

# WISCONSIN TRAFFIC SAFETY REPORTER

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2012



## **Worrisome fatality trend... but positive traffic safety efforts**

by Major Sandra Huxtable, *Director*  
WisDOT Bureau of Transportation Safety

We started out this year with a mild winter and from there it seemed to go directly into summer—and what a sizzling summer it's been!

That is great news for outdoor enthusiasts and travelers, but the news isn't quite as glowing with regard to traffic safety. From the first days of 2012 we have seen increased traffic deaths on our highways compared to 2011. June and July brought excessive heat that caused pavement segments to buckle around the state, and serious storms caused roadways to flood or wash out completely. Mother Nature has been providing some difficulties, but WisDOT and its safety partners statewide are up to the challenge.

This issue covers some of the initiatives WisDOT Secretary Mark Gottlieb and Deputy Secretary Mike Berg have implemented to emphasize safety as one of the performance measures for WisDOT: see the article on this page about MAPSS and the page 2 sidebar about the Summer of Safety.

You can also read about a high-visibility enforcement program, see a unique tool the Wrightstown Police Department uses for patrolling and raising public awareness of motorcycle safety, and you can learn about a program, sponsored by our safety partners at AT&T and AAA Wisconsin, that encourages teens to avoid texting while driving.

We all have a role in helping to improve traffic safety and in encouraging others to do so as well. We all must continue our efforts to achieve zero preventable deaths in Wisconsin.

## **Notice to law enforcement** **Collecting BAC samples in fatality or injury crashes**

The Wisconsin Department of Transportation has an interest in ensuring that every driver involved in a traffic crash that results in a fatality is tested for the presence of alcohol or controlled substances. This information is reported to the National Highway Transportation Safety Administration (NHTSA) annually.

It's important to note that untested drivers involved in fatality crashes can possibly affect impaired driving funding from NHTSA. A simple PBT (preliminary breath test) satisfies the federal criteria.

*continued on page 6*

## **MAPSS** **Performance reports on state transportation system**

In February, WisDOT unveiled its new MAPSS Performance Dashboard, a website with quarterly reports on the performance of the state's transportation system in five areas: mobility, accountability, preservation, safety and service. The reports highlight key strategic performance measures, including: traffic crash fatalities and injuries, seat belt use, time to clear highway incidents, construction projects completed on-time and on-budget, highway and bridge condition, and Division of Motor Vehicles services.

*continued on page 2*



## **Child safety seat video**

More than 80% of child safety seats are not used correctly. The proper installation of these seats can be confusing, so WisDOT has developed a 14 minute instructional video on their correct use, starting with infants and progressing to children in booster seats.

It is available at [www.zeroinwisconsin.gov/ChildSafetySeats/](http://www.zeroinwisconsin.gov/ChildSafetySeats/) (along with a link for ordering the video on DVD). DVDs will also be distributed at places like hospital birthing centers and pediatric clinics.

*continued on page 6*



PBT device

## Wisconsin Department of Transportation **MAPSS** **Performance Dashboard**



From new CPS instructional video

## Summer of Safety

By May, traffic deaths in Wisconsin had increased compared with the same period last year, so WisDOT launched its Summer of Safety initiative. At a news conference in Milwaukee in late May, WisDOT Secretary Mark Gottlieb noted that there has been significant progress in recent years in reducing traffic fatalities in Wisconsin. "But now," he said, "we're extremely concerned about the increase in fatalities so far this year."

WisDOT and its partners focused on improving traffic safety enforcement, education and engineering, and the initiative included a wide variety of efforts, such as stepped up law enforcement. For further details, see the May 25 press release on the WisDOT website: [www.dot.wisconsin.gov/open/cms/export/nr/modules/news/news\\_3366.html\\_786229440.html](http://www.dot.wisconsin.gov/open/cms/export/nr/modules/news/news_3366.html_786229440.html).

