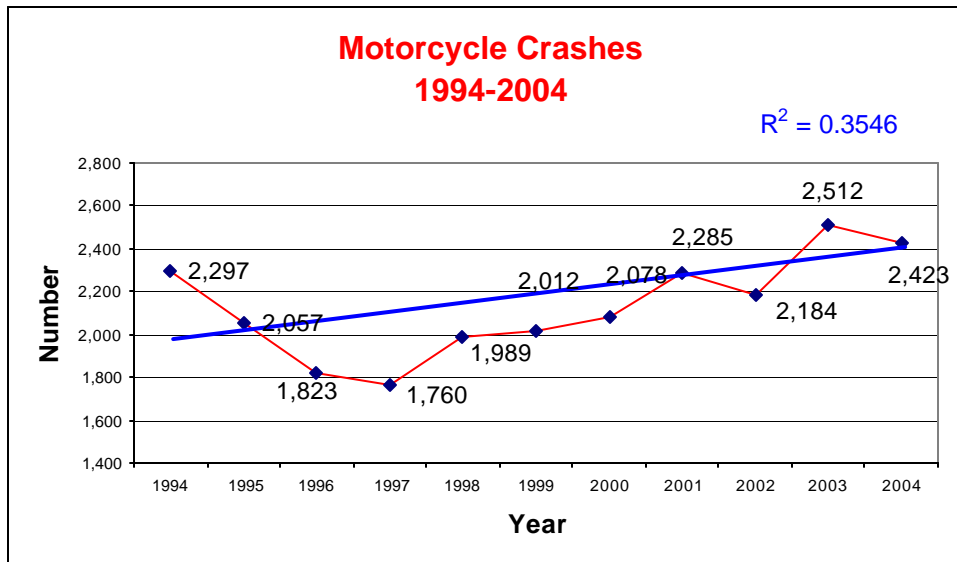
Fund	HSP	Programmed	Expended
402	\$345,000	\$345,000	\$102,932
163	\$ 25,000	\$ 0	\$ 0
2010	\$ 0	\$ 0	\$ 0
State	\$654,000	\$654,000	\$503,221

Objective 1: Motorcycle crashes will decrease to 2,340 in 2006 and 2,180 in 2008.

2000 Baseline 2,078 Motorcycle crashes

2004 Status 2,423 Motorcycle crashes

2005 Status 2,680 Motorcycle crashes

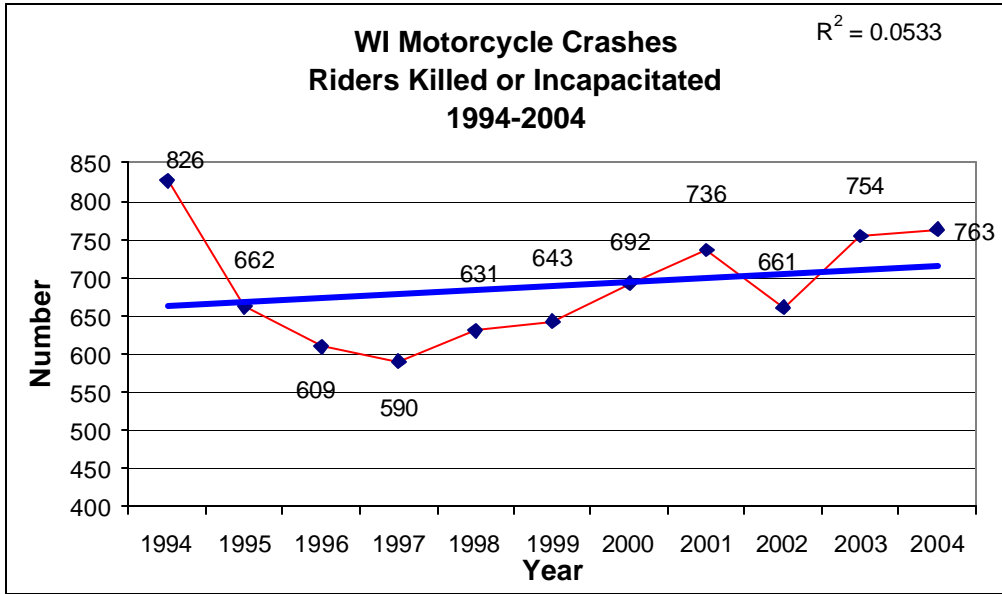


Objective 2: Motorcycle riders killed or A-injured will decrease to 730 in 2006 and 680 in 2008.

2000 baseline 692 riders killed or A-injured

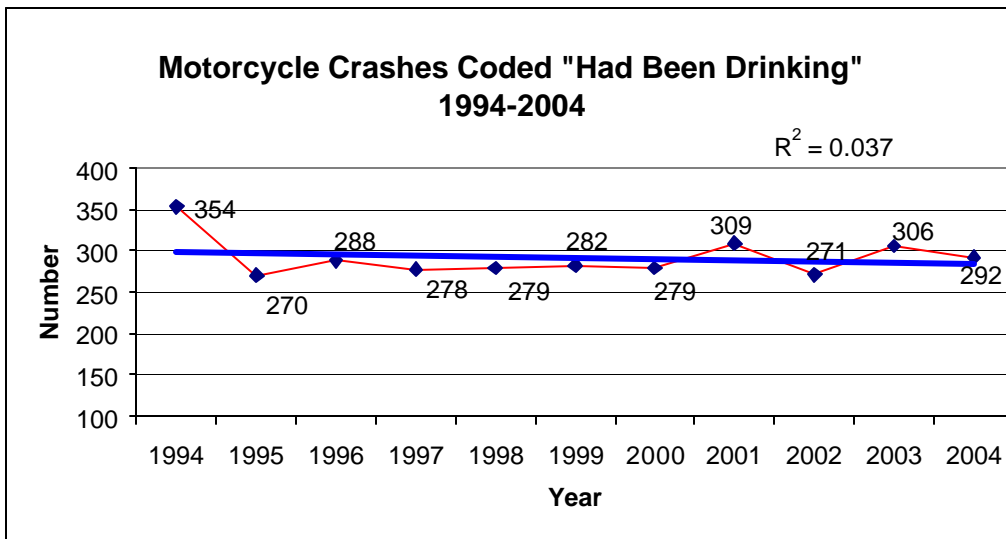
2004 Status 763 riders killed or A-injured

