

# WISCONSIN TRAFFIC SAFETY REPORTER

Vol. 17, No. 2  
2014

## Boosting motorcycle safety awareness

David Pabst, Director, WisDOT Bureau of Transportation Safety



Spring is here! May is going to be very busy with Motorcycle Awareness Month, Bicycle Safety Month and the *Click It or Ticket*

National Enforcement Mobilization. We know that when it gets nice outside motorcycle and bicycle riders will be out in increasing numbers, many with diminished skills from being off their rides during the long and brutal winter we just endured. Now is the time to encourage those you know who ride to use their protective equipment—every time, every ride.

In 2012, 43% of motorcycle operator fatalities were not licensed or endorsed when they died. Proper training greatly improves your chances to arrive at your destination safe and sound. To address this issue, WisDOT's Motorcycle Safety Program has partnered with ABATE of Wisconsin to get the word out to motorcyclists to ride licensed and endorsed by creating a poster for distribution throughout the motorcycle community. The poster encourages riding licensed and endorsed, and it has information on where and how to get the needed training for endorsement. Wisconsin is a national leader in motorcycle safety programs and we want to continue to reduce the number of needless motorcycle deaths on our highways.

Another program is the 5=ZERO campaign.

*continued on page 2*

Bureau of Transportation Safety presents *Click It or Ticket*  
**Media and Outreach Awards**  
more [details](#)

## Improving work zone safety

Last year, there were nearly 1,600 work zone crashes in Wisconsin that caused nine deaths and 624 injuries, according to preliminary WisDOT statistics.

On April 4, WisDOT and community partners held a [news conference](#) at the Milwaukee County Zoo to help launch Work Zone Awareness Week, April 7-11.

“Driving through a work zone is challenging under the best of circumstances, but your reaction time and margin for error are reduced significantly if you speed, tailgate or don't pay attention to rapidly changing traffic situations. Rear-end collisions are the most frequent type of crash in a work zone,” observed WisDOT Secretary Mark Gottlieb. “In work zones, workers and equipment often are operating within a few feet of traffic. Although construction workers are at a great risk of being hit, about three out of four people killed in work zone crashes are motorists.”

*continued on page 2*

## DMV launches the Parent's Supervised Driving Program to help prepare teen drivers through increased parent involvement

On April 3 the WisDOT Division of Motor Vehicles introduced an innovative program to help improve teen driver safety by providing parents and guardians with a methodical approach to teaching the requisite driving skills.

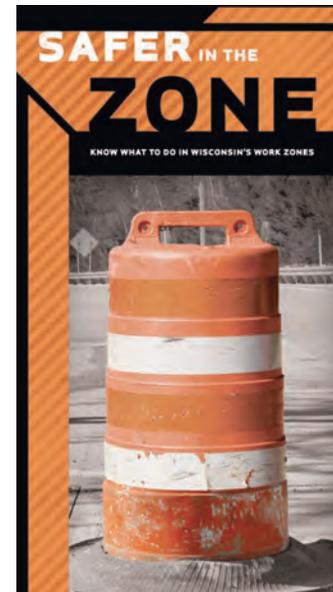
*continued on page 4*

## Boy Scouts get the feel for traffic safety

The Boy Scouts and Girl Scouts have a long, rich tradition of combining a wide variety of hands-on educational activities with having fun, and scouting helps young people develop lifelong values and grow up to be conscientious, responsible citizens.

So the scouts are a natural partner in fostering young people's interest in traffic safety. In October, in connection with National Teen Driver Safety Week, 20 Boy Scouts from the Waukesha area got the opportunity to be immersed for

*continued on page 7*



A variety of resources is available on the [WisDOT website](#)

## Save the date!

40th Annual Governor's Conference on Highway Safety

August 26-28

KI Convention Center  
Green Bay

[more details](#)



Trying to ride while wearing Fatal Vision goggles provides a realistic simulation of impairment

## Motorcycle safety from page 1

Its goal is to reduce motorcycle fatalities to zero by promoting and providing options from the five main areas of motorcycle safety:

- Ride unimpaired
- Wear protective, conspicuous gear
- Get trained and licensed
- Use safe riding practices
- Inspect and maintain your motorcycle

Motorcycling is inherently much more dangerous than driving a car. Handling characteristics are unique, and rider skills must be at a level to enable safe operation. Yet an overwhelming majority of all riders in Wisconsin have never even taken a basic rider education course.

