

WISCONSIN'S 42<sup>nd</sup> ANNUAL  
**GOVERNOR'S CONFERENCE  
ON HIGHWAY SAFETY**

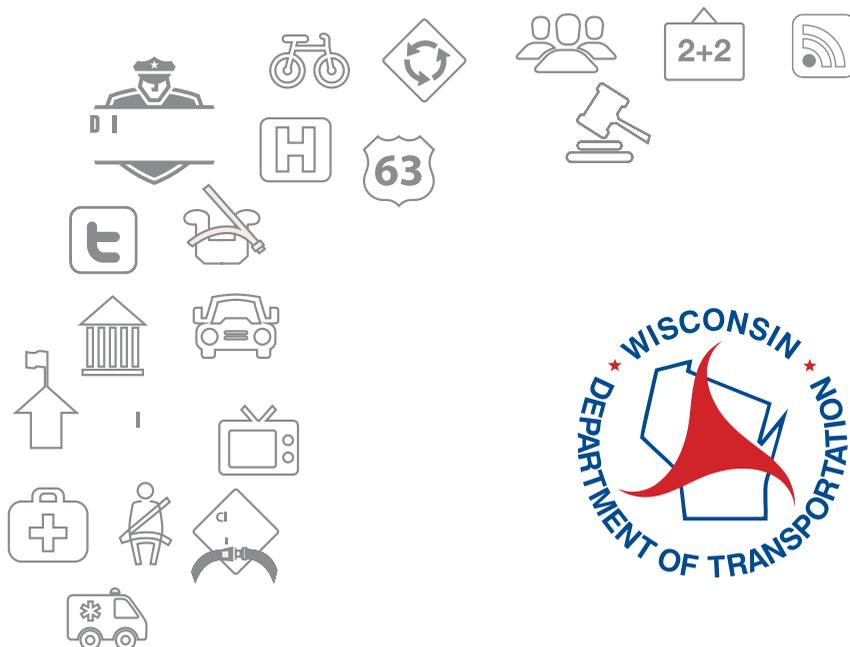
August 23-25, 2016  
KI Convention Center | Green Bay, WI

**CONFERENCE PROGRAM**

**DRIVING TOWARD FATALITIES ZERO**



VISIBILITY | PARTNERSHIP | INNOVATION





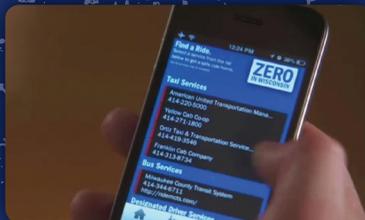
# DOWNLOAD THE DRIVE SOBER APP!



BLOOD ALCOHOL ESTIMATOR



DESIGNATED DRIVER SELECTOR



FIND A RIDE



IMPAIRMENT GOGGLES



DAREDEVIL VIDEOS

PLUS WEATHER & A WHOLE LOT MORE!



## GO TO ZEROINWISCONSIN.GOV



# Welcome



## Wisconsin 42<sup>nd</sup> Annual Governor's Conference on Highway Safety

*On behalf of Governor Scott Walker,  
welcome to the 42nd Annual  
Governor's Conference on Highway  
Safety. The theme for this year's*

*conference is "Driving Fatalities Toward Zero." This theme reminds  
us that every facet of traffic safety must be united and focused  
on the goal of zero preventable deaths on Wisconsin roads.*

*2015 ended with an 11-percent increase in fatalities over  
the prior year — however, between April and September  
we had some of the safest months ever.*

*2014 was the safest year on record since the early 1940s. However,  
according to NHTSA, across the country many states experienced  
an increase in traffic fatalities in 2015; all states in our region saw  
increases last year. Wisconsin recorded unfortunate increases in  
motorcycle, pedestrian and bicycle deaths. Wisconsin has started  
out 2016 ahead of 2015 in terms of fatalities. Distracted driving  
is an increasing concern. A driver is four times more likely to  
crash while speaking on a cell phone and driving. Texting while  
driving raises the risk level to 25 times more likely to crash.*

*Numbers don't tell the whole story. We know all too well that many  
of those deaths were preventable. As always, we must remember  
that traffic safety has an impact far beyond statistics. Serious-injury  
crashes devastate individuals, families, and entire communities.*

*Your attendance at this conference demonstrates your commitment  
to improving traffic safety in our state. I am confident you  
will have an informative and productive conference.*

*Mark Gottlieb, P.E., Secretary,  
Wisconsin Department of Transportation*

**Tuesday, August 23, 2016**

FREE Pre-Conference Trainings

**8:00 AM – 12:00 PM**

## **New Crash Forms Training**

**ROOM: Auditorium** *(The Auditorium is part of the Convention Center near the hotel front desk)*

A sweeping revision to the two-decade old MV4000 Crash Form (MV4000) and database will go into effect on January 1, 2017. The new system will add additional fields that will collect valuable data for traffic safety purposes. These updates will provide additional crash details to WisDOT and local agencies and result in improved opportunities for data-driven strategic efforts to promote highway safety.

All crashes must be submitted electronically using the TraCS10 format beginning on January 1, 2017. In addition to a new reportable crash form, the MV4002 Driver Report form will be digitized as well. Neither the MV4000 nor the MV4002 will be available in paper for 2017 crashes. New fields in the database will collect more information about crashes. Examples include crashes involving cell phone use, guardrail crashes, and crashes at roundabouts. These new fields will make a more complete picture of the crash scene, both from the roadway characteristics (if a guardrail was involved, if the crash was at a roundabout) and from a human factors perspective (what the crash victims were doing at the time of the crash/ what caused the crash).

Crash history is a critical input for state and local safety engineering project planning and is an increasingly important requirement for MAP 21 performance measures. With more complete information about traffic crashes and a more complete crash database, unsafe roadways can be more easily and accurately identified, and the problems can be rectified with the ultimate goal of achieving zero deaths on Wisconsin roadways: Zero in Wisconsin.

Wisconsin Department of Transportation crash database project members will present the new crash form and provide hands-on demonstrations to train departmental representatives on the crash form. The workshop room will be equipped with 25 laptop computers to allow 50 participants to fully experience all features of the new crash form.