2005 Status 835 riders killed or A-injured



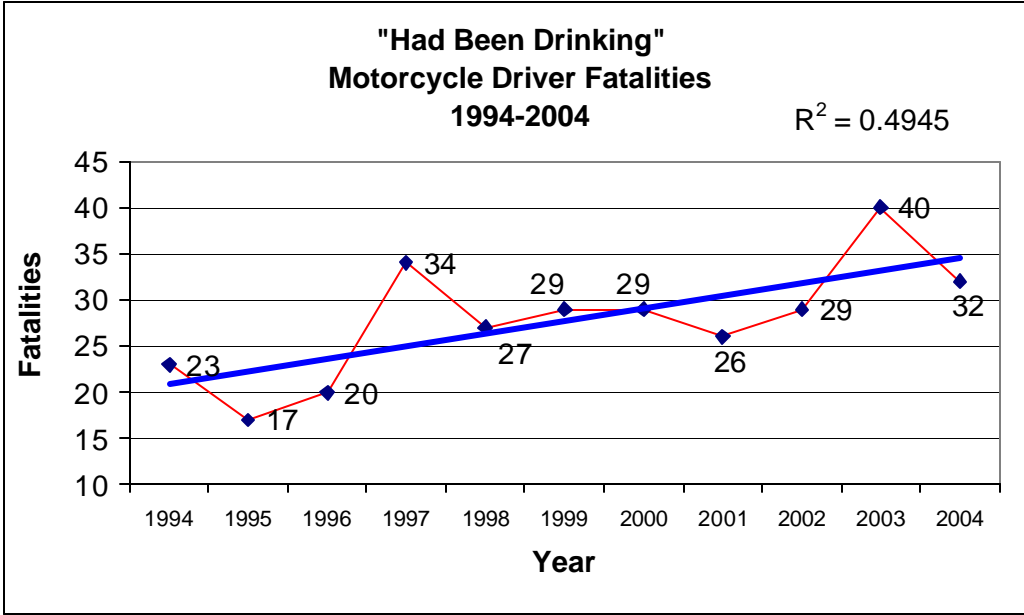
Objective 3: Motorcycle crashes in which the rider had been drinking will decrease to 270 in 2006 and 230 in 2008.

2000 Baseline	279 had been drinking crashes
2004 Status	306 had been drinking crashes
2005 Status	306 had been drinking crashes



Objective 4: Alcohol-related rider fatalities will decrease to 28 in 2006 and 24 in 2008.

2000 Baseline	29 alcohol-related rider fatalities
2004 Status	32 alcohol-related rider fatalities
2005 Status	32 alcohol-related rider fatalities

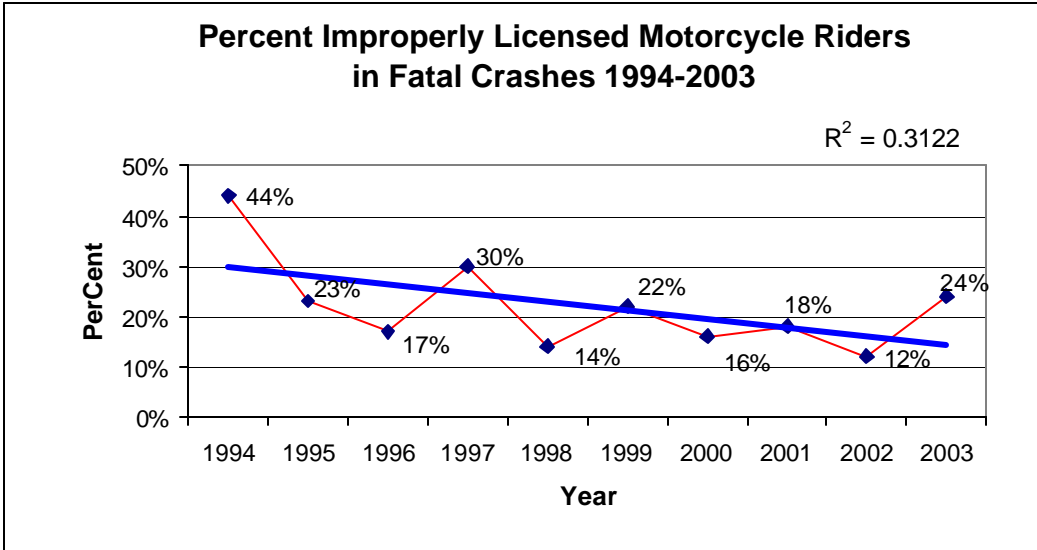


Objective 5: The percent of improperly licensed riders involved in crashes will decrease from 24% in 2003 to 21% in 2006 and 17% in 2008.

2000 baseline 16% riders involved in crashes were improperly licensed

2003 status 24% riders involved in crashes were improperly licensed

2004 status 17% riders involved in crashes were improperly licensed



PROGRAM ACTIVITIES

Program Management

Budget: \$ 45,000

Expenditures: \$38,348

Planned Activities: Assist the WI Rider Education Program and Motorcycle Safety Program through continued clerical support to training sites.

Accomplishments:

Education

Public Information & Education

Budget: \$205,000

Expenditures: \$ 62,360

Planned Activities:

- Update and reprint the Ride Straight-Sober, Share the Road brochures and reprint bumper and helmet stickers as needed during FFY 05-06.
- Promote "Share the Road" through a mailing to 1.5 million motor vehicle owners during the May – August vehicle registration sticker distribution.
- Involve up to 12 DSP motor officers in up to three statewide events and local officials in up to 12 regional or local events to increase OWI enforcement and awareness
- Impaired Riding Social Market Project – expansion to additional sites

Accomplishments: Provided funding to 11 law enforcement agencies to enforce traffic laws during high profile motorcycle events at various locations. DPS motorcycle officers provided safety demonstrations at the events as well.

Training -- Motorcycle Safety Instructor Training

Budget: \$ 10,000

Expenditures: \$ 1,224

- Conduct one statewide conference or three or four regional workshops to update instructors on curriculum issues, as required by MSF and Trans 129, in FFY 05-06. Provide scholarships for up to three chief instructors to attend SMSA or MSF annual national workshops during FFY 05-06. \$ 10,000
- S. 2010 Training and Outreach Incentive Grant

Accomplishments: Sent two chief instructors to MSF national workshop.

Empowerment - Community Programs

Budget: \$ 50,000

Expenditures: \$ 0

Planned Activities:

- Tri-County Motorcycle Coalition to implement three countywide motorcycle safety initiatives suggested in the NAMS conference.
- Pilot test safety mentoring initiative suggested at the NAMS conference.

Accomplishments:

Evaluation

Budget: \$60,000

Expended: \$ 0

Planned Activities:

- Evaluate the effect of the Motorcycle OWI Social Marketing Project implemented during FFY 04-05 during the FFY 05-06 riding season.
- Evaluate Wisconsin's MREP training program by sampling the driver records of Rider Ed graduates and non-trained riders to determine which group is involved in more crashes and has more citations, perhaps by model of motorcycle.