Click [here](#) for more Wisconsin motorcycle safety news.

Remember ...  
motorcycling is a *life-long* learning experience!



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.

WisDOT SECRETARY  
**Mark Gottlieb, P.E.**  
DIRECTOR-BOTS  
**David Pabst**

TSR COORDINATOR  
**Steve Olson**

Comments/questions  
invited: (608) 261-5896  
[steve.olson@dot.state.wi.us](mailto:steve.olson@dot.state.wi.us)

Funded by WisDOT and  
the National Highway Traffic  
Safety Administration.

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

## Improving work zone safety from page 1

Fines for violations in work zones are double the usual amount when workers are present, and posted work zone speed limits are in force even when workers aren't present.

Secretary Gottlieb added that the state's Move Over Law helps protect workers by requiring drivers to shift lanes if possible or slow down in order to provide a safety zone for a law enforcement vehicle, ambulance, fire truck, tow truck or highway maintenance vehicle that is stopped on the side of a road with its warning lights flashing.

Increasing traffic volume on Wisconsin's aging highway network will necessitate more work zones in the future. And who is responsible for fostering work zone safety? Everyone is, says the Federal Highway Administration, in its public [awareness campaign](#). This includes: motorists, pedestrians, bikers and motorcyclists; project planners and construction/maintenance workers; public safety agencies; and local and state government.

Fortunately, much is being done, including by WisDOT, to meet new challenges and make work zones safer for everyone.

## WisDOT helps with "the 3Es": education, engineering and enforcement

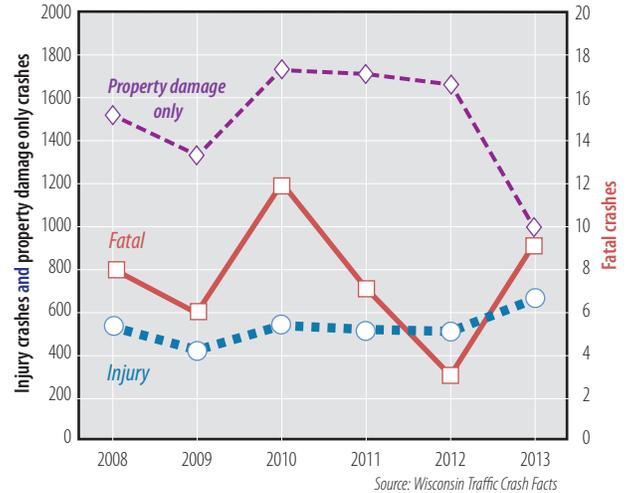
A wealth of resources is available to help inform the public about work zones.

- [Wisconsin 511 Construction Projects website](#) provides detailed project information, including: real-time travel information (e.g., closures, incidents, travel times), project news (e.g., schedules, updates, maps and project publications) and project images and videos
- [WisDOT's "Work zones and detours" website](#) provides information, updated bi-weekly, on projects lasting longer than two weeks
- The public can dial 511 or visit the [Wisconsin 511 website](#) for the most current road closures and real-time travel information.

To see in detail an example of how WisDOT connects with local communities affected by large highway construction projects, visit the [community outreach section](#) of the website for the I-94 North-South Freeway Project, a major effort requiring especially close ties between WisDOT, project engineers and planners, and the community.

A wide variety of resources that foster work zone safety are provided to the public on the [WisDOT work zone safety website](#). These include tips on driving safely in

Work Zone Crashes in Wisconsin



work zones and media materials (video and audio clips, video webcasts, brochures, posters and a teacher's guide).

Work zone safety TV and radio PSAs, produced by WisDOT, will be broadcast statewide May 19 to 31 and June 16 to 30. The TV PSAs are available on the [WisDOT Zero in Wisconsin YouTube site](#).

Safe and efficient work zones begin with proper planning and design, and WisDOT engineers are continually improving this process.

