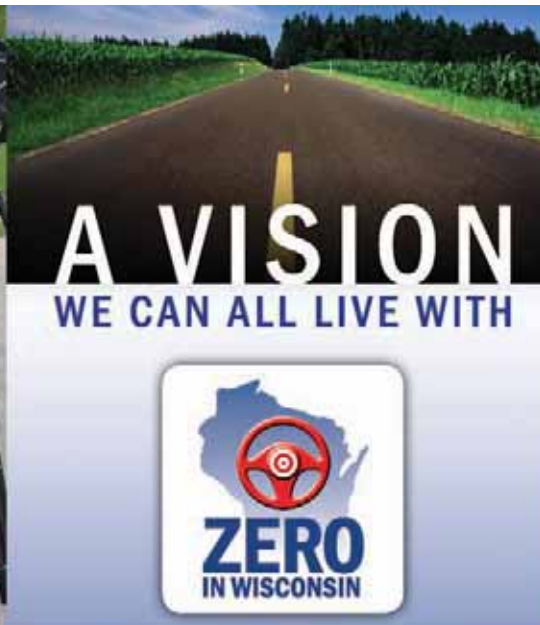


STATE OF WISCONSIN FEDERAL FISCAL YEAR 2010 HIGHWAY SAFETY PERFORMANCE PLAN



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State of Wisconsin FFY 2010 Highway Safety Plan
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State of Wisconsin Federal Fiscal Year 2010 Highway Safety Performance Plan

VISION

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

MISSION

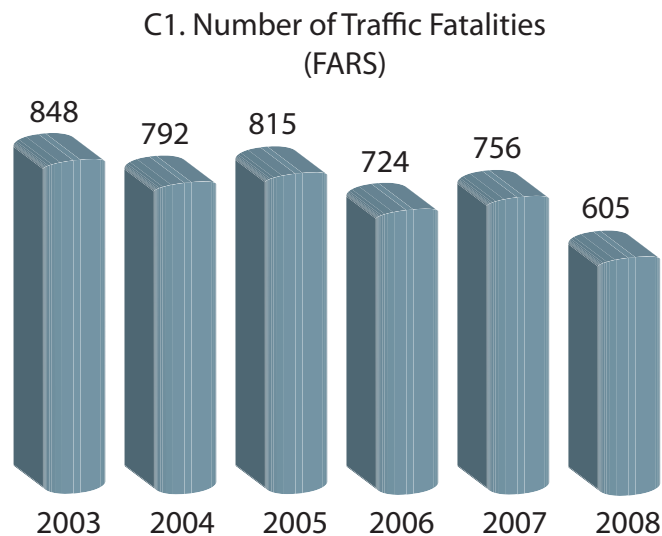
Statewide Highway Safety Coordination: The Bureau of Transportation Safety (BOTS) coordinates a statewide behavioral highway safety program, using federal funds given back to the state through the National Highway Traffic Safety Administration (NHTSA), state taxes, and other resources. Funds are primarily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

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

GOALS AND MEASURES

The Governors Highway Safety Association (GHSA) and the National Highway Transportation Safety Association (NHTSA) agreed to a minimum set of performance measures to be used in the development of Highway Safety Performance Plans (HSPP). The agreed upon performance measures rely heavily on fatal 'K' crashes. While tracking fatalities is valuable, other severity (A, B, C, etc) crashes can provide useful insight into the state's problem. We have included the recommended measures in this document in addition to measures we have been developing over the last few years, which are found in the individual program areas. Wisconsin fortunately has very timely and very detailed data available.

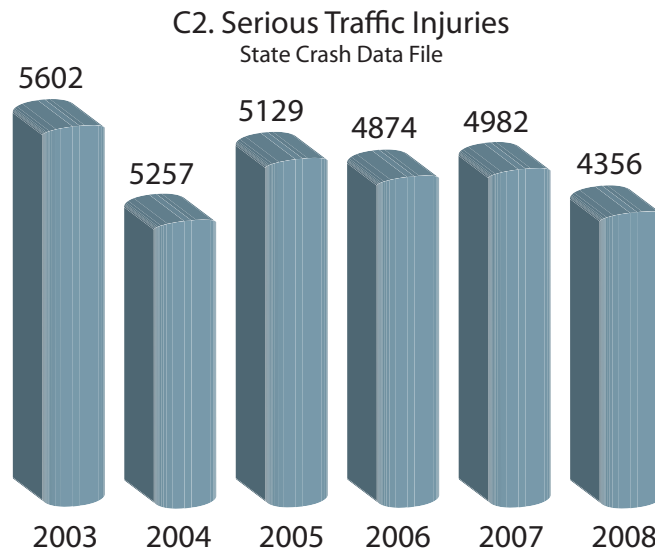
As the graph below indicates, the number of deaths trends slightly downward since 2003 in Wisconsin. 2008 was a significant improvement over the prior year and much lower than the baseline of the prior (2003-2007) 5-year moving average of 787.



Traffic Fatalities (FARS)

C1. To decrease traffic fatalities 5 percent from the 2003-2007 calendar year rolling average of 787 to 748 by December 31, 2009.