Accomplishments:

NOTABLE ACTIVITIES

LEGISLATION - None

PEDESTRIAN & BICYCLE SAFETY PROGRAM

Goal 1: Decrease pedestrian fatalities to 50 by 2008.

2004 status: 56 pedestrians killed.

2005 status: 42 pedestrians killed

Goal 2: Decrease bicyclist fatalities to 10 by 2008

2004 status: 14 bicyclists killed.

2005 status: 14 bicyclists killed.

PROGRAM FUNDS

Fund	HSP	Programmed	Expended
402	\$260,000	\$260,000	\$132,700
163	\$ 25,000	\$ 25,000	\$0
State	\$102,500	\$102,500	\$93,000
SR2S	\$ 0	\$0	\$0

Objective 1: Pedestrian-motor vehicle crashes will decrease to 1230 (10%) by 2006 and 1160 (15%) by 2008.

2000 baseline: 1,657

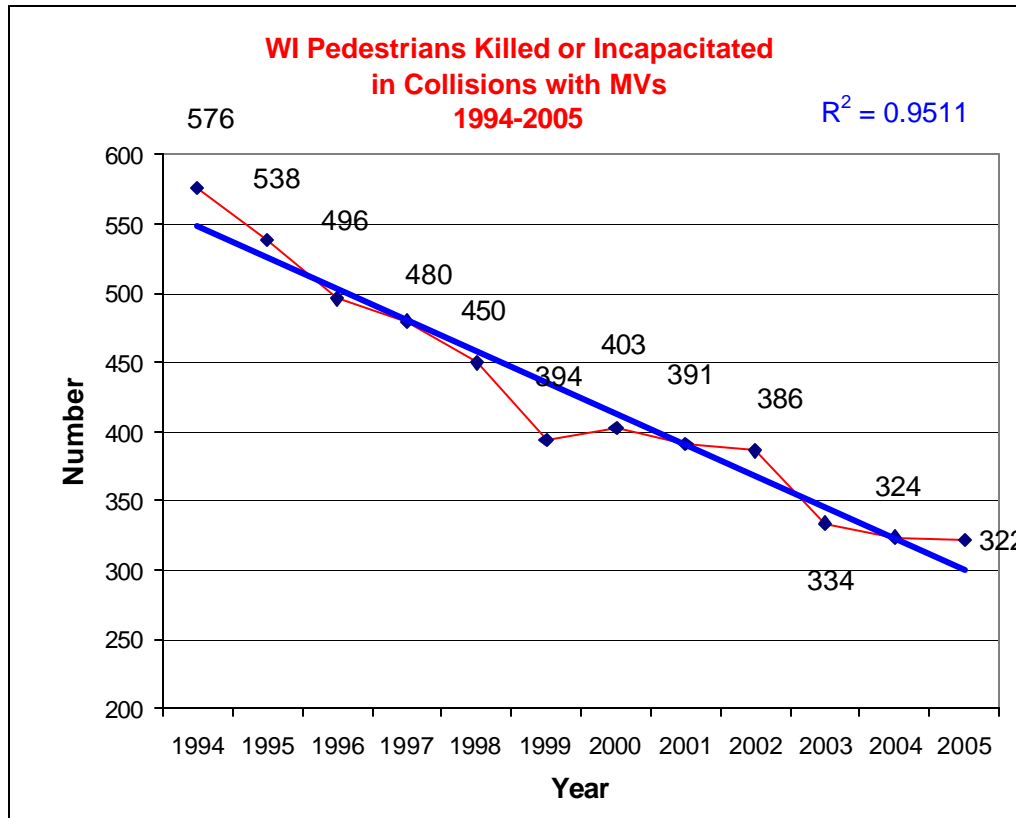
2004 status 1,364 crashes

2005 status 1,399 crashes

Objective 2: Combined fatalities and serious (A) injuries will decrease to 300 by 2006; 275 K-A injuries by 2008; and to 250 K-A injuries by 2010.

2000 Baseline 394 pedestrians killed or incapacitated

2005 Status 322 pedestrians killed or incapacitated



Objective 3: Pedestrian injuries will decrease to 1200 (10%) by 2006 and 1,135 (15%) by 2008.

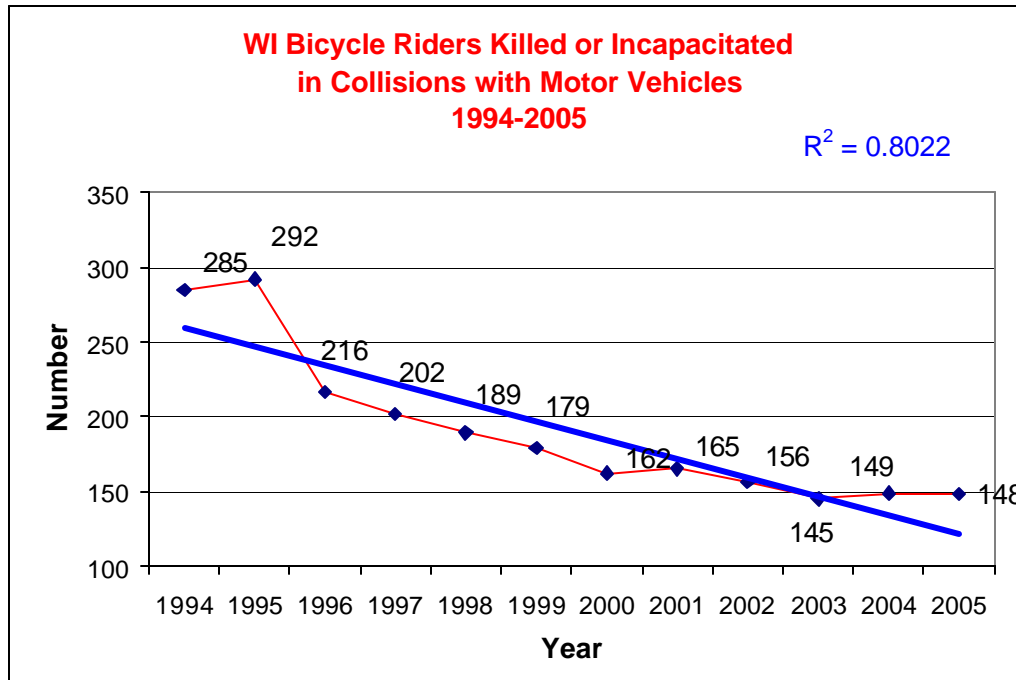
2000 baseline	1,648 pedestrians injured
2004 status	1,335 pedestrians injured
2005 status	1,460 pedestrians injured

Objective 4: Bicycle-motor vehicle crashes will decrease to 1040 (10%) by 2006

2000 baseline	1,279 bicyclist crashes
2004 status	1,155 bicyclist crashes
2005 status	1,154 bicyclists crashes

Objective 5: Combined bicyclist fatalities (K) and serious (A) injuries will decrease to 140 by 2006, 75 K-A injuries by 2008 and to 50 K-A injuries by 2010.

