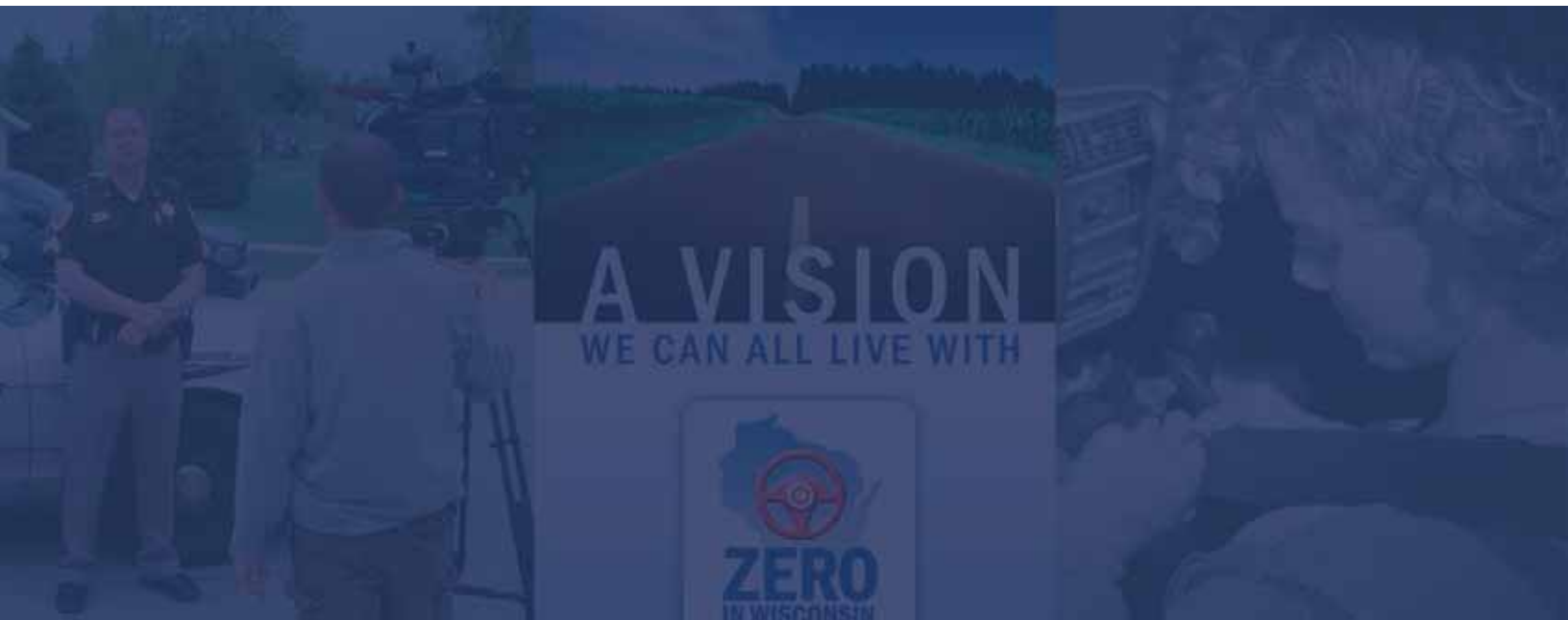




# IMPAIRED DRIVING PROGRAM PLAN



## Program Justification, Performance Goals and Measures

As in years past, impaired driving continues to be a serious problem in Wisconsin. The Wisconsin State Legislature introduced a record number of bills to try to combat the problem. Task forces and committees have formed to attempt to identify the issue and affect change. There are opponents to change, citing possible solutions as too costly.