**(Note: This session will be repeated during an afternoon workshop scheduled for 1 p.m. until 5 p.m. Preregistration is required. You must go to <http://goo.gl/forms/qHkHKHu2Te> to preregister)**

**9:00 AM – 11:30 AM**

## **Governor's Council on Highway Safety**

**ROOM: 7** *(Meeting room 7 is part of the Convention Center near the hotel front desk)*

The 15-member Council meets quarterly and is charged with advising the Governor, the Wisconsin Department of Transportation's Secretary and the Highway Safety Coordinator on matters of highway safety.

**Tuesday, August 23, 2016**

FREE Pre-Conference Trainings

**9:00 AM – 4:00 PM**

### **Wisconsin Ambulance Run Data System (WARDS) Training**

**ROOM: 6A/6B** *(Meeting room 6 is part of the Convention Center near the hotel front desk)*

WARDS Elite Training will provide the information needed for an EMS Service to migrate their information from WARDS to Elite and correctly make modifications and set up their account. Instruction will be provided to personalize the Run Report for their specific use, how to add Supplemental Service Questions, zones and use of the QA/QI module. We will also spend time reviewing how to create and schedule reports that can be used to identify areas of training to improve your service and the care provided to the public.

**1:00 PM – 4:00 PM**

### **EMS Service Directors Course**

**ROOM: 5A/5B** *(Meeting room 5 is part of the Convention Center near the hotel front desk)*

This is an abbreviated version of the eight hour Service Directors Training, focusing primarily on utilization of the DHS/EMS website and to provide an overview of the Statutes and Administrative Rules that govern EMS in Wisconsin.

### **OWI Work Group Meeting**

**ROOM: 7** *(Meeting room 7 is part of the Convention Center near the hotel front desk)*

### **TIME Coalition Meeting**

**ROOM: Ballroom A4**

### **WISE-Grants – Mandatory Traffic Safety Grants Training**

**ROOM: Ballroom B2**

WisDOT Bureau of Transportation Safety will present updates and training for grantees on how to use the WISE-Grants online grant management system for submitting grant applications and activity reports. Training is required for new users and is a great refresher for continuing users.

**1:00 PM – 5:00 PM**

### **Traffic Incident Management (TIM) Training for Dispatchers and Transportation Management Center (TMC) Operators**

**ROOM: Ballroom B3**

The Federal Highway Administration (FHWA) has designed a training session, specifically tailored to dispatchers. The goal of this course is to establish the foundation for and promote certification of dispatchers to achieve the three objectives of the TIM national unified goal: responder safety; safe, quick clearance; and prompt, reliable and inter-operable communications. The intent is to establish a common set of core competencies in order to promote a shared understanding of TIM goals among responders from different disciplines.

**Tuesday, August 23, 2016**

FREE Pre-Conference Trainings

**1:00 PM – 5:00 PM (CONTINUED)**

## **WI Emergency Traffic Control & Scene Management Guidelines Training**

**ROOM: Ballroom A1**

During this class, instructors will train incident responders to follow a uniform approach to emergency traffic control and scene management, based off of the WisDOT Emergency Traffic Control and Scene Management Guidelines. Each individual who attends will be provided with a copy of the guidelines document and a certificate of completion.

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**4:00 PM – 5:00 PM**

**Wisconsin Association of Wo/men  
Highway Safety Leaders: Board of Directors Meeting**

ROOM: **Board Room** *(The Board Room is part of the Convention Center near the hotel front desk)*

**Wisconsin Highway Safety Coordinators  
Associations: Board of Directors Meeting**

ROOM: **6A/6B** *(Meeting room 6 is part of the Convention Center near the hotel front desk)*

**4:00 PM – 7:00 PM**

**Community Car Seat Check Event in Green Bay  
Burlington Coat Factory, 1616 Mason Street, Green Bay, WI 54303**

Conference attendees and local community members are welcome to participate in this car seat check event to help protect our youngest passengers. Instructors will verify seats for re-certification.

**6:00 PM – 8:00 PM**

**Motorcycle Safety Advisory Council (MoSAC)**

ROOM: **6A/6B** *(Meeting room 6 is part of the Convention Center near the hotel front desk)*

The Wisconsin Motorcycle Safety Advisory Council (MoSAC) advises the secretary of the Wisconsin Department of Transportation on motorcycle safety issues. The council also promotes the safest possible riding environment by sharing best practices and leading the nation in motorcycle safety innovation.



**Wednesday, August 24, 2016**

**8:00 AM Exhibits Open**

ROOM: **Exhibit Hall C**

**9:00 AM Welcome / Opening Session / National Anthem**

ROOM: **Exhibit Hall C**



SCOTT WALKER, GOVERNOR,  
STATE OF WISCONSIN  
(INVITED)



MARK GOTTLIEB, P.E., SECRETARY,  
WISCONSIN DEPARTMENT  
OF TRANSPORTATION



STEPHEN FITZGERALD,  
SUPERINTENDENT  
WISCONSIN STATE PATROL



DAVE PABST, DIRECTOR,  
WISDOT BUREAU OF  
TRANSPORTATION SAFETY



HONOR GUARD PRESENTS THE COLORS, GREEN BAY POLICE  
DEPARTMENT, NATIONAL ANTHEM SUNG BY: FELIX TORREZ,  
JUNIOR, SOUTHWEST HIGH SCHOOL, GREEN BAY, WISCONSIN

Wednesday, August 24, 2016

9:30 AM – 10:15 AM

## Keynote Speaker

▶ *James Hedlund, Ph.D.* Principal, Highway Safety North

ROOM: **Exhibit Hall C**



Follow the data, follow the science. That aptly describes Jim Hedlund's highway safety philosophy, which he has honed over the past 39 years. A mathematician by training, with a PhD in mathematics from the University of Michigan, Jim is skilled at taking complex problems and boiling them down into understandable parts. He is also that rare researcher who is sought out by the media for his ability to translate complex ideas into clear sound bites.

In his 22 years at the National Highway Traffic Safety Administration (NHTSA), Jim helped oversee implementation of the NASS and GES data systems. He led many significant national traffic safety initiatives and demonstration projects. "Partners in Progress" brought together more than 100 representatives from government, private industry and advocacy groups to adopt bold new strategies in the fight against drunk driving. He helped guide efforts to reach the "20 by 2000" goal (20 percent reduction in alcohol-related fatalities by the year 2000) set by MADD in 1990, which was achieved five years early in 1995. Click It or Ticket, combining high visibility enforcement with paid media, increased seat belt use from 42 percent in 1987 to 65 percent in 1997.