2000 Baseline	162 bicycle riders killed or incapacitated
2005 Status	148 bicycle riders killed or incapacitated



Objective 6: Bicyclist injuries will decrease to 1,000 (10%) by 2006

2000 baseline	1,244 bicyclists injured
2004 status	1,107 bicyclists injured
2005 status	1,148 bicyclists injured

PROGRAM ACTIVITIES

Program Management

Budget	\$ 5,000 (402)	Expenditures: \$65,000 (state)
	\$60,000 (state)	

Planned Activity:

- Coordinate and manage the state pedestrian and bicycle safety program.
- Continue to work with and expand the agencies, organizations, and non-profit programs interested in pedestrian and bicycle education and training.

Accomplishment:

Planned and managed the State Pedestrian and Bicycle Safety Program and related safety activity. Worked closely with new SRTS Coordinator and other agencies and organizations on pedestrian and bicycle education and safety.

Education

Public Information and Education

Budget:	\$157,500	Expenditures: \$46,000 (402)
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\$23,000 (State)

Planned Activities:

- Work with partners (BFW, Wisconsin Walks, WE BIKE, Governor's Bicycle Council, etc.) to assure information is up to date and meeting our needs
- Target information to the correct audiences
- Put information on website to reduce production costs
- Revise and update all information that is critical to education, including adding Spanish versions of some of the information
- Work with DMV, AAA, law enforcement and other programs to educate veteran motorists on pedestrian and bicycle laws
- Update and target school bus safety information

Accomplishment:

Worked with partner programs to evaluate current materials, removing or updating old materials, and adding new educational materials to meet the needs of our targeted audience. Provided additional bicycle and pedestrian information to Driver Education Instructors to increase knowledge of new motorists. Provided two BOTS Regional Program Managers with a variety of Spanish pedestrian information, checking to see what is effective in their region. Funded a Spanish version of the pedestrian safety video. Mailed a brochure along with DMV renewal notices, educating veteran motorists on bicycle laws and how to share the road. Developed a StreetShare Program to help educate and encourage motorists to share the road and yield the right of way to pedestrians. Designed to encourage communities, businesses, and community programs to take the StreetShare Pledge. Developed bicycle and pedestrian questions for a statewide Behavioral Risk Factor Survey that will take place over the course of 1 year, providing excellent ped/bike data that will be used to plan future ped/bike education and training.

Training

Budget: \$ 25,000 Expenditures: \$18,300 (402)
\$5,000 (State)

- Schedule Teaching Safe Bicycling workshops for: teachers, youth organizations, law enforcement, and other programs that will be instructing bicycle training courses \$10,000
- Work with school districts and law enforcement offices to include the Basics of Bicycling training in their PE classes \$ 5,000
- Expand 2-day Bicycle/Pedestrian Safety training for engineers and planners to combined groups of local and WisDOT staff

Accomplishment:

Provided five Teaching Safe Bicycling workshops in FFY2006, including 68 participants from; school districts, driver's education, law enforcement, YMCA, Bicycle Federation of Wisconsin, Safe Kids Coalition, parks and recreation, public health, and child care programs. Funded a consultant to develop a 2-day Wisconsin Pedestrian and Bicycle Law Enforcement Course. Held 2 pilot

courses, training 35 law enforcement personnel on bicycle/pedestrian laws and issues. Provided partial funding for 48 people to attend the Pro Walk/Bike International Conference in Madison.

Enforcement

Pedestrian and Bicycle Enforcement

Budget: \$ 50,000 Expenditures: \$ 59,000 (402)

Planned Activities:

- Partner with law enforcement agencies to increase quality pedestrian and bicycle safety enforcement and education
- Revise Enforcement for Bicycle Safety course to include pedestrian safety training for law enforcement personnel
- Train law enforcement personnel so they can teach the bicycle/pedestrian safety course to additional officers

Accomplishment:

Communities with the highest number of either pedestrian or bicycle injuries and fatalities over the past three years (2002-2004) were targeted for law enforcement funding. This resulted in 13 bicycle enforcement grants and 11 pedestrian enforcement grants, running from \$2,000-\$4,000 per grant. Revised the 2-day Enforcement for Bicycle Safety to a 2-day Wisconsin Pedestrian/Bicycle Law Enforcement Course. Currently scheduling Train the Trainer courses for law enforcement officers.

Empowerment

Community Pedestrian and Bicycle Programs

Budget: \$ 55,000 Expenditures: \$9,300 (402)

Planned Activities

- Assist local communities in the organization and implementation of Walking Workshops
- Encourage and work with local communities and organizations to hold bicycle training courses/rodeos
- Milwaukee Older Pedestrian Safety targeted neighborhood model projects based on Walking Workshops, facilities mapping, etc.
- Safe Routes to School-Partner with school districts, parents, law enforcement, engineers and local community representatives to educate people and improve pedestrian and bicycle travel routes to schools SR2S Set-aside

Worked with the Wisconsin Safe Routes to School Coordinator to educate and encourage school districts, law enforcement, local communities, parents and children to increase the number of students and teachers to walk and/or bike to school.

Accomplishment:

Provided grants to two communities ranging from \$1,300 to \$2,000, improving pedestrian and bicycle safety in their neighborhoods.

Two communities held 4 Bicycle Safety Rodeos, teaching approximately 150 participants how to inspect their bicycle, the rules of the road and hands on bicycle safety.

Provided Safe Routes to School funding to one community in the west central part of the state, allowing the community to expand the number of schools in their SRTS program.

Evaluation

Budget: \$25,000 Expenditures: 0

Planned Activities:

- Work with current and former grant recipients to evaluate their progress and results
- Evaluate the number of current crashes, fatalities, and injuries and compared to previous years data
- Evaluate the effectiveness of the funding provided, have the fatalities, injuries, and crashes been reduced in the areas we funded
- Track the use of the safety materials provided, eliminate materials that are not being used

Accomplishment: Did not complete the evaluation process in FFY2006.

NOTABLE ACTIVITIES

BOTS worked with a variety of partners to assist in the set-up of the 2006 Pro Walk-Bike International Conference. Approximately 650 people attended the conference, including 150 Wisconsin participants. The Conference provided an excellent opportunity for meeting and learning from a variety of successful pedestrian and bicycle advocates from around the world. Provided funding for part of the registration fee for 48 Wisconsin residents.