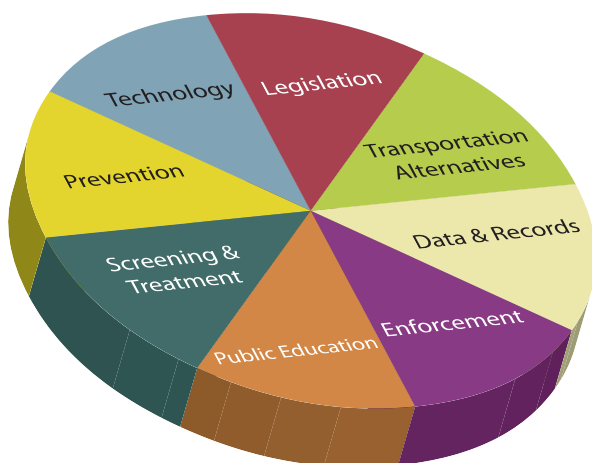
Economic loss is determined using national cost estimates obtained from the National Safety Council (NSC). Latest estimates are from 2007. If you apply our 2007 crash statistics to the most recent economic loss estimates, the cost to our state is significant.

### Average Economic Cost per Death, Injury, or Crash 2007

Statewide Crashes	Number	NSC \$ Value	Total
Killed	336	\$1,130,000	\$379,680,000
A-Injured	1,101	\$61,600	\$67,821,600
B-injured	2,465	\$21,000	\$51,765,000
C-injured	1,968	\$11,900	\$23,419,200
PD events*	8,327	\$7,500	\$62,452,500

**Total Economic Loss**  
**\$585,138,300**

\*Note that the injury categories are actual people injured, unlike the property damage crashes, which are events. All crashes - injury or not - have a property damage element. For a more complete explanation of items included in per occurrence estimates, visit [www.nsc.org](http://www.nsc.org)



Legislation is merely one of the tools that can affect change. The pie chart below continues to represent WisDOT's belief that no one solution for this problem exists. In 2009, the effort at assessing what needs any given area has continues. The pie graph illustrates the comprehensive approach that needs to be considered in each community. The size of the pie pieces does not reflect their relative import and would vary depending on where you are in the state.

As the graph below illustrates, combined alcohol-related fatalities and incapacitating ('A') injuries have declined since 2000. Fatalities are down from 234 in 2008 vs. 301 in 2000. In 2000, the alcohol fatality rate was 0.53 per 100M VMT compared to 0.41 per 100M VMT in 2008. The significant part of this comparison is that VMT is less than 1% in 2008 different than it was 2000.

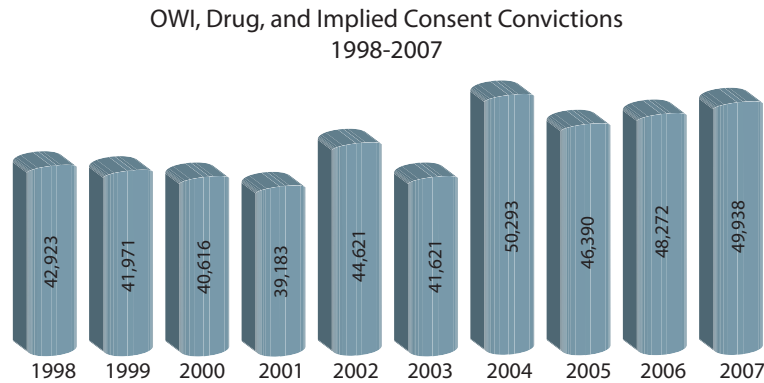


A 5-year average, as displayed in the Performance Goals and Measures table, gives an idea of just how good a year Wisconsin had in 2008. It is yet to be determined whether 2008 was an anomaly.



The graph above provides the actual number of drivers killed since 1998 in crashes with an alcohol concentration above 0.08. In 2008, 127 of the drivers killed in alcohol-related crashes and tested, exceeded 0.08 AC per se limit.

In 2007, 41.2% of all alcohol citations were for repeat offenders. In 2008, 47,187 convictions for operating a motor vehicle while intoxicated were entered into driver records, compared to 49,938 in 2007.