Gottlieb added, "Our ultimate goal is to reduce the number of preventable traffic deaths to Zero in Wisconsin, and to reach that goal we need everyone's help."



The *Wisconsin Traffic Safety Reporter* is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, recognize worthwhile programs, and to educate and share ideas with safety professionals.

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**Major Sandra Huxtable**

TSR COORDINATOR  
**Steve Olson**

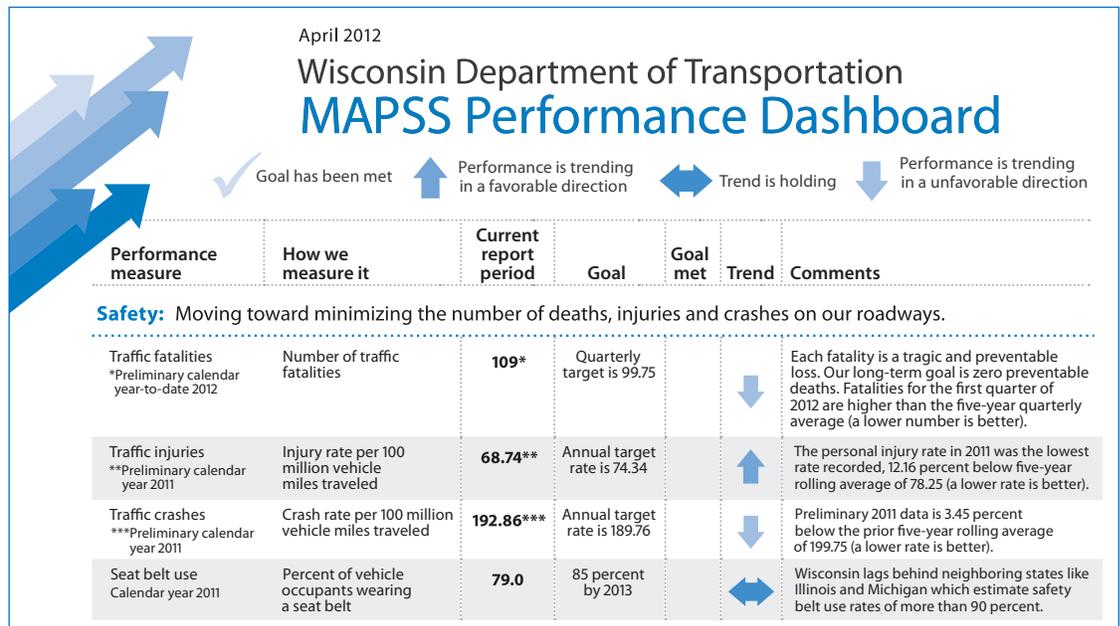
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[www.dot.wisconsin.gov](http://www.dot.wisconsin.gov)

## MAPSS from page 1



MAPSS reports are available at [www.mapss.wi.gov](http://www.mapss.wi.gov). To boost awareness, WisDOT's homepage also links to this site.

"At a time when everyone's budget is tight," says WisDOT Secretary Mark Gottlieb, P.E., who is leading the MAPSS effort, "it's especially important for public agencies to practice wise stewardship of taxpayers' money. The MAPSS Performance Dashboard provides transparency on how we're doing, and it gives the department an added tool to help guide us in meeting our goals."

To get MAPSS started, WisDOT reviewed previous department efforts, finding that many good performance measures were already in place but some weren't being shared efficiently with the public. Performance programs in other states were researched, and work groups then established goals and performance measures, with an emphasis on using available data sets.

### How MAPSS works

Each quarter, the MAPSS Performance Dashboard is updated, providing a two-page summary and a narrative report that can be downloaded as pdfs. The example above, from the safety section of the April summary, includes performance measures, goals and current data on key traffic safety issues. Each performance measure (e.g., traffic injuries) links to a wealth of further data. Currently, these links are being piloted for those with access to WisDOT's intranet, and next year this data will be available to the public.