After retiring from federal service in 1997, Jim continued as a consultant, working with many organizations. Among his 80-plus papers and reports on subjects ranging from truck safety and crashes involving deer to impaired driving and motorcycle fatalities, two projects stand out for their long-term impact on highway safety. Countermeasures That Work, first published in 2005 and now in its 8th edition, is considered the definitive desk reference for federal, state and local highway safety officials seeking evidence-based traffic safety countermeasures proven to address highway safety problems. Jim also facilitated and guided the work of an expert panel that produced Traffic Safety Performance Measures for State and Federal Agencies, published in 2008. It identified 14 performance measures which were incorporated into state highway safety plans and annual reports two years later.



## Wednesday, August 24, 2016

### Conference Program Workshops

10:15 AM – 11:00 AM

### Keynote Speaker

▶ **David Strayer, Ph.D.** Professor, Applied Cognition Lab,  
Department of Psychology, The University of Utah

**ROOM: Exhibit Hall C**



As recounted in a New York Times article, a young researcher at GTE, which later became part of Verizon, noticed more drivers who seemed to be distracted by their phones, and it scared him. That was in 1990. David Strayer asked a supervisor if the company should research the risks. “Why would we want to know that?” Strayer recalls being told. He said the message was clear: “Learning about distraction would not be very helpful to the overall business model.”... Now, years later, Professor Strayer’s research focuses on driver distraction and multi-tasking. His lab has been studying cell phone safety for over a decade to better understand how and why people become overloaded while multitasking.

Dr. Strayer’s work examines how attention functions within multiple research domains, from assessing the limits of human multitasking ability while performing complex tasks such as driving, to studying how attentional capacities can be restored by interacting with nature. Strayer uses converging methodologies in his lab to measure changes in both attention and performance, from chophysiological (EEG and fMRI), subjective ratings, to primary (e.g., driving performance) and secondary task (e.g., reaction time) measures.

Strayer partnered with the American Automobile Association to try to measure the relative strength of various cognitive distractions on driving. Research subjects were tested in a driving simulator or a real car while listening to the radio or a book on tape. On a scale of 1 (no distraction) to 5, radio measured 1.2 and the audiobook measured 1.75. The distraction that rated a 5 was to have drivers try to solve math problems and remember a series of words. The cognitive workload for the driver is the same, according to Strayer. In his test, conversing with a passenger rated a 2.3 on the 1-to-5 scale; talking on a hand-held phone, a 2.4; and a hands-free phone, a 2.3. However, having another person in the car generally results in safer driving, because there’s often an extra set of eyes on the road. Also, passengers tend to stop talking when the demands of driving increase, Strayer says. “So passenger and cell conversations have different crash risks because the passenger helps out.” However, teen passengers don’t have the same helpful effect with teen drivers.

Professor Strayer’s research is providing essential information for the development of public policies aimed at saving lives by reducing driver distraction. He has been featured on PBS’ News Hour with Jim Lehrer and the Oprah Winfrey Show. Articles in the Washington Post and other new newspapers have recounted his research.

**11:00 AM – 12:00 PM**

## **Money in Motion – Using Grant Funding to the Fullest**

**ROOM: Ballroom B1**

This session will discuss how to effectively utilize your grant funding toward Zero in Wisconsin to maximize community and agency benefits. Speakers will address tips, tools and efficacy of putting this money to work.

*Presenters:*

**Sgt. Matt Alsaker**, Dane County Sherriff's Office  
**Lt. Dan Furseth**, DeForest Police Department  
**Darin Jones**, Regional Administrator, NHTSA Region 5

*Moderator:*

**Randy Romanski**, Section Chief, WisDOT BOTS

## **Motorcycle Safety – Moving Towards Zero Deaths Through Education, Awareness, Conspicuity and Enforcement**

**ROOM: Ballroom A2**

This session will be presented by a diverse group of members of the motorcycle community to open the conversation between law enforcement and community partners. Topics to be addressed will include educational programming, law enforcement best practice, and strategic planning for large-scale impromptu motorcycle events.

*Presenters:*

**Inspector Edward Bailey**, Milwaukee County Sherriff's Department  
**Chokkalingam Muthumari**, IT Program Manager,  
WisDOT Crash Database and Resolve System  
**John Reblin**, ABATE of Wisconsin  
**Ian Winger**, Project Development Supervisor, South West Region, WisDOT

*Moderator:*

**Sarah Buzzell**, Motorcycle Program Manager, WisDOT BOTS

## **Wisconsin Road Team**

**ROOM: Ballroom A1**

Since 1988, the Wisconsin Road Team has actively promoted highway safety all across the state in driver education classes, talking with students on how to share the road with a truck, as well as the importance of trucking to the state's economy. Each year, the Wisconsin Road Team-which is comprised of some of the best drivers in the trucking industry-offers their knowledge and expertise to more than 14,000 students at approximately 60 public and private Wisconsin schools. In addition, the Road Team driver brings a semi-tractor trailer, and everyone is invited to sit in the cab to experience first-hand what the driver can and cannot see while driving.

*Presenters:*

**Terry Thompson**, Driver, Old Dominion Freight Lines  
**Susan Webb**, Safety Programs Coordinator, Wisconsin Motor Carriers Association

*Moderator:*

**Tim McClain**, Program & Policy Analyst, WisDOT Motor Carrier Enforcement Unit

## Wednesday, August 24, 2016

### Conference Program Workshops

**11:00 AM – 12:00 PM (CONTINUED)**

### CPS TRACK

#### Meet the Manufacturers (1 CEU)

ROOM: **Grand A/B**

Manufacturers will share information and highlight product features (1 CEU). This is your opportunity to hear firsthand what makes a manufacturer's product unique.

*Presenters:*

**Sarah Tilton**, Britax  
**Allan Buchanan**, Bubblebum  
**Courtney Barry**, Chicco  
**Sarah Haverstick**, Evenflo  
**Tony Jerisha**, Recaro  
**Vera Fullaway**, Ride Safer

*Moderator:*

**Sarah Rhone**, PHN, Outagamie County Health

### TIM TRACK

#### Alternative Fuel, CNG and LPG Vehicles and the Dangers Posed to First Responders

ROOM: **Ballroom A3**

Responding to a vehicle-related incident can be dangerous. Now add the fact that one of the vehicles involved in the crash is carrying CNG or LPG or is an "alternative fuel" vehicle. The potential danger has just increased significantly. Learn the dangers that these types of vehicles pose to all responders and not just the fire service that is charged with making the vehicle safe.