Wisconsin applied for 2009-10, Section 410 funding as a Programmatic State, with five qualifying criteria (1) high-visibility impaired driving enforcement program, (2) alcohol rehabilitation program, (3) underage drinking prevention program, (4) outreach and education, and (5) increasing fatal BAC testing.



### Performance Goals and Measures

#### Alcohol and Drug Related Motor Vehicle Crashes

2003-07 Baseline	14.98/100M VMT
2008 Current	13.06/100M VMT
2010	12.87/100M VMT
2012	11.61/100M VMT

#### Resulting Deaths and Serious 'A' Injuries

2003-07 Baseline	2.60/100M VMT
2008 Current	1.92/100M VMT
2010	2.23/100M VMT
2012	2.01/100M VMT

#### Proportion of Alcohol and Drug Related Fatalities

2003-07 Baseline	45.68%
2008 Current	44.46%
2010	39.17%
2012	35.35%

## Program Management and Strategic Planning

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

(402) 2010-30-01 \$180,000

## Prevention

### Promote Responsible Alcohol Service

Continue relationship building with the hospitality industry to educate others on the dangers of drinking and driving. Collaborate and share basic drinking and driving facts and how it affects their industry and other industries. Utilize technology to increase access to training opportunities.

(402) 2010-30-02 \$25,000

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

(402) 2010-30-02 \$50,000

### Promote Transportation Alternatives

Provide alternative transportation programs in the communities during special events that serve alcohol, so that people may safely return home after drinking.

(410) 2010-31-04 \$40,000

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

(State 531) 2010-39-04 \$150,000

Pub Pilots - Designated driver program. Provide publicity for designated driver programs around the state. Utilize the "Zero in Wisconsin" campaign on all marketing and advertising materials.

(410) 2010-31-04 \$160,000

### Community-Based Programs

Pay training costs for state and local advocates and professionals to attend impaired driving and youth high-risk driving training.

(410) 2010-31-03 \$25,000



## Drugged Driving

Raise awareness on the scope and dangers of impaired driving including prescription drug and illicit drug use when driving. Partner with the medical community and others to determine how the public can be more responsible and decide to choose to drive safely while under these situations.

(410) 2010-31-02 \$25,000

Provide equipment to reduce lab time for drug testing.

(410) 2010-31-06 \$100,000

## Criminal Justice System

### Enforcement

Plan statewide participation, encourage voluntary participation, and provide overtime funding for the high-visibility Labor Day alcohol enforcement crackdown. Encourage law enforcement agencies to make OWI a priority by writing citations, sponsoring media events, and working overtime in geographical areas where impaired driving is highest.

Plan and provide overtime and equipment funding for sustained Alcohol Saturation Patrols consisting of at least monthly Highly Visibility Enforcement (HVE) overtime patrols, accompanied by media publicity, in targeted jurisdictions covering at least 65% of the states population using 2008 population estimates. Provide guidance to agencies on how to properly execute HVE patrols and work effectively with local media.

(402) 2010-30-05 \$730,000

(410) 2010-31-05 \$1,070,000

Continue to coordinate and partner with the Department of Justice on the Standardized Field Sobriety Testing (SFST) certification for the 520-hour training curriculum and SFST 8 Hour Drug Block Training. Support SFST training including instructor wages, printing, postage and workshops. Compensate instructors and committees on travel, meals, and lodging. Pay costs related to recertification for SFST personnel as deemed necessary by DOJ/BOTS.

(410) 2010-31-03 \$30,000

DRE (Drug Recognition Expert) including instructor wages, printing, postage, lodging and meals for students and instructors. Provide DRE Program Oversight Committee support. Contractor position. Additional DRE class in 2010.

(410) 2010-31-03 \$75,000

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

(402) 2010-30-06 \$125,000

(410) 2010-31-06 \$100,000

### Publicizing High Visibility Enforcement

Plan and contract for paid media for the High Visibility Enforcement and National Alcohol Crackdown periods.