WisDOT will monitor performance measures, targeted goals and trends and make adjustments as needed to meet strategic goals.

MAPSS ties in with the goals established in the 2011-13 Wisconsin Strategic Highway Safety Plan (SHSP), a state-wide, data-driven plan developed under the sponsorship of WisDOT's Traffic Safety Council.

In July, Congress passed a \$105 billion surface transportation bill that runs through the end of federal fiscal year 2014. The bill, Moving Ahead for Progress in the 21st Century (MAP-21), establishes national goals in seven areas, including safety, infrastructure condition, and economic vitality, and requires performance measures and greater accountability. WisDOT's evolving strategic goals, along with the measures designed to achieve them, will be established through a collaborative process involving the USDOT, AASHTO and others partners and stakeholders.

WisDOT will also coordinate its work with the new Wisconsin "Lean Government" Initiative to foster government efficiency with the goals of improving services and controlling costs. The department will participate in translating performance measurement to action through projects focused on continuous improvement. Visit the Lean Government homepage: [www.walker.wi.gov/Wisconsin-Reform/lean-Government](http://www.walker.wi.gov/Wisconsin-Reform/lean-Government).

WisDOT Deputy Secretary Mike Berg, P.E., is helping lead MAPSS development. He notes that the basic inspiration for MAPSS is the desire to continually improve the safety and efficiency of the Wisconsin's transportation system. Improvement requires establishing goals, conducting data-driven analysis of problems, and measuring results. MAPSS goals and performance measures:

- Create a results-driven environment to optimize the performance of the transportation system and WisDOT
- Provide an efficient tool to inform public and policy-makers on how well WisDOT is achieving its goals.

See sidebar for an example of how WisDOT can respond effectively to changing conditions—in this case, higher crash fatalities in the first half of this year.

Contact Lori Richter, Performance Measure Manager, WisDOT Office of Policy, Budget and Finance, at [lori.richter@dot.wi.gov](mailto:lori.richter@dot.wi.gov).

## State tests rumble strips on two-lane rural roads

This summer, WisDOT launched two initiatives to introduce rumble strips on two-lane rural roadways. This pilot project will:

- install rumble strips on four two-lane state road pavement rehabilitation projects
- add them to existing two-lane state roads with five retrofit projects
- result in a total of more than 500 miles of centerline strips and 54 miles of shoulder strips.

The WisDOT website <http://dot.wisconsin.gov/safety/motorist/roaddesign/rumblestrips/index.htm> provides a wealth of resources, including an introductory video and a map of 2012 rumble strip retrofit sites statewide.

For the last five years, 36%-40% of Wisconsin crash fatalities were due to run-off-the-road and cross-center line crashes with 90% of them occurring in rural areas.

Center line and shoulder rumble strips are proven, cost-effective prevention measures that alert drivers via noise and vibration when they drift from the driving lane. Rumble strips are painted with reflective paint to increase their visibility during inclement weather.

National research shows compelling reductions in severe crashes on two-lane roadways:

- 29% with shoulder rumbles in fatal & injury crashes
- 44% with centerline rumbles in head-ons & sideswipes

A Maine DOT nationwide survey found an overall 50:1 cost/benefit ratio. Rumble strips require very little maintenance.

WisDOT selected road segments with higher frequency of run-off-the-road crashes to receive rumble strips.

Safety goals were balanced with concerns such as bicycle accommodations, freight mobility and noise considerations.

With the pilot underway, WisDOT will monitor the rumble strips' impact on crash types and frequency.

This data will help transportation planners determine:

- how to balance application of this safety measure with other initiatives
- how rumble strips might affect state design standards

For further details, see the *Crossroads Spring 2012* article on rumble strips: <http://tic.engr.wisc.edu/>.