Currently setting up training session for the 2-day Wisconsin Pedestrian/Bicycle Law Enforcement Course that was developed in FFY2006. The course is designed to educate and update law enforcement officers on pedestrian and bicycle laws and crashes.

BOTS is working with a number of partners, Governors Bicycle Coordinating Council, The Bicycle Federation of Wisconsin, Safe Routes To School, AAA, Wisconsin Walks, Law Enforcement Agencies and, the general public, to provide additional training and materials to help educate bicyclists, pedestrians, and motorists.

BOTS has a staff member on the Governors Bicycle Coordinating Council, which includes 4 legislative members very interested in bicycle and pedestrian issues. The council developed a grade school bicycle poster competition that children would relate with. The winning poster is now used in the Safe Routes to School toolkit. The Council is also working very closely with the DMV and additional agencies and programs to increase both bicycle and pedestrian safety.

LEGISLATION

The following bills were passed into law in FFY06:

2005 Wisconsin Act 466 (formerly SB-528): Increases penalties for s.346.18 Failure-to-Yield right-of-way violations (from current \$30 forfeiture on 1st offense/\$60 forfeiture on repeat offense, with double forfeiture for violations in a work zone) if a crash occurs and results in:

- (1) Injury: \$200 forfeiture
- (2) Great bodily harm: \$500 forfeiture
- (3) Death: \$1,000 forfeiture

2005 Wisconsin Act 118 (formerly AB-448): Allows Wisconsin-registered school buses to tow trailers provided the bus has a side emergency exit (the prohibition on school buses with trailers was partially repealed in the 2003-04 legislative session to allow out-of-state school buses to operate in WI with trailers if allowed to do so in their home state.)

COMMUNITY TRAFFIC SAFETY PROGRAM PLAN

PROGRAM GOAL: Increase local participation in state-administered and locally developed highway safety activities.

2006 Status:

PROGRAM FUNDS

Fund	HSP	Programmed	Expended
402	\$1,063,000	\$1,063,000	\$456,817

PROGRAM OBJECTIVES

Objective 1: BOTS staff will attend 90% of the County/City Traffic Safety Commission meetings scheduled in the 72 counties and City of Milwaukee.

2006 Status: BOTS Chief of Policy Analysis & Local Programs (PALP) Section initiated a new RPM contact/activity reporting procedure and developed a new composite calendar for tracking all TSC meetings and other RPM-involved events.

Objective 2: BOTS staff will monitor 90% of law enforcement and other contracts entered into with local units of government.

2006 Status: BOTS initiated on-site monitoring process and forms, began pilot-testing the new procedures with selected grant recipient agencies.

Objective 3: BOTS will be recognized as the source of quality data and information for behavioral highway safety issues.

2006 Status: BOTS staff produced and distributed monthly summaries of active legislative proposals of interest to the traffic safety community; BOTS staff also provided crash data summaries, on request, to local traffic safety partners using LAN-based data sources and the new TransPortal on-line data retrieval system developed by the UW-Madison Traffic Operations & Safety Lab

PROGRAM ACTIVITIES

Program Management – Community Outreach

Budget: \$375,000 Expenditures: \$303,486

Planned Activities: BOTS Field Program Outreach (5.0 FTE)

Accomplishments:

- Two new BOTS Regional Program Managers (RPM's) were successfully trained; supervisory responsibility for the four RPM's was successfully assumed by the PALP Section Chief
- Regional boundaries were re-drawn to enable four full-time RPM's to cover the 72 counties of the state; RPM's or other designated BOTS staff

attended nearly 100% of the over-280 quarterly meetings of the 72 county traffic safety commissions

- The PALP Section Chief attended every quarterly meeting of the WI Highway Safety Coordinators Association (WHSCA) executive board and presented at their annual conference; BOTS RPM's helped organize the spring regional WHSCA meetings, attended the Association's annual conference, and assisted with updates to the WHSCA membership roster

Education - Public Information & Education

Budget: \$260,000

Expenditures: \$102,706

Planned Activities:

- BOTS Public Information Officer (1.0 PIO FTE)
- Community PI & E (development, reproduction, mailing)
- Contract with CESA #2 for production of Traffic Safety Reporter, web design and mailing costs

Accomplishments:

- PIO departed the Bureau; BOTS was not allowed to fill the vacant position
- Three issues of the TSR were developed, printed and mailed statewide to highway safety professionals and advocates
- Selected highway safety materials were reprinted, including brochures, videos, ads and non-commercial PSA's for radio and television outlets during the mobilization and crackdown enforcement efforts
- For the 25th consecutive year, WAWHSL volunteers and DSP personnel staffed the BOTS exhibit at the annual WI Farm Technology Days, an event attended by over 70,000 people

Empowerment

Community Programs

Budget: \$375,000

Expenditures: \$ 0

Planned Activities: Targeted single- or multiple-issue local programs in targeted communities

Accomplishments: With the retirement of the supervisor for this Section and the position not able to be filled, the initiatives for developing community programs were not completed. The responsibility for this program is being reviewed for the best fit with current staffing levels.

Safety Advocates Conferences and Meetings

Budget: \$53,000

Expenditures: \$50,624

Planned Activities: Governor's/Conference and Volunteer Outreach (WAWHSL)

Accomplishments:

- The annual Governor's Conference on Highway Safety was moved to the Madison area for the first time since the early 1990s; over 300 safety professionals and advocates attended; keynote speakers were Miss

America 2006 (an outspoken traffic safety advocate) and Gordon Graham (a nationally-respected risk management expert); breakout session topics were broadened to satisfy the increasingly diverse audience; several groups held quarterly executive board meetings in concert with the Conference

- PALP Section Chief attended every quarterly meeting of the WAWHSL executive board and their annual conference; the DSP Superintendent was a keynote speaker at the annual conference

LEGISLATION

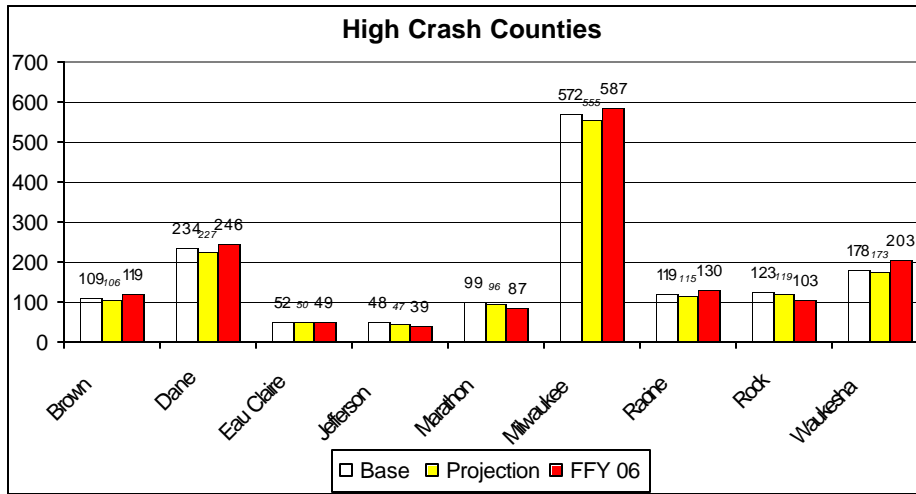
None

2006 MCSAP Annual Report

State Objectives

1. High Crash Counties

Improve highway safety by reducing the number of truck crashes by 3% in Brown, Dane, Eau Claire, Jefferson, Marathon, Milwaukee, Racine, Rock, and Waukesha Counties.