(402PM) 2010-30-07 \$250,000

(410PM) 2010-31-07 \$250,000

## Prosecution

UW Law School Resource Center on Impaired Driving. Research a court monitoring program to determine how cases are dismissed or pled down to lesser offenses, how many result in convictions, what sanctions are imposed and compare results of numerous judges and courts, BAC levels in sentencing, and other related research as required. Provide assistance for youth alcohol programs through training and outreach. Provide legal services and support to partners, judges and others in the community as it relates to legal issues. Communicate law changes and regulations with statewide partners. Provide professional expertise to other partners, stakeholders or the public on legal advice, or research.

(410) 2010-31-03 \$180,000

## Traffic Safety Resource Prosecutor

Salary and fringes for state expert as a Traffic Safety Resource Prosecutor. Provide specialized training to prosecutors, judges, and others in the community. Expert resources in legal questions and serve as a resource for others.

(410) 2010-31-03 \$175,000

## Adjudication

OWI/Drug Courts. Start up costs for an OWI/drug court and implementing the program. Utilize best practices and lessons learned from the LaCrosse OWI drug court.

(410) 2010-31-03 \$200,000

## Communication Program

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

(410) 2010-31-02 \$100,000

(402) 2010-30-02 \$100,000

## Alcohol and Other Drug Misuse: Screening, Assessment, Treatment, and Rehabilitation

Continue to provide training statewide for trauma centers in the implementation of Screening and Brief Intervention (SBIR) practices and ongoing management of the program.

(410) 2010-31-03 \$100,000

Intensive Supervision Programs (ISP): This pretrial court intervention program is designed to monitor, supervise and connect the repeat OWI offender with an assessment and treatment as soon as possible after the arrest and before conviction. Wisconsin's unique model focuses on early intervention and monitoring before conviction or sentencing. Implement a standardized risk assessment tool at all agencies. Develop a plan to decrease the workload by using continuous monitoring such as Scram or other technology.

(State 568) 2010-39-04 \$715,600

Formation of a coalition to act as a governing board that will work to standardize ISP programs, set goals, determine fair distribution of state funding, and possible future expansion of ISP counties.

(410) 2010-31-09 \$2,000

## Program Evaluation and Data

Evaluate paid media through DMV and phone surveys

(402) 2010-30-09 \$30,000

Develop tools to assess a community's Knowledge, Attitudes, and Behaviors (KAB) relative to impaired driving, evaluate resources currently being used to affect change, and prescribe an informed "treatment" to change KABs of community.

(410) 2010-31-09 \$75,000

### Impaired Driving - Budget Summary

2010-30-01-AL	Program Management/Delivery	\$180,000	402
2010-30-02-AL	PI&E – 402 funded	\$175,000	402
2010-30-05-AL	Enforcement	\$730,000	402
2010-30-06-AL	Equipment	\$125,000	402
2010-30-07-PM	Paid Media	\$250,000	402PM
2010-30-09-AL	Evaluate – Paid Media	\$30,000	402
2010-31-02-K8	PI&E	\$125,000	410
2010-31-03-K8	Training & Support Technical	\$785,000	410
2010-31-04-K8	Training & Support Community	\$200,000	410
2010-31-05-K8	Enforcement	\$1,070,000	410
2010-31-06-K8	Equipment	\$200,000	410
2010-31-07-PM	Paid Media	\$250,000	410PM
2010-31-09-K8	Evaluation	\$77,000	410
2010-39-04-W8	Pre-trial Intervention Community Project	\$715,600	568
2010-39-04-W1	Tavern League Safe Ride Program	\$150,000	531
	<b>Total 402</b>	<b>\$1,240,000</b>	
	<b>402PM</b>	<b>\$250,000</b>	
	<b>Total 410</b>	<b>\$2,457,000</b>	
	<b>410PM</b>	<b>\$250,000</b>	
	<b>Total State</b>	<b>\$865,600</b>	
	<b>Program Total</b>	<b>\$5,062,600</b>	