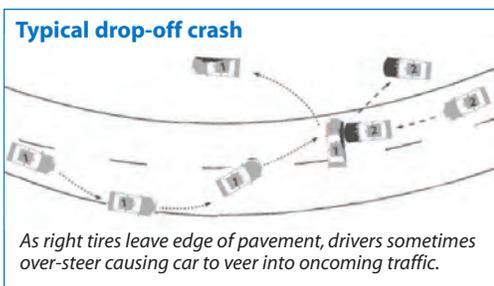


Centerline rumble strip.

WISCONSIN TRANSPORTATION INFORMATION CENTER (TIC)

## Safety Edge paves way to safer rural roads

Roadway departures account for 53% of fatal crashes nationwide (FHWA). When a driver drifts off the roadway and tries to steer back onto the pavement, a sharp vertical pavement edge can result in over-steering. If drivers over-steer without reducing speed, they are prone to lose control, possibly causing severe crashes.



way edge, reducing the severity of run-off-the-road crashes. For asphalt pavement, the Safety Edge also improves pavement edge durability.

This innovative technology from the FHWA Every Day Counts (EDC) program is especially beneficial on rural roads with narrow shoulders and high crash rates. Through the EDC program, FHWA collaborated with WisDOT on a Safety Edge pilot project last year. In October the Wisconsin Transportation Information Center partnered with the Chippewa County Highway Department to offer a workshop that gave local road officials a chance to see a Safety Edge installation on a county project. Representatives from 10 counties and nine towns attended.

Research is another aspect of this WisDOT/FHWA collaboration. The Construction and Materials Support Center at UW-Madison has studied the pilot projects to monitor methods and measure outcomes. Their findings on new performance and construction specifications are now available from WisDOT.

Jerry Zogg, WisDOT Chief Roadway Standards Engineer, feels the state's Safety Edge installations are a success and a source of useful data. He says they want to implement Safety Edge on more state roads over the next two years and also demonstrate this technology for more local road officials and contractors.



TransTech shoe attached to paving screed creates the Safety Edge, thus eliminating the dangers of a sudden sharp dropoff as shown below.



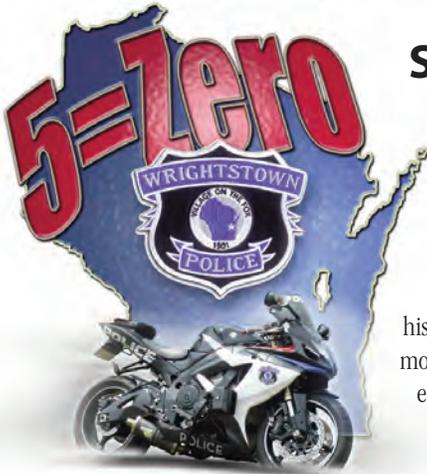
For more details on Safety Edge, see articles in 2011 & 2012 Winter Crossroads: <http://tic.engr.wisc.edu/>

WISCONSIN TIC

Cut-away diagram shows how the sloped Safety Edge dovetails with the graded shoulder material.

Safety Edge, a simple but highly effective way to reduce such crashes, shapes the edge of the roadway pavement to 30 degrees (see diagram), reducing the problem of drop-off. This angle provides a safer road-

WISCONSIN TRANSPORTATION INFORMATION CENTER (TIC)



### Reduce motorcycle fatalities to: **ZERO In Wisconsin**

- 1 Alcohol free/Riding sober
- 2 Rider education/Licensing
- 3 Appropriate gear/Clothing
- 4 Cycle condition/Maintenance
- 5 Safe riding practices

Oklahoma Highway Patrol converted this seized Suzuki Hayabusa (the world's fastest production motorcycle) to use mainly for community outreach, due to the attention the exotic bike attracts, but not for pursuit.



## Sport bike used to raise public awareness

“Our main goal is awareness,” says Chief Perry Kingsbury of the Wrightstown Police Department. “If we can be visible with this sport bike, it will help improve motorcycle safety. And it certainly saves us on gas.”