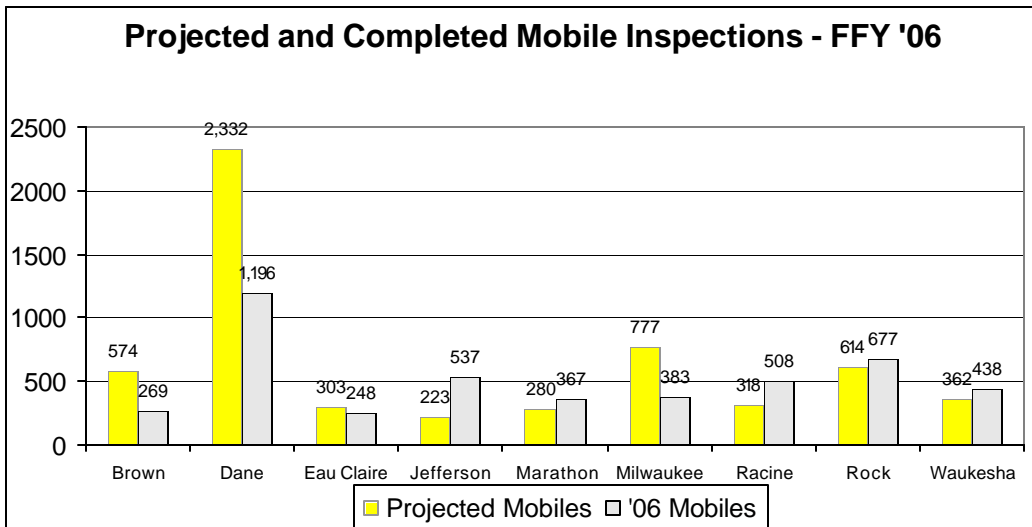
Results

FFY '06 results show that we accomplished our goal in 4 of the counties, with marked reductions in Jefferson, Marathon, and Rock counties. Brown, Dane, Milwaukee, Racine, and Waukesha Counties show increases in the number of crashes.

Milwaukee County is the third smallest of Wisconsin's 72 counties, only slightly larger than our smallest counties of Ozaukee and Pepin. Milwaukee County, however, poses a number of unique challenges related to CMV safety. As Wisconsin's densest area, Milwaukee ranks 22nd as the largest city in the United States. Covering only .4% of Wisconsin's land area, it represents 17% of its population. Along with the population density, is Wisconsin State Patrol's limited enforcement authority in the Milwaukee area.

When looking at Milwaukee, Racine, and Waukesha counties, their combined population represents 1,753,355 or 32% of Wisconsin's population.

Increase by 5% the number of mobile CV inspections in each high crash county.

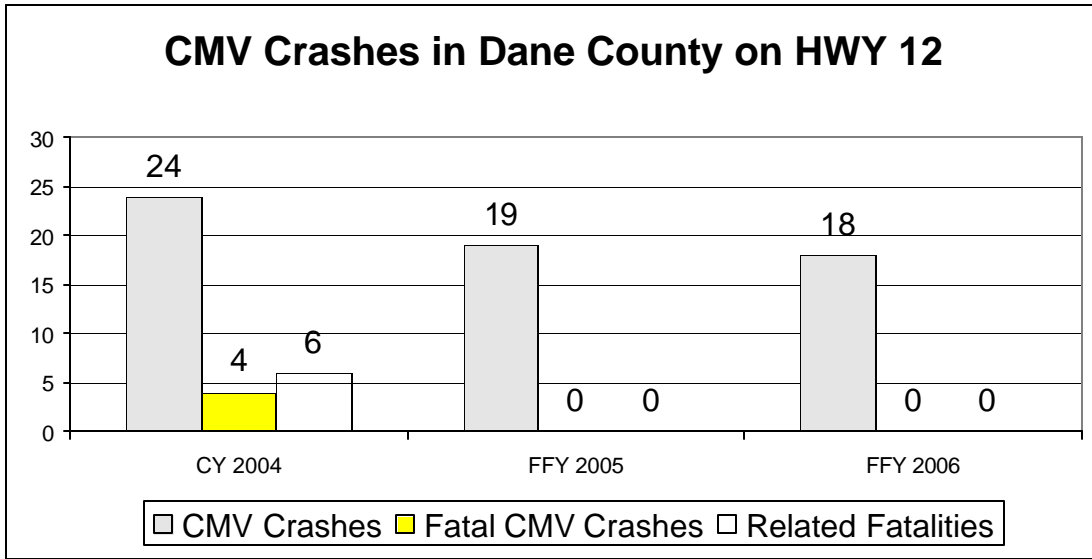


Results

We exceeded the number of projected mobile inspections in 5 of the 9 counties.

2. High Crash Corridor

Wisconsin used CY 2004 as a “base year” for CMV crashes occurring in Dane County on Hwy 12. 12.5% of the CMV crashes that year on this section of highway resulted in at least 1 fatality – the State average was 2.94%. Our plan was to reduce by 10% the number of CMV-related crashes on HWY 12 in Dane County from 2005 to 2010. Results follow:



FFY '06 results show that we are holding at zero fatalities and continue to reduce our overall crash numbers.

3. Crash Uploads

Upload crashes within 51 days (the national average at the time of the writing of the 2006 CVSP).

Wisconsin uploaded CMV crashes in FFY 2006 in 44 days – that is a reduction of 24 days from the previous year, a noticeable improvement.

4. Sanctions/Intrastate Compliance Reviews

We projected that 30% or more of our inspections would be intrastate.

To increase our intrastate database and provide a better means to target intrastate carriers for a compliance review, we planned to conduct more intrastate vehicle inspections. Final FFY '06 data shows that 23% of MCSAP inspections were intrastate.