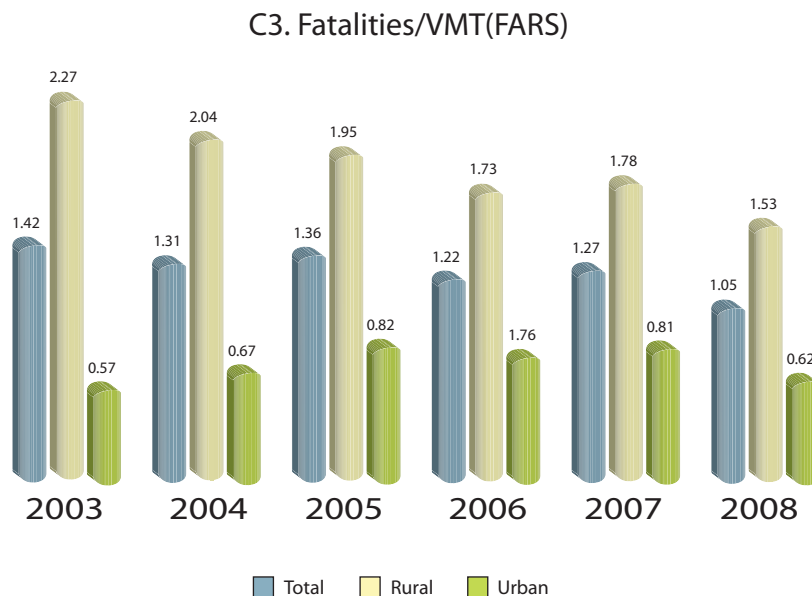
Serious injury crashes have steadily decreased since 2003 as well. Once again, as we saw with fatalities, we saw a large reduction in serious 'A' injury crashes (12.56%) from 2007 to 2008. 2008 is much lower than the prior 5-year average from 2003 to 2007.



Serious Traffic Injuries (State Crash Data Files)

C2. To decrease serious traffic injuries 5 percent from the 2003-2007 calendar year rolling average of 5,169 to 4,910 by December 31, 2009.

Note in the Fatalities/VMT graph that the rates are calculated using corresponding VMT rates – rural fatalities are over rural VMT, urban fatalities over urban VMT. Wisconsin continues to strive to reach the national goal of one fatality per 100 million Vehicle Miles Traveled (VMT). Originally, the national goal was to achieve one fatality per 100M VMT by 2008; the new target date is 2011. Wisconsin nearly met the national goal in 2008 with a rate of 1.05.



Fatalities/VMT (FARS)

C3a. To decrease total fatalities/VMT, by 5 percent from the 2003-2007 calendar year rolling average of 1.316 to 1.25 by December 31, 2009.

C3b. To decrease rural fatalities/VMT, by 5 percent from the 2003-2007 calendar year rolling average of 1.954 to 1.86 by December 31, 2009.

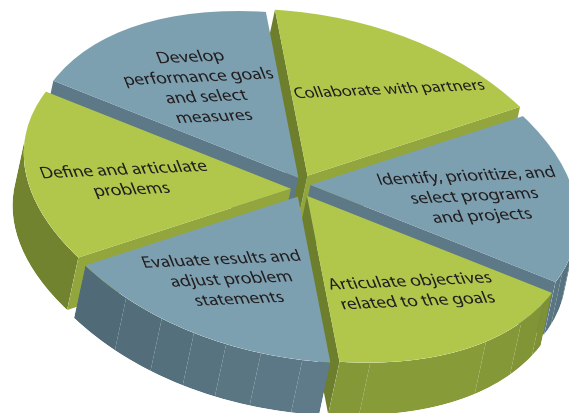
C3c. To decrease urban fatalities/VMT, by 5 percent from the 2003-2007 calendar year rolling average of 0.726 to 0.69 by December 31, 2009.

The following chart provides the remaining performance measures and goal statements developed by the GHSA and NHTSA

Measure	2003	2004	2005	2006	2007	2008	2003-2007 Avg	2009 Goal
C4. Unrestrained Passenger Vehicle Occupant Fatalities (FARS)	355	350	358	296	298	222	331.4	314.83
C4. To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5 percent from the 2003-2007 calendar year rolling average of 331 to 315 by December 31, 2009.								
C5. Alcohol Impaired Driving Fatalities (FARS)	304	297	322	307	314	208	308.8	293.36
C5. To decrease alcohol impaired driving fatalities 5 percent from the 2003-2007 calendar year rolling average of 309 to 293 by December 31, 2009.								
C6. Speeding Related Fatalities (FARS)	265	295	294	283	279	198	283.2	269.04
C6. To decrease speeding-related fatalities 5 percent from the 2003-2007 calendar year rolling average of 283 to 269 by December 31, 2009.								
C7. Motorcyclist Fatalities	103	80	93	93	109	89	95.6	90.82
C7. To decrease motorcyclist fatalities 5 percent from the 2003-2007 calendar year rolling average of 96 to 91 by December 31, 2009.								
C8. Un-helmeted Motorcyclist Fatalities (FARS)	77	61	72	69	79	68	71.6	68.02
C8. To decrease un-helmeted motorcyclist fatalities 5 percent from the 2003-2007 calendar year rolling average of 72 to 68 by December 31, 2009.								
C9. Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	169	145	147	141	144	114	149.2	141.74
C9. To decrease drivers age 20 or younger involved in fatal crashes 5 percent from the 2003-2007 calendar year rolling average of 149 to 142 by December 31, 2009.								
C10. Pedestrian Fatalities (FARS)	54	54	44	55	58	53	53	50
C10. To reduce pedestrian fatalities 5 percent from the 2003-2007 calendar year rolling average of 53 to 50 by December 31, 2009.								
B1. Seat Belt Use Rate (Observed Seat Belt Use Survey)	69.8%	72.4%	73.3%	75.4%	75.3%	74.2%	73.24%	76.9%