A Suzuki GSX-R600 sport bike, donated to his department, has been converted into a patrol motorcycle and is now being used for traffic enforcement and community outreach.

Two full-time officers and a handful of part-time officers had used traditional squad cars and a mountain bike to patrol this village in northeastern Wisconsin, with a population of less than 3,000. Many motorcyclists pass through town, too many speeding. “We get all the crash statistics from WisDOT,” Kingsbury says, “and we learned that several counties in the Fox Valley were in the top five in motorcycle crashes in the state. We wanted to do something to make a difference.”

“It’s a positive police contact when we’re out with this bike,” he observes. “We don’t have cruiser bikes in our fleet, but now with the GSX-R, we get the attention of the eighth and ninth graders who would otherwise have less interest in contact with police. Of course, they all want to know how fast it goes. We say, ‘it goes the speed limit and it gets there quickly.’” The Suzuki hasn’t yet been used in a pursuit, but, if it were, he stresses that it would be used according to proper procedures.

Along with patrolling, the sport bike is now taken to a variety of local community events like the town’s Memorial Day parade, along with big regional gatherings of motorcyclists, such as at the Wisconsin

International Raceway in Kaukauna and Elkhart Lake’s Road America. The Suzuki serves as a magnet for a key traffic safety target audience; 16 to 25-year-old males.

At some events, the Suzuki appears along with WisDOT’s THE REF mobile rider education facility. Greg Patzer, WisDOT Bureau of Transportation Safety, notes that the purposes of the sport bike and THE REF dovetail to help attract people to learn about safe motorcycling and a wide variety of rider education opportunities.

“We couldn’t have done this without the help of our partners,” Kingsbury reflects, including a Suzuki dealer in nearby De Pere, a local signage and vehicle graphics company, WisDOT and the support of the Village Trustees.

Visit the Wrightstown Police Department on Facebook, and contact Chief Kingsbury at [pkingsbury@wrightstown.us](mailto:pkingsbury@wrightstown.us).



**BEFORE** Donated Suzuki sport bike

**AFTER** Wrightstown PD Chief Perry Kingsbury and THE REF at the Subway SuperBike Doubleheader—AMA Pro Racing at Road America in June



## Encouraging teens . . . *don't text and drive*

Local community leaders, educators and law enforcement are teaming up to educate high school students around Wisconsin on the dangers of texting while driving. In a campaign that includes AT&T Wisconsin, WisDOT Bureau of Transportation Safety (BOTS) and AAA Wisconsin, teens in school assemblies are hearing the simple message that no text is worth dying over, and that messages should wait until after driving. Assemblies include accounts of local teens' lives that have been altered or ended by texting while driving, viewing the AT&T documentary *The Last Text*. Students also get to try AAA's distracted driving simulator.

Studies show that teen drivers are particularly at risk for both texting while driving and car crashes. Not only do teens text five times more a day than adults on average, but those who send text messages while driving are 23 times more likely to be in a crash. In addition, traffic crashes are the leading cause of death for teens.

"If you text while driving, your hands are not on the steering wheel, your eyes are not on the road, and your mental focus is not on the traffic and road conditions around you," says Major Sandra Huxtable, BOTS director,

who participates in the assemblies.

"Without a doubt, texting while driving will increase your risk of causing a crash or failing to avoid one."

Wisconsin law prohibits sending an email or text message while driving and imposes a fine up to \$400. As a primary enforcement law, officers may stop and ticket drivers solely for texting and driving.



Contact Jessica Erickson, AT&T Wisconsin at [jessica.erickson@att.com](mailto:jessica.erickson@att.com) or Roy Hinz, AAA Wisconsin, at [RRHinz@aaawisconsin.com](mailto:RRHinz@aaawisconsin.com).