*Presenter:*

**Edward Janke**, Chief Deputy, Oconto County Sheriff's Department

*Moderator:*

**David Spakowicz**, Lakeside Engineers/STOC

#### Traffic Incident Management Technology 25 Years from Now

ROOM: **Ballroom A4**

What will it be like to drive on the Interstate in 25 years? Will your vehicle be driving itself? Will you just program in the address and wait for your arrival? Will there be any traffic crashes if all of the vehicles are "talking" to each other through Bluetooth and other "smart" monitoring systems? This presentation will discuss some interesting technologies that are being used today as well as others that are under development and still others that are in the "idea" stage.

*Presenter:*

**Jeffery Madson**, WisDOT STOC  
**Don Schell**, P.E., WisDOT STOC

*Moderator:*

**Marquis Young**, Statewide TIM Engineer

**12:00 PM – 1:00 PM**

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## **Awards Presentation & Luncheon**

ROOM: **Exhibit Hall C**

### **Child Protective Services**

*Presenter of the annual Beth Kindschi CPS Advocate Awards:*

**Joanne Peotter**, Director of Wisconsin Information Network for Safety (WINS)

- CPS Technician of the Year
- CPS Instructor of the Year
- CPS Program of the Year

Recognition of new certified CPS Instructors

### **TIME Program Awards**

*Presenter:*

**Marquis Young**, Statewide TIM Engineer

### **Highway Safety Awards**

*Presenter:*

**David Pabst**, Director of the Bureau of Transportation Safety

**1:15 PM – 2:45 PM**

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## **Drug Impaired Driving**

ROOM: **Ballroom B1**

There has been greater awareness of the problem of driving under the influence of drugs (DUID) recently, but how prevalent is it? Join us for this workshop and learn what some counties and the state are doing to try to figure out the size of the problem and what they are doing to counteract this serious issue. Panel members from the Wisconsin State Laboratory of Hygiene and law enforcement agencies will share their efforts with you and answer your questions.

*Presenters:*

**Sgt. Matt Alsaker**, Dane County Sheriff's Office

**Lori Edwards**, Chemist, Wisconsin State Laboratory of Hygiene

**Officer Deanna Reilly**, Traffic Specialist, Madison Police Department

**Sgt. Scott Ries**, Marinette Police Department

**Ted Savage**, Chemist, Wisconsin State Laboratory of Hygiene

**Kate Smith**, Chemist, Wisconsin State Laboratory of Hygiene

*Moderator:*

**Martin Broyles**, Program and Policy Analyst, WisDOT BOTS

**1:15 PM – 2:45 PM (CONTINUED)**

## Using Social Media to Connect with Your Community

ROOM: **Ballroom A1**

Turning safe driving behaviors into societal norms includes the use of media. Social media has become an integral – and very public – part of the fabric of most American’s daily lives. Media can help show the public that safe driving behavior is normalized in their community, be a conversation piece for friends and family and encourage voluntary compliance for mobilizations. Connecting with your community using television, radio, print and especially social media is an important piece in changing the driving culture in your community. Learn how to connect with the media players in your area to help spread your message and learn how you can enhance your social media presence to connect directly to the public.

*Presenters:*

**Officer Mary Danen**, Sheboygan Police Department

**Officer Kyle Roder**, Community Relations/Public Information,  
Eau Claire Police Department

*Moderator:*

**Steve Olson**, Office of Public Affairs, WisDOT

## TSC Best Practices

ROOM: **Ballroom A2**

These state-mandated commissions operate in each of Wisconsin’s 72 counties. They hold quarterly meetings and are a powerful traffic safety tool for everyone! TSC agendas may include citizen speed zone requests, highway engineering concerns, law enforcement reports, as well as input from EMS and schools.

*Presenters:*

**Captain Dan Sandberg**, Brown County Sherriff’s Office

**Rebecca Turpin**, Adult Injury Prevention Coordinator,  
University of Wisconsin Hospital & Clinics

*Moderator:*

**Randy Wiessinger**, Law Enforcement Liaison (Consultant), WisDOT BOTS



**Wednesday, August 24, 2016**

Conference Program Workshops

## **CPS TRACK**    **Interactive Safety Stations**

**ROOM: Grand A/B**

Participants will visit the safety stations for an interactive opportunity to practice skills, interact with car seat manufacturers and get questions answered.

*Presenters:*

**Sarah Tilton**, Britax  
**Allan Buchanan**, Bubblebum  
**Courtney Barry**, Chicco  
**Sarah Haverstick**, Evenflo  
**Tony Jerisha**, Recaro  
**Vera Fullaway**, Ride Safer

*Moderator:*

**Peter Winistorfer**, Relief Lieutenant/Paramedic City of Marshfield Fire Department

## **TIM TRACK**

### **Traffic Safety in the Plain Communities**

**ROOM: Ballroom A3**

Traffic crashes involving horse and buggy drivers are becoming more prevalent throughout certain areas of the state. Investigating these types of crashes has a unique set of challenges for law enforcement and other responders. Learn about Plain communities in Wisconsin, their culture, their belief system and how best to work with members of the community if faced with investigating a crash involving one of their members.

*Presenter:*

**Deputy Matthew Vande Kolk**, Green Lake County Sheriff's Department

*Moderator:*

**David Spakowicz**, Lakeside Engineers/STOC

### **Unified Command and Traffic Incident Management—A Recipe for Success**

**ROOM: Ballroom A4**

Responders can no longer continue to operate in their own silo of responsibility. All responder disciplines need to work together in order to clear an incident and reopen the roadway as soon as safely possible. This can only be accomplished through effective communication and unified decision making. The presentation will discuss some simple practices that make all responders safer, open a roadway earlier and get all responders out of harm's way sooner.