- One key part of this is the development of Transportation Management Plans (TMP's) for road construction projects, which include strategies to mitigate their impact on traffic. WisDOT has developed and implemented improved work zone policies and recently published new standards.
- WisDOT collaborates with a variety of organizations, including the [Wisconsin Transportation Information Center](#), to provide extensive work zone safety training for design staff and construction companies.
- Work zone law enforcement training has been provided to State Patrol personnel, and, when there are special needs, it can be provided to local law enforcement.
- Improved accommodations can now be provided for pedestrian and bike traffic near work zones.
- A simplified method enables counties to see when they can safely close lanes for maintenance, and provides this information to the public via the 511 system.
- Smart technologies are improving work zone safety: e.g., the use of merge assist devices where appropriate, and posting travel times on dynamic message signs.



**Work zone safety news conference, April 4 at the Milwaukee County Zoo**

Bess Crowley of Crowley Construction, speaking, and (l-r) Milwaukee County Sheriff David Clarke, WisDOT Secretary Mark Gottlieb, and WisDOT DTSD SE Region Deputy Director Brett Wallace

**Remembering the tragic loss of life**

All across Wisconsin, there are family, friends and colleagues who grieve for the loss of loved ones killed in work zone crashes. At the April WisDOT press conference in Milwaukee, Bess Crowley of Crowley Construction (see photo) described one such loss.

At about 2AM one night, a company employee, Peter Messerlie of Burlington, 22 and engaged to be married, was working on a large, well-publicized re-paving project on I-94 near Brookfield. A drunken driver, traveling 80 mph, entered the work zone despite numerous flashing signs, barrels and strobe lights, and he sped along, narrowly missing parked construction machinery and workers. Peter's colleagues cried out warnings, but his back was turned and there was too much noise for him to hear. He was struck and thrown 200 feet. The driver sped off, but Peter's colleagues chased and caught up with him. When arrested, his BAC was 0.15.

Bess hopes that the harsh reality of people being killed in work zones will help get people's attention. "I can't stress enough," she says, "that drivers in work zones need to slow down and be aware." She notes many recent improvements, including better safety gear, such as reflective vests, and work zone safety procedures. She commends WisDOT for its work zone PSAs, including a controversial one with a car driving through an office—that is, driving through where many of us work. "I liked it," she says.

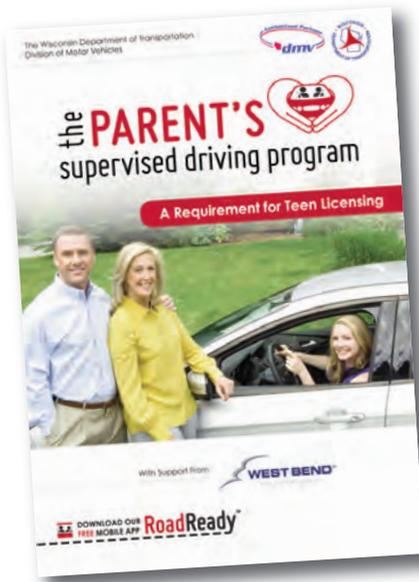
"That's the reality." Road work can sometimes slow us down, but she emphasizes that well-built and well-maintained roads are safer and better for all of us.



Winnebago County Highway Commissioner Ernie Winters is another person who recalls lives lost in work crashes, and who is determined to help prevent further losses.

He remembers well the work zone crash in March 2006 that killed Dan Melhorn and Marc Neumeyer, two Winnebago County Highway Department employees, as they worked along US 41. "The County Highway Department felt that a memorial was needed to remember Dan and Marc," he says, "and to honor the memory of those who've lost their lives while doing their jobs on the nation's roadways." The department created this memorial in 2007 with help from volunteers and several local businesses, and with the hope that drivers will learn from this loss of life.

## Parent's Supervised Driving Program *from page 1*



Each lesson in the new Parent's Supervised Driving Program (PSDP) concentrates on a particular skill that builds upon previous lessons and prepares the driver for future lessons. Starting out with *Skill One: Before you start the engine*, the comprehensive lessons progress through to *Skill Thirteen: Roundabouts*. Wisconsin's GDL (graduated driver licensing) law requires teens, before applying for their first driver license, to drive at least 30 hours with a qualified adult, with at least 10 of those hours at night.

A free printed copy of the 57-page PSDP guide is now provided when a teen driver is issued an Instruction Permit. Along with the printed version, the guide is available in PDF and e-reader formats. The PSDP includes a [website](#) and a mobile app,

[RoadReady™](#), and it also uses [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).