HIGHWAY SAFETY PLANNING PROCESS

Highway Safety Planning Process Flow Chart



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

November to January	Prepare the prior year's Annual Report. This document is the companion report to the same year's Highway Safety Performance Plan. The report provides NHTSA and the public with a summary of how funds were actually spent in that fiscal year.
January and Continuing	Distribute Annual Report and obtain input for future programming. Each program expert obtains formal and informal recommendations, resources, and information from traditional and non-traditional partners and stakeholders, including public health, emergency medical services, enforcement and adjudication, not-for-profit organizations, businesses and community coalitions. This activity continues throughout the year (see Appendix 2: Partners, Committees, and Organizations). During the first quarter of each year, BOTS program analysts and managers review the prior year's data and study the effectiveness of prior year projects. They also perform literature reviews and review best practices from other states.
January to May	Preliminary crash data for the prior calendar year are available by April. In most cases, the most recent 10 years of crash data are used to determine the magnitude of the problem posed by each crash type and to develop trend lines. Goals are set using a five-year rolling average. In addition, conviction, medical, demographic, survey, program effectiveness, and other relevant data are analyzed and used as appropriate to generate rates, identify disproportionate representation of subgroups, trends, etc., for each program area.
April to August	Evaluate the nature and magnitude of each type of state-level and program area problem and each target location or group; establish the effectiveness of proposed program activities in addressing the problem; and determine the availability of resources to be applied to the problem and availability of data and information to be used to determine progress toward goals. Continuing activities that are determined to have been effective are funded at progressively decreasing federal share. Recommendations from state program assessments are integrated into program objectives and funded activities. Each program expert brings information from the processes described above to a committee of the Bureau of Transportation Safety. The group examines data indicating the magnitude and severity of the problem in each program area, identifies areas of overlapping results for proposed activities, and introduces partner organizations' priorities and opportunities for coordination. The group then determines which projects should be funded and the appropriate level of activity that will support the statewide goal and performance measures.

<p>April to August (cont.)</p>	<p>At the project level, high risk target populations, jurisdictions and behaviors are identified as in the following example: all alcohol and speed-related crash data from the three previous years for every jurisdiction in Wisconsin are analyzed, from those involving property damage, through all ranges of injuries, and those that resulted in death. These data are scientifically weighted, following established statistical protocol (see Appendix 3: Targeting used for Speed and Alcohol Enforcement Grants).</p>
<p>Continuing</p>	<p>Final crash numbers are provided to analysts in early July; however, VMT is not finalized until mid-August. Goals that had previously been set using estimated rates are adjusted/confirmed using final rates. The annual Highway Safety Performance Plan (HSPP) is coordinated with state and national strategic plans and related operational plans and guidelines, and especially with the WisDOT 2006-2008 Strategic Highway Safety Plan. The Wisconsin DOT and numerous partners are currently in the process of updating this Plan.</p> <p>The ten items of highest priority in the Department's 2006-08 Strategic Highway Safety Plan are listed in priority order below (HSPP-related goals bolded):</p> <ol style="list-style-type: none"> 1. Increase seat belt use/air bag effectiveness 2. Improve design/operation of intersections 3. Improve data/decision support systems 4. Reduce speed-related crashes 5. Reduce impaired driving 6. Minimize consequences of leaving roadway 7. Design safer work zones 8. Reduce head-on and cross-median crashes 9. Keep vehicles on the roadway 10. Increase driver awareness. <p>Feedback from NHTSA management reviews, such as the Impaired Driving Special Management Review 2007, the Occupant Protection Special Management Review 2006, and the Management Review 2005, is reviewed and incorporated into the planning process as well. Other strategic plans are incorporated such as the 2006-2009 Wisconsin Traffic Records Strategic Plan and the Wisconsin Public Health Plan for the Year 2010. Priority is given to the NHTSA Administrator's Motor Vehicle and Highway Safety Priorities, as well as overlapping FHWA and FMCSA safety priorities and goals.</p> <p>Internal approval of the plan is received and the HSPP is submitted to NHTSA.</p>

2010 Highway Safety Plan

By Program Area

Justifications, Goals and Measures, Activities, and Budgets