By trying to navigate an obstacle course, Oak Creek High School students learn how distracting texting can be. Students partnered with AT&T, Wisconsin State Patrol and the Wisconsin FCCLA to put on the first-ever State Summit on Teen Distracted Driving, attended by nearly 800 high school students.



L-R Randy Romanski from the Wisconsin State Patrol, Oak Creek student, AT&T Wisconsin State President Scott VanderSanden, Oak Creek students, Oak Creek teacher Amanda Drews, and Major Sandra Huxtable from the Wisconsin State Patrol



Roy Hinz of AAA watches as Green Bay East High student tries texting while driving the AAA distracted driving simulator.

AAA distracted driving simulator



### Resources

#### AAA Wisconsin

<http://teendriving.aaa.com/WI/>

#### AT&T's It Can Wait campaign

[www.att.com/textingcanwait](http://www.att.com/textingcanwait)

#### Governors Highway Safety Association

(GHS) has released the first comprehensive overview of distracted driving research for state officials: *Distracted Driving: What Research Shows and What States Can Do*. Also see *Curbing Distracted Driving: 2010 Survey of State Safety Programs*  
[www.ghsa.org](http://www.ghsa.org)

USDOT has unveiled a national strategy to end texting and handheld cell phone use behind the wheel.

[www.distraction.gov](http://www.distraction.gov)

Wisconsin Department of Public Instruction offers grant opportunities for such assemblies, e.g., Student AODA Mini-Grant Program (but of course budgets are tight).

<http://dpi.wi.gov/sspw/grantpro.html>



## FARS Unit, Division of Motor Vehicles (DMV)

Created by NHTSA, the Fatality Analysis Reporting System (FARS) is a nationwide database providing yearly data regarding fatal injuries in motor vehicle traffic crashes. FARS provides an overall measure of highway safety, helps suggest solutions, and helps provide an objective basis to evaluate the effectiveness of motor vehicle safety standards and highway safety programs.

Operational since 1975, FARS has collected data on about one million motor vehicle fatalities, and it gathers information on more than 100 different coded data elements that characterize crashes, the people and vehicles involved, environment and roadway conditions. FARS is widely used by state agencies, the automotive and insurance industries, Congress and the public.

NHTSA has a cooperative agreement with an agency in each state government to provide information in a standard format on fatal crashes in the state. Data are collected, coded and transmitted to Washington, D.C. Quarterly files are produced for analytical purposes to study trends and evaluate the effectiveness of highway safety programs. This information is available to the public at [www.fars.nhtsa.dot.gov](http://www.fars.nhtsa.dot.gov).

The WisDOT FARS unit gathers reports for every fatal crash in Wisconsin on behalf of NHTSA. The unit's FARS analysts receive notification of all motor vehicle, snowmobile and ATV crash fatalities that occur on a Wisconsin trafficway. Crash information is received from a variety of sources including: MV4000

Police Accident Reports, MV3480 Motor Vehicle Fatal Supplement Reports, coroner reports of motor vehicle deaths, and death certificates. Further information is gathered from: driving records, vehicle abstracts, press releases, BAC and drug test results for all drivers involved in fatal crashes, and web applications that provide more detailed information about the specific vehicles involved.

The FARS analysts then code and enter this crash information into the federal FARS database.

Each year, the WisDOT FARS unit is responsible for achieving a 1% increase in the proportion of drivers in fatal crashes who have their BAC tested, compared to the total number of driver fatalities statewide during that year. This gradual improvement is necessary to ensure that WisDOT continues to obtain federal 410 grant money which goes to the WisDOT Bureau of Transportation Safety (BOTS). This "traffic safety money" is then used, for example, by law enforcement for traffic safety initiatives. NOTE: see article on page 1 about collecting BAC samples.

The WisDOT FARS unit consists of Jane Dederich, FARS supervisor, and Scott Stary and Joann Luther, FARS analysts. Scott thoroughly understands the coding concepts and has experienced the evolution of the program as it has increased and improved data collection and reporting. Joann coordinates FARS unit workflow and ensures the timely completion of reports. She also coordinates with BOTS on the collection of BAC data.