DMV provides highlights of the program on its [website](#). Media resources are provided on the [PSDP website](#).

The PSDP, now available in 13 states, was developed by Safe Roads Alliance, a nonprofit organization dedicated to promoting safer driving through education for drivers of all ages. The following are among the organizations that contributed to the program: American Association of Motor Vehicle Administrators (AAMVA), the AAA Foundation for Traffic Safety, and NHTSA.

"This state-of-the art program was developed by the foremost experts and organizations in highway safety," says Jeff Larson, president of Safe Roads Alliance, which worked in partnership with DMV and the Wisconsin Department of Public Instruction to develop the Wisconsin version of the program.

Sponsorship funds have been provided by West Bend Mutual Insurance Company. With the help of these funds, DMV is able to provide this valuable new resource at no cost to families or taxpayers.

In the PSDP guide's introduction, Kevin Steiner, president and CEO of the company, addresses the adults who will be using the guide:

*"As a property/casualty insurance company, safety is at the very core of what we do. Yes, we provide coverage for our customers after accidents occur, but we also provide them with safety programs and tips in the hope that they can avoid those accidents. That's why West Bend Mutual Insurance Company is proud to sponsor The Parent's Supervised Driving Program.*

*As a parent myself, I remember the apprehension I felt the first time my children ventured out on their own behind the wheel. With your active support, the PSDP can be a path for your teen to become a safe and successful driver."*

WisDOT now provides a [mobile app](#) that helps people prepare for the knowledge test that all new drivers must pass to obtain a learner's permit.

People of all ages can use the app to stay sharp and up-to-date on basic driver safety.

## Parental involvement is crucial

Per mile driven, teen drivers ages 16 to 19 are three times more likely to be involved in a fatal crash, according to the Center for Disease Control (CDC) and the Insurance Institute for Highway Safety (IIHS). Only 6% of all Wisconsin-licensed drivers are ages 16-19, but drivers in this age group account for 16% of all drivers involved in crashes. And the newest teen drivers have the highest crash risk.

While developmental and behavioral issues coupled with inexperience affect teen crash risk, parents play a critical role in helping teens survive their most dangerous driving years, according to the Governors Highway Safety Association (GHSA). The national association, which represents state highway safety offices, recently issued two reports stressing the impact parents have on what their teens do behind the wheel:

- *Promoting Parent Involvement in Teen Driving: An In-Depth Look at the Importance and the Initiatives*
- *Speeding-Related Fatal Crashes Among Teen Drivers and Opportunities for Reducing the Risks*

Both reports point to GDL as a proven tool to help parents keep their teens safe on the road.

In place in all 50 states, GDL is a three-stage licensing system:

- First stage includes a learner or supervised practice driving phase
- Intermediate stage allows for unsupervised driving but includes restrictions that address risks for teens such as: driving at night, with teen passengers, and while using cell phones and other technology; and driving unbelted
- Final stage is full or unrestricted licensure, when all provisions are lifted

In Wisconsin in 2011, there were 60% fewer fatal crashes involving teen drivers than there were in 2000 when [graduated licensing](#) was enacted.

*continued on page 5*



## Helping drivers navigate roundabouts

WisDOT has launched a statewide campaign to help drivers get more comfortable with driving through roundabouts. TV and radio PSAs ran this spring in Milwaukee, Appleton, Eau Claire, Green Bay, La Crosse and Madison. Another PSA volley will come in July and August.

The genre-bending [TV commercials](#) use a Technics 1200 turntable, a favorite among club DJs, to depict a roundabout, as a country tune plays with a “take it slow” refrain. The message is simple: drive slow, stay in your lane and yield to cars in the circle coming from the left.

The campaign also includes a series of “[car people](#)” [videos](#) showing actors—wearing cardboard sedan and truck mock-ups—walking around a roundabout. The videos have attracted interest from other markets and from other state DOTs.

WisDOT commissioned the ads last year for the \$1.5 billion US 41 project in Brown and Winnebago counties, which started in 2008 and includes new roundabouts, says Kim Rudat in the WisDOT Northeast Region office. WisDOT US 41 Project Communication Manager Mark Kantola adds, “We saw from our traffic cameras and talking with police that the main issue with roundabouts is people not slowing down.”

The campaign was so successful that WisDOT decided to take it statewide.

