

The Connector



June 2015

Message from WisDOT Secretary Mark Gottlieb

As more and more of our customers prefer to do business online, we've taken steps to enhance our electronic service options. One of our MAPSS performance improvement measures tracks Division of Motor Vehicle (DMV) electronic services. We're pleased to report our performance is trending in a positive direction with a four percent increase in DMV electronic services between calendar year 2013 and 2014. This week, the department launched a new website design as another way to meet the needs of our many online customers and business partners. We hope you'll use wisconsindot.gov to connect with us.

On a more somber note, traffic fatalities in Wisconsin are up significantly compared with the same period last year. There's no one reason for the increase but WisDOT needs your help to prevent crashes. Included in this issue is a short op-ed that was recently distributed to media around the state. Feel free to share it with others to support our traffic safety message.

New look on the Internet

The Wisconsin Department of Transportation (WisDOT) has a new website designed to make it easier for our many customers to find information and conduct business online.

Wisconsindot.gov features a new visual design and architecture. The navigation has been retooled and reorganized based on site analytics, user analysis and best practices from other websites. The content itself has been reorganized and streamlined to make site visits pleasant and more productive.



Many people coming to the WisDOT Internet site want to do business with the Division of Motor Vehicles (DMV). Customers can now connect to DMV three ways right from the home page. This includes access through the Online Services and DMV tabs on the main navigation bar or by simply clicking on the DMV logo.

Wisconsindot.gov also makes it easy to find safety and travel information and get updates on highway projects/studies from all around the state. For our many business and government partners, the site consolidates content to create some one-stop-shop pages for doing business with the department.

The new wisconsindot.gov site features a number of other enhancements including:

- Responsive, mobile-first design that works with any type of device
- Reorganized content and consistent global navigation to help access content quickly

- Targeted path to online services
- Section 508 compliant content to facilitate access and use by all individuals

There's much to explore on wisconsin.gov - check it out today. WisDOT looks forward to continuing to meet the growing online needs of our customers.

Wisconsin Interstate segments posted at 70 mph

On June 16 and 17, county highway crews installed approximately 470 new speed limit and related signs along about 810 miles of Interstate highways in Wisconsin. The sign installation follows state legislation approved earlier this year providing WisDOT authority to sign certain Interstate segments and freeways without at-grade access at 70 mph. With the Interstate signage in place, WisDOT is doing further analysis regarding freeway segments that could be posted at 70 mph in the future. Motorists are being reminded to obey all posted speed limits, and of the state's [Move Over Law](#) that requires drivers to slow down and move over if possible for all roadside workers stopped along a highway with their vehicle's warning lights flashing.



We need your help to have a summer of safety and save lives on Wisconsin roads

By Mark Gottlieb
Secretary of the Wisconsin Department of Transportation

You may have noticed the number of traffic fatalities being displayed on message signs along major roadways around the state. The Wisconsin Department of Transportation is using this somber message to remind everyone that driving is the most dangerous activity most of us perform each day.

Last year, Wisconsin had 496 traffic fatalities, which was the lowest number of deaths and the first time below 500 fatalities, since 1943. However, at the midway point of this year, traffic fatalities in Wisconsin are up significantly compared with the same period last year. This substantial increase in traffic deaths includes motorcyclists, pedestrians, and bicyclists as well as drivers and passengers in cars and trucks.

To reverse this tragic trend, WisDOT is intensifying its traffic safety efforts. Along with other engineering improvements, we will continue to add rumble strips to highways to help prevent drivers from crossing into oncoming lanes of traffic or running off the road. We will work diligently with our law enforcement partners to put more officers on the road for traffic safety enforcement in areas and at times when crashes are more likely to occur. We will maintain our education and public outreach efforts to motivate motorists to make better decisions and take responsibility for their actions behind the wheel.

But WisDOT and our traffic safety partners also need your help to prevent crashes. As we enter the busy summer travel months - typically the months with the highest number of traffic fatalities - we urge you to buckle up, slow down, pay attention and drive sober. We also need you to share the road with motorcyclists, bicyclists and pedestrians. Above all, we need you to drive as if your life-and other lives-depended on it.

Who's who at WisDOT

Kenneth (Casey) Newman is the director of WisDOT's Office of Policy, Finance and Improvement (OPFI). OPFI coordinates the development of WisDOT's biennial budgets; analyzes policy, management and financial issues; and manages the department's research and performance improvement programs. Casey was appointed director in April 2015, when he returned to WisDOT after spending four years as the Associate Director of Transportation Services at UW-Madison. Previously, Casey served as the Director of the WisDOT's Office of Policy, Budget and Finance (now OPFI) for six years. He also served as Chief of the Strategic Issues Section in DTIM's Bureau of Planning. You can reach [Casey](#) at (608) 267-9618.



The Wisconsin Department of Transportation's MAPSS Performance Improvement Program reviews performance measures for five key goal areas that guide us in achieving our mission - mobility, accountability, preservation, safety and service. To check out the latest online reports, simply click on the MAPSS logo.

Contact: Wisconsin Department of Transportation
Office of Public Affairs, Rm. 103B
4802 Sheboygan Avenue
Madison, WI 53705
(608) 266-3581
dotexecofficeofpublicaffairs@dot.wi.gov