Contact Jane at [Jane.Dederich@dot.wi.gov](mailto:Jane.Dederich@dot.wi.gov).

## Highway Safety Partners

This section profiles people who are helping improve traffic safety in Wisconsin.

### Collecting BAC samples from page 1

The following decision has been made and will be included in the State Patrol manual.

*"State Patrol Troopers or Inspectors who investigate a crash that involves death or great bodily harm are encouraged to request, at a minimum, a PBT from any surviving driver that committed a traffic violation. The officer should indicate whether the test result was positive or negative on the MV4000. An actual PBT result may be indicated on the fatal crash supplement report. If the test result is positive, officers should determine whether they have sufficient probable cause to proceed with an OWI arrest. If the officer detects the presence of a controlled substance, controlled substance analog or other drug, the officer should proceed with an arrest as the evidence indicates."*

See article above about the WisDOT FARS Unit—one of many ways BAC results are important to WisDOT and for improving traffic safety.

### Child safety seat video from page 1

The safety seat requirements shown in the video are part of Wisconsin state law, and these legal requirements are intended to protect children from harm. But if people want to provide even greater protection for their children—beyond what is required by state law—or need to locate a trained child safety seat technician to ensure proper car seat installation, the video encourages them to visit: [www.healthychildren.org](http://www.healthychildren.org) (with the American Academy of Pediatrics best practice guidelines) or [www.nhtsa.gov/cps/cpsfitting](http://www.nhtsa.gov/cps/cpsfitting) or contact WINS (Wisconsin Information Network for Safety) at [www.wcpsa.com](http://www.wcpsa.com) or (866) 511-9467.

In the video, a convertible seat designed to adapt with children as they grow is used for demonstrations. But the video emphasizes that every safety seat is different, so adults should check their seat's user manual and their vehicle's owner manual. They are also encouraged to find more detailed information from WINS about their specific safety seat and local fitting stations.



## Kronenwetter PD Project Run-Safe

What started out as several close calls for a Kronenwetter business owner has blossomed into a full-blown community campaign to help keep runners and cyclist safe on dimly lit local roads.

While driving during the early morning and late evening, Matt Waldvogel, owner of Countryside Fence & Deck Service, had some frighteningly-close encounters that nearly turned deadly. "If runners are wearing dark clothing," he says, "you don't see them until you're practically right on top of them."

Shaken by these near collisions, Waldvogel approached Kronenwetter Police Officer Andrew Zortman with the idea of distributing reflective vests to runners—and he offered a \$300 donation to the cause.

"I consider myself a pretty serious runner," says Zortman, "and I knew right away that his concerns were valid." After some brainstorming and with help from other community groups, Officer Zortman launched Project Run-Safe, a program designed to make runners and cyclists more visible by providing highly visible dri-fit T-shirts, headlamps and reflective ankle straps for free.

To distribute the safety items officers handed out coupons to runners and cyclists, which they later redeemed.

Several local businesses and the Lions Club have helped get the program off the ground. Zortman approached, for example, Eastbay in Wausau, a supplier of athletic shoes, clothing and sports equipment, to find out about style



Matt Waldvogel (L) and Officer Andrew Zortman

options, and he was pleasantly surprised when the company offered to help sponsor the program, supplying one-third of the T-shirts for free.

Waldvogel is glad to see the program catching on. "The thought that you could injure someone is just devastating. It's scary. Hopefully this will help keep people safe."

Contact Officer Zortman at [azortman@kronenwetter.org](mailto:azortman@kronenwetter.org).

## Get to know ... Tondra Davis

Supervisor Grants Unit  
WisDOT Bureau of Transportation Safety

"This is an exciting time to be working at BOTS," Tondra says. "We're helping develop important new traffic safety initiatives and we're improving the efficiency of how we work with our partners statewide." BOTS welcomed Tondra to its staff in January.