The [website for the US 41 project](#) includes the “Take it Slow” videos and other informational resources.

WisDOT’s [motorist guide to roundabout design](#) provides detailed roundabout design, video and engineering information. Also, in the DMV’s new [Parent’s Supervised Driving Program](#), skill section 13 helps young drivers learn to navigate roundabouts.

### Reaping roundabouts’ safety benefits

Decades of research nationwide has found that roundabouts have many advantages, including improved traffic flow and safety. For instance, studies by the Insurance Institute for Highway Safety found that roundabouts on average have:

- 90% fewer fatal crashes
- 76% fewer injury crashes

Modern roundabout design causes traffic to slow down, and slower speeds reduce the severity of crashes and allow drivers and pedestrians more time to react to each other.

Wisconsin’s first roundabouts were built in the northeast part of the state, with the first two completed in 1999 in the Village of Howard. “We started doing roundabouts because back in the late 1990s Wisconsin was identified as having an above-average crash problem at intersections,” says Jerry Zogg, WisDOT engineer. Now there are about 280 roundabouts statewide, with another 90 planned over the next three years.

But, like anything new, roundabouts take some getting used to. Studies show that drivers unfamiliar with roundabouts typically dislike them before they’re built, Zogg says, but change their minds once they get familiar with them.



From the wealth of WisDOT educational materials

*continued on page 6*

### Parent’s Supervised Driving Program *from page 4*

But a AAA Foundation for Traffic Safety [study](#) finds that parents often are lacking the resources, knowledge and strategies to provide optimal driving guidance for their teens. Despite their best intentions, parents do not always:

- Demonstrate the best driving behavior themselves
- Supervise teens in an adequate variety of driving conditions and circumstances
- Stick with active teaching long enough for their teens to learn more advanced skills such as looking ahead, detecting dangers, or anticipating the actions of other drivers

As a consequence, many teens are ill prepared for the variety of conditions they face. This can result in teens making poor decisions once the license is granted and they are driving without supervision.

The Parent’s Supervised Driving Program addresses these needs with a clear, step-by-step sequence of lessons created by the nation’s leading driver education experts. The program reflects the best practices for learning basic, as well as higher order, driving skills.

Participating in the PSDP also provides adults with an excellent opportunity to refresh their own safe driving skills.

In the PSDP guide’s introduction, WisDOT Secretary Mark Gottlieb shares these thoughts with the adults who will be using it:

*“As the parent or guardian of a teenager learning to drive, you play a critical role in your teen’s development of safe and responsible driving habits. One of the most important things to do is to get lots of behind-the-wheel practice time with your teen; the more, the better. We have developed this useful guide to help you make the most of your driving time together.”*

## BOTS welcomes new staff

### Corey Foster

Regional Program Manager  
for Southeast Wisconsin



In February, Corey replaced Matt Aslesen in this position. He is now getting in touch with funded agencies in the southeast region, and he is

helping foster several collaborative law enforcement task forces.

Previously he was a school administrator at Emmaus Lutheran School in Milwaukee, community outreach coordinator for a senator in the Wisconsin legislature, and he also did consulting for nonprofit organizations. He is working toward his doctorate in business administration.

Contact Corey at (414) 224-1944 or [Corey.foster@dot.wi.gov](mailto:Corey.foster@dot.wi.gov).

### David Heinle

Law Enforcement Liaison for  
Southeast Wisconsin



Dave replaced Al Bishop as LEL for the southeast region in February. He retired from the Wisconsin State Patrol after a 33-year career,

and then, from 2004 to 2008, he served as chief of the Wisconsin Capitol Police.

He is now getting acquainted with both funded and non-funded agencies in the southeast region, updating them on traffic safety grant opportunities.

Contact Dave at (608) 572-0360 or [dave.heinle.le@gmail.com](mailto:dave.heinle.le@gmail.com).

These staff additions have allowed BOTS to rearrange the Regional Program Manager/State Program Manager regions so that they more closely align with the Law Enforcement Liaison regions.

from page 5

## Studies of Wisconsin roundabouts

WisDOT engineers have teamed up with the TOPS Lab in the College of Engineering at UW-Madison to carefully study traffic operations and safety at roundabouts statewide.