*Presenters:*

**Deputy Christine Baker**, Milwaukee County Sheriff's Office  
**Mark Block**, President, Ray's Towing  
**Tom Rosandich**, Chief, Oak Creek Fire Department

*Moderator:*

**Marquis Young**, Statewide TIM Engineer

**2:45 PM – 3:00 PM**

**Break served in Exhibit Hall C**

## Wednesday, August 24, 2016

### Conference Program Workshops

**3:00 PM – 4:30 PM**

#### **ARIDE 101: Taking Your Officers to the Next Level to Fight Impairment**

**ROOM: Ballroom A2**

Advanced Roadside Impaired Driving Enforcement (ARIDE) is designed to help officers become more proficient at detecting, apprehending, testing, and prosecuting impaired drivers. ARIDE was developed by the National Highway Traffic Safety Administration (NHTSA) with input from the International Association of Chiefs of Police (IACP), Technical Advisory Panel (TAP), and the Virginia Association of Chiefs of Police.

*Presenter:*

**Sgt. Nate Thompson**, Drug Recognition Expert, De Pere Police Department

*Moderator:*

**Tina BonDurant**, Alcohol Program Manager, WisDOT BOTS

#### **Implementing a HVE PED Safety Program Without Reinventing the Wheel**

**ROOM: Ballroom B1**

The panel will discuss Pedestrian High Visibility Enforcement efforts in Green Bay, La Crosse and Milwaukee. This session will discuss the positives and negatives of their projects and what works to educate and enforce pedestrian safety in their communities.

*Presenters:*

**Lt. Karl Ackermann**, Green Bay Police Department

**Lt. Pat Hogan**, LaCrosse Police Department

**Sgt. Carrie Peters**, Marquette University Police Department

*Moderator:*

**Larry Corsi**, Grant Program Supervisor, WisDOT BOTS

#### **Mapping Crashes, Community Maps and the Wisconsin Traffic Operations and Safety Laboratory's WisTransPortal System**

**ROOM: Ballroom A1**

Learn how to effectively access crash mapping functionality, using the UW-TOPS Laboratory's WisTransPortal System. This session will show you how to access, use, and print crash maps, using default setting. It will also show you how to select/query data, within the Community Maps sub-system of the TransPortal System for purposes of displaying and printing your selected data.

*Presenters:*

**Andrea Bill**, Traffic Safety Engineer Research Program Manager, Wisconsin Traffic Operations and Safety Laboratory

**Chokkalingam Muthumari**, IT Program Manager, WisDOT Crash Database and Resolve System

**Steven Parker, Ph.D.**, Information Technology Program Manager, Wisconsin Traffic Operations and Safety Laboratory

*Moderator:*

**Neil May**, Program Evaluation and Monitoring Analyst, WisDOT BOTS

**3:00 PM – 4:30 PM (CONTINUED)**

## **CPS TRACK**

### **On the Go with Car Seats and Kids (.75 CEUs)**

**ROOM: Grand A/B**

- Create a basic understanding of FAA regulations for children in car seats
- Create a basic understanding of the cons of traveling in a motor home
- Overview of the other modes of travel with children (other than family vehicles)
- Reviewing potential solutions or options that can be recommended to families traveling with children

*Presenter*

**Sarah Tilton**, Britax

### **Harness versus Booster: When to Make the Switch (.75 CEUs)**

**ROOM: Grand A/B**

Have you ever been faced with a scenario that requires the family to choose between an untethered car seat or a booster seat? Are you regularly asked questions about when to transition a child from a car seat to a booster seat? This session will discuss best practice recommendations, crash dynamics and curbside messages to share with caregivers. The presentation will review testing requirements of FMVSS 213, with a specific focus on head excursion limits and restraint performance. Participants will review case studies and discuss curbside messaging to assist caregivers in selecting the appropriate restraint.

*Presenter*

**Sarah Haverstick**, Evenflo

*Moderator*

**Ron Cody**, Firefighter/Paramedic City of De Pere Fire Department

## **TIM TRACK**

### **STOC – What Happens After You Make the Call?**

**ROOM: Ballroom A3**

You're dispatched to a tractor-trailer that has overturned after striking a bridge and is now leaking a flammable liquid into a ditch that is leading to a nearby stream. Your dispatcher contacts the Statewide Traffic Operations Center (STOC) and advises the control room operator of the incident. What happens now? Learn what happens behind the scenes at the STOC when law enforcement or other responders make a call to the STOC. The wealth of resources that the STOC has access to and put into play to assist all responders in the management of any incident

*Presenters:*

**Scott Nauman**, Control Room Liaison, AECOM/STOC

*Moderator:*

**Marquis Young**, WisDOT Traffic Incident Engineer

**3:00 PM – 4:30 PM (CONTINUED)**

**Unmanned Aircraft Systems in Support of Traffic Incident Management**

**ROOM: Ballroom A4**

Unmanned Aircraft Systems (UAS), a.k.a. drones, can be extremely useful when managing traffic incidents. From identifying the magnitude of large incidents, to taking detailed photographs of crime scenes and evaluating HazMat situations from a safe distance. The Illinois State Police was the first law enforcement agency in Illinois licensed by the FAA to operate drones. This presentation will explain how drones are being used by ISP to significantly reduce the amount of time needed to investigate traffic crashes.

*Presenters:*

**Brian Miller**, Unmanned Aircraft System Coordinator/Pilot, Illinois State Police

**Ray Sutton**, Crime Scene Investigator, Illinois State Police

*Moderator:*

**David Spakowicz**, Lakeside Engineers/STOC

**6:00 PM – 9:00 PM**

**Networking Reception**

**ROOM: Exhibit Hall C**

- Complimentary appetizers served at 6:30 p.m. to 8 p.m.
- Cash bar
- Click It or Ticket grant winners selected at 7:00 p.m. (need not be present to win)



VISIBILITY | PARTNERSHIP | INNOVATION

6:30 AM

## River Walk

Meet in the lobby of the Hyatt Regency and participate in a morning walk along the Fox River Trail.

7:30 AM – 8:30 AM BREAKFAST

## Keynote Speaker

David Perlman Wisconsin Department of Justice

ROOM: Exhibit Hall C

David Perlman is a nationally-recognized expert in the area of search and seizure and has delivered more than 2,000 presentations. As an Assistant Attorney General with the Training and Standards Bureau, Perlman coordinates training programs for both police and prosecutors. His areas of expertise include constitutional law, use of force, public records and management liability. His duties at the Wisconsin Department of Justice include training police and prosecutors on constitutional issues as well as litigating appellate cases dealing with search and seizure and confessions.

Perlman is the host and star of "Roll Call Law," a videotape training series for law enforcement officers produced by the Department of Justice. An honors graduate of Northwestern University, Perlman received his law degree from the Indiana University Law School.