Her work includes overseeing the BOTS state program managers and helping develop new initiatives. She is involved, for instance, with efforts to foster high-visibility enforcement (page 8) and to develop new elements for



WisDOT's *Zero In Wisconsin* campaign, working with people such as Donald Driver to raise public awareness.

She has helped with the rollout of the WISE Grants system and with improving how grantees are reimbursed. She is working on ways to improve the thoroughness and effectiveness with which federal funding to BOTS is put to work, and with which grantees make use of their BOTS funding. Part of the team that develops the bureau's Highway Safety Performance Plan, submitted each year to NHTSA, she welcomes input for the plan from people around the state who have ideas for innovative ways to improve traffic safety in Wisconsin.

Before coming to WisDOT, she worked on community grants and programs with the city of Madison and UW—Extension.

"BOTS is a great place to work," she says, noting the strong teamwork among the staff and with partners statewide. She has appreciated her colleagues' help as she has gotten acclimated to her new position. She feels encouraging prospects are on the horizon as BOTS continues to learn about successful programs nationwide and in Wisconsin.

Contact her at [Tondra.Davis@dot.wi.gov](mailto:Tondra.Davis@dot.wi.gov).



Sonya Sidky  
BOTS Alcohol Program  
Manager

Sonya works on grants to fund countermeasures that address impaired driving in Wisconsin. Programs include prevention, prosecution, alternative transportation, enforcement, and youth-specific countermeasures. She works on Saferide and underage drinking programs, and on Wisconsin's pretrial Intensive Supervision Program. She also works closely with the Department of Health Services to provide grants to EMS first responders.

Sonya has a bachelor's and master's degree in consumer science, and prior to joining BOTS in January 2011 she worked for the Department of Employee Trust Funds.

Contact her at [Sonya.Sidky@dot.wi.gov](mailto:Sonya.Sidky@dot.wi.gov).

# Wisconsin Department of Transportation

Bureau of Transportation Safety

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*Dane County Sheriff's Office conducts high-visibility safety belt enforcement on US12 north of Middleton in June.*



## High-visibility enforcement in Dane County

Nationwide and in Wisconsin, high-visibility enforcement (HVE) is a proven strategy for improving traffic safety. This summer, with WisDOT Bureau of Transportation Safety (BOTS) funding support, the Dane County Sheriff's Office (DCSO) partnered with eight local law enforcement agencies to conduct an HVE campaign, Drive SMART, along Madison's Beltline, which averages 125,000 vehicles per day.

"Our goal," says DCSO Sgt. Robert Lurquin, "is to raise public awareness and deter high-risk driving behavior. A large majority of drivers welcome stepped-up enforcement."

DCSO's partners are the police departments from Cottage Grove, Fitchburg, City of Madison, Town of Madison, McFarland, Middleton, Monona and Verona, and they help patrol the Beltline's feeder roads.

Typically about 15 squad cars are involved in each deployment. During the first one, at the beginning of the busy Memorial Day weekend, officers issued 240 citations, including 63 for safety belt violations, 60 for speeding and nine for OWI. There were also three drug possession arrests based on traffic stops.

The media campaign featured extensive radio coverage, including PSAs with Dane County Sheriff David Mahoney. Along with billboards, flyers in citation holders stressed the safe driving message.

Around Wisconsin, other HVE campaigns have been producing good results. In 2009, the Southeast Wisconsin Multi-Jurisdictional Drunk Driving Task Force was launched, and the Brown County OWI Task Force started out in early 2011. Now HVE campaigns are underway in La Crosse and Door County, and WisDOT BOTS is exploring further promising opportunities for fostering the HVE strategy.



Contact Sgt. Lurquin at [Lurquin@danesherrif.com](mailto:Lurquin@danesherrif.com).