National Safety Objectives

1. Data Quality

Wisconsin projected a minimum of 15 sessions where State Patrol officers would train local enforcement officials on completing the CMV section of crash reports.

Results

26 officers from 13 police departments received training on the proper completion of Wisconsin’s crash form. Police departments or sheriff’s offices represented were: Cleveland PD, Menomonee Falls PD, Manitowoc Co. SO, Reedsville PD, Stevens Point PD, Hales Corner PD, Manitowoc City PD, Fond du Lac PD, Cleveland PD, Oshkosh,

PD, NICB, Kiel PD, and Valders PD. The training was highly regarded and comments included the need for future training. We will conduct more training in FFY '07.

2. Passenger Carrier Inspections

Wisconsin projected that the Motor Carrier Enforcement Investigation Unit would receive 9-15 passenger van training.

4 MCE Investigators received Motor Coach training, but all are qualified to inspect 9-15 passenger vans.

3. Compliance Reviews

No problem was identified and thus, no special action taken. 11 field staff are dedicated to the combined CR/NE programs.

4. Hazardous Materials Program

Wisconsin projected that it would start the process to adopt the Part 385, HM Safety Permitting Regulations.

The Wisconsin State Patrol has consulted with the Department's Office of General Counsel – the applicable sections of Part 385 will be included in the next revision to the Rule. The revision should be completed in FFY '07.

5. Safety Belt Enforcement

Wisconsin pledged to make safety belt use an educational component of every New Entrant and Compliance Review.

The MCE Investigation Unit incorporates a discussion of safety belt usage in every New Entrant Audit and Compliance Review. This is an ideal time to convey the safety belt message and is provided to a key audience that is in a position to circulate the information throughout their companies. This is believed to be a highly successful component of the NE and CR programs.

6. Electronic Verification of CDL Status

States were asked how they could improve their ability to verify a driver's CDL status. Wisconsin did not project further action since it already uses NLETS to verify every CMV driver's CDL status.

7. Performance-Based Brake Testing Equipment (PBBT)

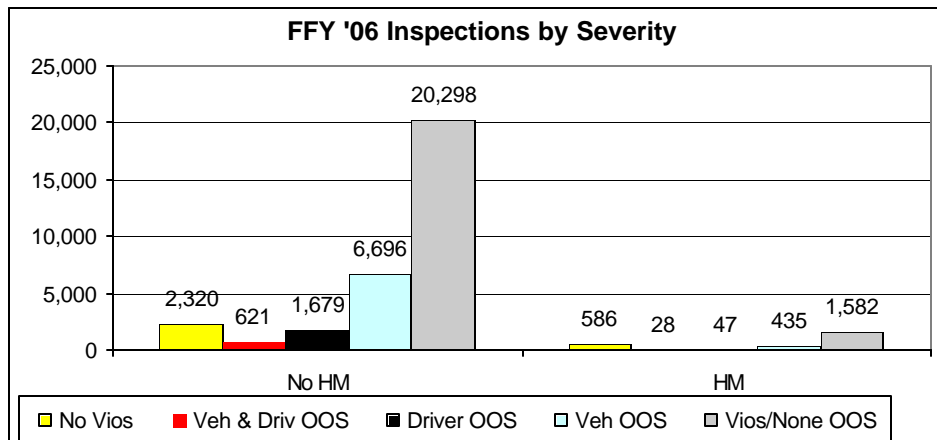
Wisconsin has been the "key" player in the testing and implementation of PBBT technology and proposed that PBBT findings be incorporated into CVSA's OOS Criteria; it was voted down by CVSA membership.

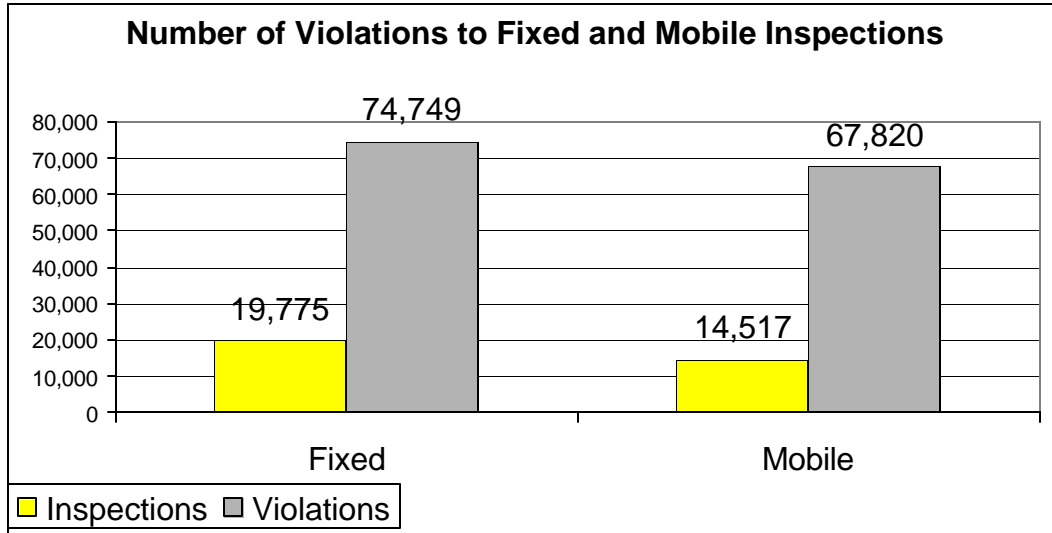
8. Core Program Elements - Driver/Vehicle Inspections

Wisconsin projected a minimum of 32,000 inspections.

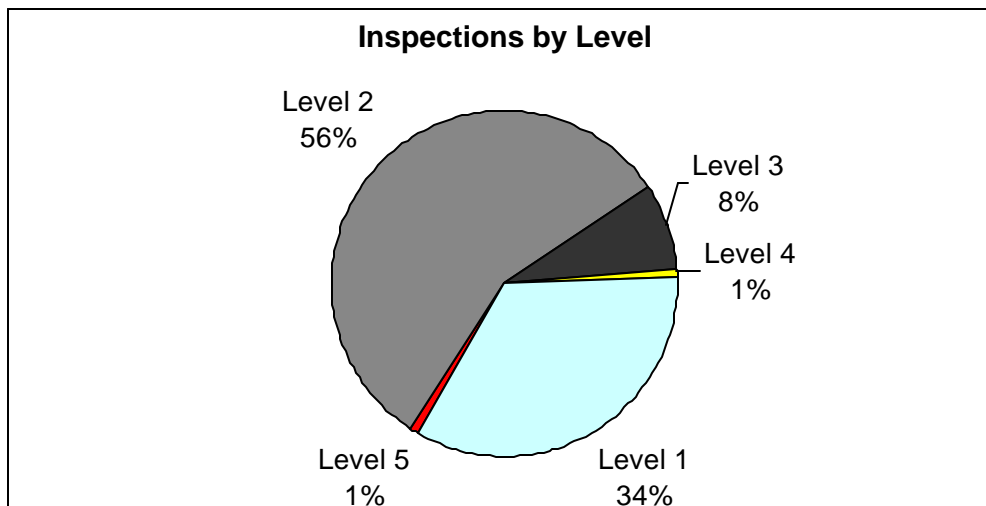
Results

Wisconsin completed 34,292 MCSAP inspections. The following represents that breakdown.





