

# COMMUNITY TRAFFIC SAFETY PROGRAM PLAN



## Program Justification, Performance Goals and Measures

### Justification

Federal statutes require that a minimum of 40% of Wisconsin's annual Section 402 Highway Safety Funds be disbursed to local units of government. Wisconsin State Statutes require that no less than 50% of these Section 402 funds be disbursed to local government. Local agency and safety advocate time is more effectively used when state knowledge, expertise and assistance is made available to them.

The Bureau of Transportation Safety employs four Regional Program Managers who work with and assist local governmental agencies to develop and implement highway safety improvement programs within their jurisdictions. Some of these local efforts are assisted with federal highway safety grant funds and some of these programs are locally supported.

Section 83.013, Wisconsin Statutes, mandates that each county create a Traffic Safety Commission that meets at least quarterly to review fatal traffic crashes and to promote traffic safety initiatives. The statute identifies a minimum of nine local and state officials who are required to staff these Traffic Safety Commissions, and one of these required members is a representative from the state highway safety office.

The Bureau provides public information to its various audiences by means of print, video and Internet media. The Office of Public Affairs, in cooperation with BOTS program managers, coordinates media and public information programs for the state's participation in national traffic safety mobilizations, state and national safety awareness weeks and months, and other highway safety promotional and educational efforts. This includes writing speeches, public service announcements, media releases, and scheduling press conferences to support national activities.

### Performance Goals and Measures

#### Attendance at County/City Traffic Safety Commission Meetings

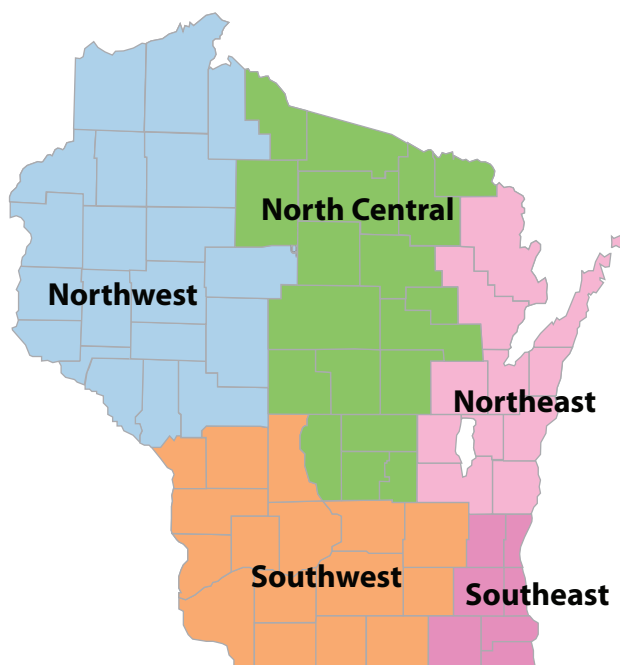
90% of meetings scheduled in 72 Counties and City of Milwaukee

#### Grant Monitoring by BOTS staff

100% of law enforcement and other contracts entered into with local units of government

#### Overall Goal

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



## 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 & supplies, training and 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 divisions 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.

(402) 2010-90-01 \$340,000

## Outreach Program

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

(402) 2010-90-04 \$300,000

Public Information and Education

Community PI & E (development, reproduction, mailing).

(402) 2010-90-02 \$160,000

Contract with CESA #2 for production of Traffic Safety Reporter, Web design and mailing costs.

(402) 2010-90-02 \$110,000

## Conferences and Meetings

Governor's Conference on Highway Safety.

(402) 2010-90-04 \$52,000

Volunteer Outreach Wisconsin Association of Women Highway Safety Leaders (WAWHSL).

(402) 2010-90-04 \$17,000

Annual Meeting of Wisconsin Highway Safety Coordinators Association (WHSCA).

(402) 2010-90-04 \$6,000

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

(402) 2010-90-04 \$105,000

## Community Traffic Safety Programs - Budget Summary

2010-90-01-CP	Program Management - Community Outreach/Monitoring	\$340,000	402
2010-90-02-CP	PI&E	\$270,000	402
2010-90-04-CP	Training and Support - Community	\$480,000	402
	<b>Program Total</b>	<b>\$1,090,000</b>	