## Thursday, August 25, 2016

### Conference Program Workshops

**9:15 AM – 10:15 AM**

### Crash Data, Past, Present and Future

**ROOM: Ballroom A1**

The Wisconsin Department of Transportation has embarked on a significant update to the Wisconsin MV4000 Crash Report to align with federal standards for crash data collection and safety analysis. The new “DT4000” crash report will be rolled out statewide on January 1, 2017. This presentation provides an update of the crash report redesign project. Objectives of the project will be discussed along with impacts to the existing crash reporting process. Time will be provided for questions and answers.

*Presenters:*

**Andrea Bill**, Traffic Safety Engineer Research Program Manager, Wisconsin Traffic Operations and Safety Laboratory

**Chokkalingam Muthumari**, IT Program Manager, WisDOT Crash Database and Resolve System

**Steven Parker, Ph.D.** Information Technology Program Manager, Wisconsin Traffic Operations and Safety Laboratory

*Moderator:*

**Neil May**, Program Evaluation and Monitoring Analyst, WisDOT BOTS

### Distracted Driving Countermeasures

**ROOM: Ballroom B1**

Distracted driving is a hot topic in traffic safety. How do we stop distracted drivers? This session explores the results of a handful of efforts conducted during this fiscal year targeting this ever growing crash contributing factor. Panel presenters will demonstrate projects that may be duplicated in your community. A portion of the panel will focus on the activities done to combat distracted teen driving. There will be a highlight on the partnerships and funding obtained through community sponsors in La Crosse. This funding allowed one high school to create an awareness film (short clip will be shown) and it allowed four high schools to hear a speaker affected by a distracted driver.

*Presenters:*

**Sgt. Brian Bierman**, Grant County Sherriff’s Office

**Candice Green**, Motor Vehicle Injury Prevention Coordinator, Ho-Chunk Nation

**Sgt. Kyle Teynor**, Prairie du Chien Police Department

**Marissa Kamrowski**, Public Health Nurse, LaCrosse County Health Department

**Lindsey Schwarz-Nichols**, Social Worker, LaCrosse County Health Department

*Moderator:*

**Robert Bott**, Regional Program Manager, WisDOT BOTS

9:15 AM – 10:15 AM (CONTINUED)

## Strengthening Partnerships in Engineering and Enforcement

ROOM: **Ballroom A2**

This session will highlight the benefits of a multidisciplinary approach to safety and speed issues and the importance of communicating a consistent message on transportation safety. The presentations will focus on cross-cutting issues in engineering and enforcement and identify projects where successful partnerships were the key to success.

*Presenters:*

**Greg Helgeson**, P. E., PTOE, North West Region Traffic Safety Engineer, WisDOT

**Tony Kemnitz**, P. E., PTOE, North Central Region Traffic Safety Engineer, WisDOT

*Moderator:*

**Brian Porter**, P.E., PTOE, State Traffic Engineer, WisDOT Bureau of Traffic Operations

## CPS TRACK

### Speed Mentoring (1 CEU)

ROOM: **Grand A/B**

Modeled after “speed dating.” During the session, each speaker will provide participants with information on a specific unique topic. Get ready for fast paced, relevant CPS instruction.

*Presenters:*

**Sarah Tilton**, Britax

**Allan Buchanan**, Bubblebum

**Courtney Barry**, Chicco

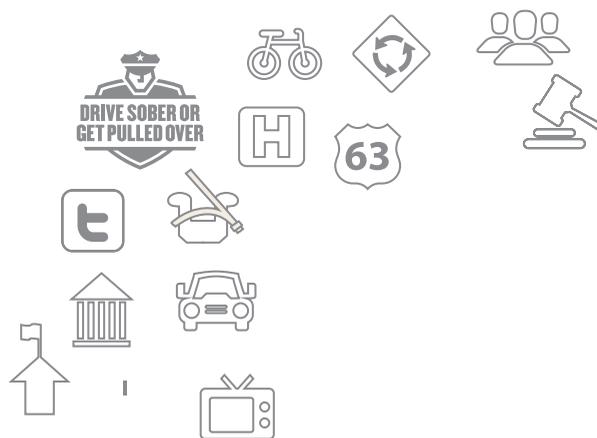
**Sarah Haverstick**, Evenflo

**Tony Jerisha**, Recaro

**Vera Fullaway**, Ride Safer

*Moderator:*

**Tamara Shortess**, RN, Affinity Medical Group- Neenah



# Thursday, August 25, 2016

## Conference Program Workshops

**9:15 AM – 10:15 AM (CONTINUED)**

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### TIM TRACK

#### TACTICAL TIM – Thinking Beyond the TIMA

ROOM: **Ballroom A3**

There is a major incident on a highway running through your jurisdiction. The roadway is going to be closed for a number of hours and an alternate route needs to be implemented. Additional personnel from your highway department or department of public works are needed for both the road closure and setting up the alternate route and their response time is at least one hour. What do you do until then? That first hour is the most dangerous for all of the responders. Life safety concerns, lack of personnel to properly control traffic and the lack of traffic control equipment are just some of the concerns. Learn what some departments are doing to bridge the dangerous gap between when the first responder arrives to when the highway department or DPW arrives.

*Presenters:*

**Kim Gaffney**, Sheriff, Marquette County Sheriff's Department

**Tim Houslet**, EMS Director, Marquette County

*Moderator:*

**David Spakowicz**, Lakeside Engineers/STOC

#### Towing and Recovery – It's a Dangerous Job!

ROOM: **Ballroom A4**

According to the International Towing and Recovery Hall of Fame and Museum, an average of 60 towing and recovery professionals are killed every year on our roadways assisting motorists. This does not include the countless struck-bys, close calls or near misses. Learn what the towing industry is doing not only in Wisconsin, but across the nation in order to make their jobs safer.

*Presenters:*

**Jamon Ingelse**, President, Lanser Towing

**Jeff Roskopf**, Owner, Roskopf's Towing

*Moderator:*

**Marquis Young**, Statewide TIM Engineer

**2:45 PM – 3:00 PM**

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**Break served in Exhibit Hall C**

**10:30 AM – 11:30 AM**

### **High Visibility Education and Enforcement (HVEE) – Adding Layers to Promote Community Awareness and Officer Safety In High Visibility Enforcement**

**ROOM: Ballroom B1**

This session will provide best practices in how to engage communities to help spread awareness about preventing impaired driving through additional community education efforts. It will also discuss additional strategies to promote officer safety during deployments. Listen to strategies developed by law enforcement agencies from two counties and the Wisconsin State Patrol during a pilot project that started last fall. A representative from the International Association of Chiefs of Police will also participate to discuss the strategies developed in Wisconsin and three other states as part of this multi-state pilot project.