On average, a MCSAP inspection conducted at a SWEF averages 3.78 violations; an inspection at a mobile location average 4.67 violations.



It takes approximately 48 minutes to conduct a Level 1; 28 minutes to do a Level 2; 26 minutes to do a Level 3, and 47 minutes to do a Level 5.

9. Core Program Elements -Traffic Enforcement

Our Traffic Enforcement objective was to reduce the number of crashes through enforcement activities. That has been addressed previously in the State Safety Objectives. During FFY '06, 5,492 (16%) MCSAP inspections were recorded with a moving violation.

10. Core Program Elements - Compliance Reviews

Wisconsin has 11 staff persons who are dedicated to conducting Compliance Reviews and New Entrant audits. In FFY 2006, they conducted 193 Compliance Reviews.

11. Core Program Elements - Education and Outreach

Our Education and Outreach objective was to partner with FMCSA on outreach to Wisconsin's judges, attorneys, etc. The purpose of the outreach was to educate the

judiciary on the seriousness of certain CMV violations and the safety repercussions to the public and unfair advantage to law-abiding carriers when appropriate sanctions are not issued. This was not addressed.

12. Core Program Elements – Data Collection & Reporting

Our Data Collection & Reporting objective was to make our reporting processes more useful and effective.

Wisconsin has addressed all activities it set out to accomplish – we have deployed Aspen statewide. MCSAP IT support is available to assure that software is current and hardware meets staff needs.

Summary of FFY 2006 Region Reports – Special Details, Training, Other

- o Provided training on “truck law” to various county and municipal officers
- o Provided speakers to educate carriers on HOS, Level 1 Inspections, CDL changes and other safety related topics
- o Conducted enforcement details at SWEF’s and mobile locations. Some details covered 3 days and resulted in over 235 vehicle and/or driver inspections
- o Tests were conducted to examine PBBT accuracy and functionality
- o Drug and alcohol enforcement
- o (MCSAP-fundable) enforcement of laws regarding driver behavior and seatbelt use
- o Aircraft details focusing on traffic enforcement
- o Thorough crash study and work plan for Brown County
- o Training session presented to several PD’s and SO’s on completing the truck and bus information on Wisconsin’s MV 4000 Crash Report
- o Interdiction and other details that included partnerships with other enforcement agencies, including police departments, county sheriff’s offices, and K-9 units from other agencies
- o Combined MCSAP and Size-Weight details in mobile locations.

Summary of MCSAP-Funded CDL Activities

Wisconsin’s MCSAP funds one CDL auditor position in the Division of Motor Vehicles. During FFY 2006, this position conducted 117 “examiner audits” and 80 “tester audits”.

PAID MEDIA ACTIVITY REPORT WISCONSIN 2006

I. Click It or Ticket Mobilization and Great Lakes Region Rural Belt Demo, May 2006

	Budget	
Planned		Expenditures
\$250,000 (402)		\$216,749 (402)
\$280,000 (157PM)		\$280,000 (157PM)

The safety belt mobilization activity included the Great Lakes Region Rural Safety Belt Demonstration project with paid media from April 30-May 14, 2006 and the National Click It or Ticket mobilization paid media from May 14-May 28, 2006.

The national radio and TV spots were aired for both the rural demonstration project and the mobilization. The target demographic for this media was the 18-34 year old males, pickup truck drivers and those who influence this target audience.

Staples Marketing developed the media plan that was approved by Tombras and did the purchase with the radio and TV stations. Spanish language radio was purchased in the Milwaukee area.

A total of 2,413 rural TRP's were ordered and actual TRP's delivered were 2,250 for the Rural Demonstration project. For the statewide mobilization a total of 3,292 TRP's were ordered and 3,114 TRP's were delivered.

There was a significant increase statewide from a pre-mobilization survey of 8% to a post-mobilization survey of 32% of those who heard about a special effort by police to ticket those who were not belted. There was a significant pre-post increase in the state samples in those having seen or heard a message encouraging people to wear their safety belts from 63% to 89% and a significant increase in the rural samples from 69% in the pre survey to 88% in the middle survey and 92% in the post survey. Awareness of "Click It or Ticket," increased from 47% in the state pre survey to 80% in the state post survey, and from 52% in the rural pre survey to 85% in the rural middle survey and to 93% in the rural post survey, all statistically significant changes.

II. Drunk Driving. Over the Limit. Under Arrest Crackdown, August-September 2006.

	Budget	
Planned		Expenditures
\$150,000 (163 PM)		\$ 95,385 (163 PM)
\$450,000 (157 PM)		\$450,000 (157 PM)

The alcohol crackdown included paid media from August 16-September 4, 2006 following the NHTSA calendar of specific days for media time to be purchased.

The new national spots created by NHTSA were used for this media purchase. The target audience was the 18-34 year old male and a secondary target of Hispanic males 18-34 years old.

Staples Marketing developed the media plan that was approved by Tombras and did the purchase with the radio and TV stations. Spanish language radio was purchased in the Milwaukee area.

A total of 6,743 TRP's statewide were ordered and actual TRP's delivered was 6,319.

In the pre-crackdown survey, the percentage of people who remember seeing or hearing a message in the past thirty days encouraging people not to drive alcohol or drug impaired was high — 76%. It increased to 83% in the post survey, which is a statistically significant increase. There was a significant increase in the percentage of respondents who said there had been more messages than usual—22% said this in the pre survey and 53% said this in the post survey. The campaign slogan, “Drunk Driving. Over the Limit. Under Arrest.” had been seen or heard by 23% of pre respondents and 56% of post respondents, a statistically significant increase and the largest change in awareness of any of the ads. Awareness of “Crackdown” increased significantly from 17% in the pre survey to 29% in the post survey. Twenty-eight percent of those in the pre survey and 61% of those in the post survey had seen or heard about enhanced enforcement in the past thirty days, a significant increase. Twenty-four percent of pre respondents and 40% of post respondents had heard about an impaired driving enforcement program in Wisconsin, a significant increase.