*Presenters:*

**Lt. Robert Arps**, Manitowoc Police Department

**Lt. Ryan Chaffee**, Executive Officer, Fond du Lac Post, Wisconsin State Patrol

**Christopher Domagalski**, Chief of Police, Sheboygan Police Department

**Michael Fergus**, Program Manager, International Association of Chiefs of Police

*Moderator:*

**Randy Romanski**, Section Chief, WisDOT BOTS

### **Lessons Learned from the Wisconsin Pedestrian and Bicycle Crash Analysis**

**ROOM: Ballroom A1**

Between 2011 and 2013, Wisconsin averaged more than 1,600 reported pedestrian crashes and more than 1,100 reported bicycle crashes per year. This presentation will summarize results from the “Wisconsin Pedestrian and Bicycle Crash Analysis,” conducted by UW-Milwaukee for the WisDOT Bureau of Transportation Safety. The highest concentrations (“hot spots”) of fatal and severe-injury pedestrian and bicycle crashes tend to be along signalized, multilane, arterial roadway corridors in urban and suburban areas with moderate to high levels of pedestrian or bicycle activity. Overall, higher levels of walking and bicycling were associated with greater pedestrian and bicyclist safety.

*Presenter:*

**Robert Schneider, Ph.D.** Department of Urban Planning,  
University of Wisconsin-Milwaukee

*Moderator:*

**Larry Corsi**, Grant Program Supervisor, WisDOT BOTS

## Thursday, August 25, 2016

### Conference Program Workshops

**10:30 AM – 11:30 AM (CONTINUED)**

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### **Speaking the Same Language: Why Engineers Do the Things They Do to Promote Highway Safety**

**ROOM: Ballroom A2**

The University of Wisconsin Transportation Operations Safety Laboratory will hold a round table discussion to present current highway design concepts to law enforcement. Discussion will include criteria for installing cable barriers in the median and design updates for older roadways.

*Presenters:*

**Andrea Bill**, Traffic Safety Engineer Research Program Manager,  
Wisconsin Traffic Operations and Safety Laboratory

**Steven Parker, Ph.D.** Information Technology Program Manager,  
Wisconsin Traffic Operations and Safety Laboratory

*Moderator:*

**Lt. Brad Altman**, Bureau of Field Operations, Wisconsin State Patrol

## **CPS TRACK**

### **CPS Q&A (1 CEU)**

**ROOM: Grand A/B**

A fun interactive way to refresh your CPS knowledge. This workshop features a competition in which teams must correctly answer CPS questions.

*Judges:*

**Courtney Barry**

**Allan Buchanan**

**Sarah Haverstick**

**Tony Jerisha**

*Moderator:*

**Francis Little Wolf**, C.N.A, Ho-Chunk Health

*Speaker:*

**Vera Fullaway**

**10:30 AM – 11:30 AM (CONTINUED)**

## **TIM TRACK**

### **Oversize/Overweight – Coming Through a Town Near You**

**ROOM: Ballroom A3**

The number of oversize/overweight permits granted in Wisconsin is skyrocketing. Moving extraordinarily large or heavy pieces of machinery or products requires a lot of additional planning and route consideration. What happens when an OSOW becomes involved in a crash or is disabled? Or, if there is an unrelated incident upstream of the OSOW vehicle that requires all traffic be detoured, the OSOW cannot be detoured. There are many additional considerations that must be incorporated into the mitigation plan. Learn why the numbers of OSOW permits are increasing, what are the most common routes through the state and learn how one incident was successfully handled through the proper planning and execution of the recovery plan.

*Presenter:*

**Bill Wondrachek**, P.E., State Freight Engineer, WisDOT

*Moderator:*

**David Spakowicz**, Lakeside Engineers/STOC

### **Pennsylvania Snow Storms – The Closure of the Turnpike and the Interstate Twice in Three Weeks**

**ROOM: Ballroom A4**

In January 2016, a historic storm with blizzard-like intensity dropped over 36 inches of snow in two days that resulted in the closing of a 12-mile section of the Pennsylvania Turnpike. Over 500 vehicles and hundreds of motorists were trapped and stranded for about 24 hours. Three weeks later a sudden snow squall moved across Interstate 78 creating whiteout conditions that resulted in a 64-vehicle crash with tragic results – the death of three people and about 73 injured. A portion of I-78 was closed for nearly 24 hours. Learn about Pennsylvania's response and recovery efforts to both of these significant events along with lessons learned, best practices and areas for improvement that could certainly be considered here in Wisconsin.

*Presenter:*

**Dennis Drazkowski**, Emergency Transportation Operations (ETO)  
Program Manager, WisDOT STOC

*Moderator:*

**Marquis Young**, Statewide TIM Engineer

**CONFERENCE WILL ADJOURN AT 11:30 AM**

# The 43<sup>rd</sup> Annual Governor's Conference on Highway Safety will be held at the Sheraton Milwaukee Brookfield Hotel

## Save the date: August 23 – 24, 2017



The Sheraton Milwaukee Brookfield Hotel, conveniently located minutes from downtown Milwaukee off of Interstate 94. The fully renovated hotel features 389 beautifully appointed guestrooms. Amenities include indoor

pool, seasonal outdoor pool and sun deck, fitness center, Link@Sheraton, restaurant, lounge and ample complimentary parking.



The Brookfield Square Mall is adjacent and more than one hundred additional stores restaurants and clubs are within a five-minute drive from the hotel. Milwaukee/Mitchell Airport is twenty minutes away and complimentary shuttle service is provided.



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### Sheraton Milwaukee Brookfield Hotel

375 South Moorland Road, Brookfield, WI 53005

Phone: (262) 364-1100 • Hotel Reservations: (866) 716-8134

# DRIVING FATALITIES TOWARD ZERO

Wisconsin 42<sup>nd</sup> Annual  
**Governor's Conference on Highway Safety**

## PDH Credits for TIM Track Workshops

### Tuesday Pre-conference, August 23, 2016

- Traffic Incident Management (TIM) Training for Dispatchers and Transportation Management Center (TMC) Operators. . . . . PDH credits 4
- WI Emergency Traffic Control & Scene Management Guidelines Training . . . . . PDH credits 4

### Wednesday Sessions, August 24, 2016

- Alternative Fuel, CNG and LPG Vehicles and the Dangers Posed to First Responders. . . . . PDH credit 1
- Traffic Incident Management Technology 25 Years from Now . . . PDH credit 1
- Traffic Safety in the Plain Communities . . . . . PDH credits 1.5
- Unified Command and Traffic Incident Management – A Recipe for Success. . . . . PDH credits 1.5
- STOC – What Happens After You make the Call? . . . . . PDH credits 1.5
- Unmanned Aircraft Systems in Support of Traffic Incident Management . . . . . PDH credits 1.5

### Thursday Sessions, August 25, 2016

- TACTICAL TIM – Thinking Beyond the TIMA . . . . . PDH credit 1
- Towing and Recovery – It's a Dangerous Job!. . . . . PDH credit 1
- Oversize/Overweight – Coming Through a Town Near You . . . . . PDH credit 1
- Pennsylvania Snow Storms – The Closure of the Turnpike and the Interstate Twice in Three Weeks. . . . . PDH credit 1

**Total PDH claimed for attending the above sessions**

*WisDOT Bureau of Transportation Safety certifies that the following PDF credits for attending technical sessions were made available to:*

Full Name: .....

***Keep this certificate for your records***

# DRIVING TOWARD FATALITIES ZERO

## Wisconsin 42<sup>nd</sup> Annual Governor's Conference on Highway Safety *at a Glance*

### Wednesday, August 24, 2016

**8:00 AM**

Exhibits Open — **Exhibit Hall C**

**9:00 AM**

Welcome / Opening Session  
/ National Anthem  
**Exhibit Hall C**

**9:30 AM – 10:15 AM**

Keynote Speaker:  
James Hedlund, Ph.D.  
**Room: Exhibit Hall C**

**10:15 AM – 11:00 AM**

Keynote Speaker:  
David Strayer, Ph.D.  
**Room: Exhibit Hall C**

**11:00 AM – 12:00 PM**

Money in Motion – Using  
Grant Funding to the Fullest  
**Room: Ballroom B1**

Motorcycle Safety – Moving  
Towards Zero Deaths Through  
Education, Awareness,  
Conspicuity and Enforcement  
**Room: Ballroom A2**

Wisconsin Road Team  
**Room: Ballroom A1**

CPS TRACK Meet the  
Manufacturers (1 CEU)  
**Room: Grand A/B**

**11:00 AM – 12:00 PM (CONTINUED)**

TIM TRACK Alternative Fuel, CNG  
and LPG Vehicles and the Dangers  
Posed to First Responders  
**Room: Ballroom A3**

Traffic Incident Management  
Technology 25 Years from Now  
**Room: Ballroom A4**

**12:00 PM – 1:00 PM**

Awards Presentation & Luncheon  
**Room: Exhibit Hall C**

**1:15 PM – 2:45 PM**

Drug Impaired Driving  
**Room: Ballroom B1**

Using Social Media to Connect  
with Your Community  
**Room: Ballroom A1**

TSC Best Practices  
**Room: Ballroom A2**

CPS TRACK Interactive  
Safety Stations  
**Room: Grand A/B**

TIM TRACK Traffic Safety in  
the Plain Communities  
**Room: Ballroom A3**

Unified Command and Traffic Incident  
Management – A Recipe for Success  
**Room: Ballroom A4**

**3:00 PM – 4:30 PM**

ARIDE 101: Taking Your Officers to  
the Next Level to Fight Impairment  
**Room: Ballroom A2**

Implementing a HVE PED  
Safety Program Without  
Reinventing the Wheel  
**Room: Ballroom B1**

Mapping Crashes, Community  
Maps and the Wisconsin Traffic  
Operations and Safety Laboratory's  
WisTransPortal System  
**Room: Ballroom A1**

CPS TRACK On the Go with Car  
Seats and Kids (.75 CEUs)  
**Room: Grand A/B**

Harness versus Booster: When  
to Make the Switch (.75 CEUs)  
**Room: Grand A/B**

TIM TRACK STOC – What Happens  
After You Make the Call?  
**Room: Ballroom A3**

Unmanned Aircraft Systems  
in Support of Traffic  
Incident Management  
**Room: Ballroom A4**

**6:00 PM – 9:00 PM**

Networking Reception  
**Room: Exhibit Hall C**

### Thursday, August 25, 2016

**6:30 AM**

River Walk  
**Lobby of the Hyatt Regency**

**7:30 AM – 8:30 AM  
BREAKFAST**

Keynote Speaker: David Perlman,  
Wisconsin Department of Justice  
**Room: Exhibit Hall C**

**9:15 AM – 10:15 AM**

Crash Data, Past, Present and Future  
**Room: Ballroom A1**

Distracted Driving Countermeasures  
**Room: Ballroom B1**

Strengthening Partnerships in  
Engineering and Enforcement  
**Room: Ballroom A2**

**9:15 AM – 10:15 AM (CONTINUED)**

CPS TRACK Speed Mentoring (1 CEU)  
**Room: Grand A/B**

TIM TRACK TACTICAL  
TIM – Thinking Beyond the TIMA  
**Room: Ballroom A3**

Towing and Recovery – It's  
a Dangerous Job!  
**Room: Ballroom A4**

**10:30 AM – 11:30 AM**

High Visibility Education and  
Enforcement (HVEE) – Adding  
Layers to Promote Community  
Awareness and Officer Safety  
In High Visibility Enforcement  
**Room: Ballroom B1**

**10:30 AM – 11:30 AM (CONTINUED)**

Lessons Learned from the Wisconsin  
Pedestrian and Bicycle Crash Analysis  
**Room: Ballroom A1**

Speaking the Same Language:  
Why Engineers Do the Things They  
Do to Promote Highway Safety  
**Room: Ballroom A2**

CPS TRACK CPS Q&A (1 CEU)  
**Room: Grand A/B**

TIM TRACK Oversize/  
Overweight – Coming Through  
a Town Near You  
**Room: Ballroom A3**

Pennsylvania Snow Storms – The  
Closure of the Turnpike and the  
Interstate Twice in Three Weeks  
**Room: Ballroom A4**

**ADJOURN AT 11:30 AM**