**Phase 1 of the Wisconsin Roundabout Evaluation** was published in 2011. It focused on 24 roundabouts that were built with WisDOT oversight. Crash data were collected for three years before roundabout installation and for three years after. Key findings:

- Fatal and injury crashes decreased by 52%
- 17 of 24 roundabouts had decreases in all injury crashes
- Two had one fatal crash in the before period; there were none in the after period
- Overall 9% decrease in crashes

Many crashes were property damage only (PDO): e.g., side-swipes. But some of the 24 roundabouts raised concerns; for instance, at seven of the 24, injury crashes increased. So WisDOT and TOPS researchers moved on to phase 2, studying the roundabouts that showed problems, with the goal of identifying issues and developing remedies.

**Phase 2** of the study was published in November 2013. One key finding was that roundabouts in Wisconsin “continue to provide the intended objective of significantly reducing severe (fatal and injury) crashes at intersection.” Another finding was that “an important next step is further investigation of the increase in low-severity (PDO) crashes to identify potential design improvements and assess the need for additional public outreach on navigational information.”

This phase included 30 roundabouts, all built with WisDOT oversight before 2009. The study found:

### Significant decrease in crash severity

- 21 of the 30 locations had decreases in all injury crashes
- 9 had increases in injury crashes (for these, the average annual crash increase was 0.4)
- None had fatal crashes
- Fatal and injury crashes decreased 38%

### Crash frequency

- 13 locations had a decrease or no change in total crashes
- 17 had an increase in total crashes
- Three of these 17 had about 50% of the total increase in crashes, and the researchers took a closer look at them (see Appendix E of report)

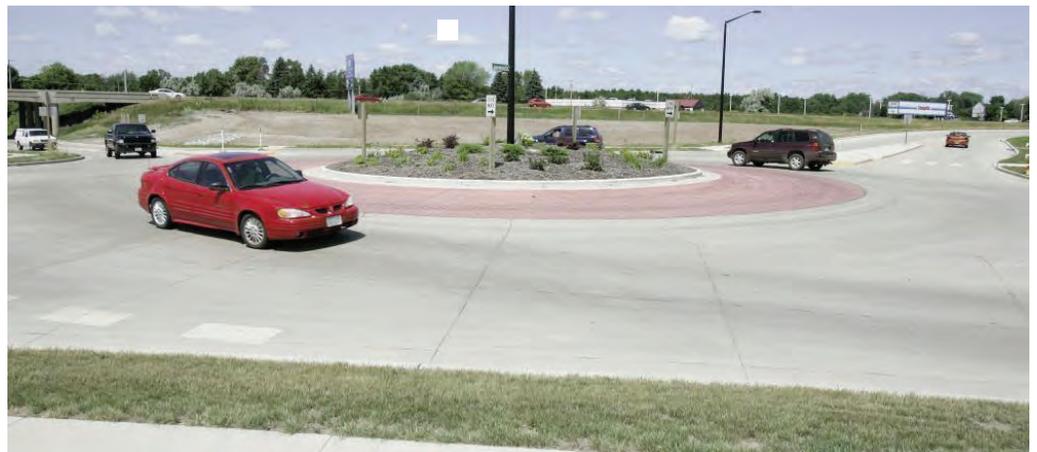
Overall, Wisconsin had a 12% increase in crashes across all 30 roundabouts.

### Crash characteristics

For all crashes, single-lane roundabouts had a 4% reduction, while dual-lane ones saw an increase of 27%. For fatal and injury crashes, all types of roundabouts had a decrease in crashes. The researchers studied traffic operations and crash patterns, especially in the three roundabouts noted above. “We studied them further,” says Andrea Bill, study co-author. “We saw some common trends that are now being addressed with PSAs and outreach to law enforcement.” They are:

- Failure to yield to ALL lanes when entering
- Incorrect lane choice on the approach, and trying to change lanes within the roundabout
- Driving too fast

**Phase 3** analysis is underway and will examine phase 2 and 3 roundabouts that didn’t perform as well as expected.



De Pere roundabout next to US 41

## Scouts get feel for traffic safety *from page 1*

a day in the world of traffic safety and to interact with adults who understand its life or death importance.

The event, with funding support from WisDOT Bureau of Transportation Safety (BOTS), was a success, and BOTS is eager to team up with other scouting troops around the state that are interested in having similar events. “This is a partnership,” says BOTS’s Tondra Davis, “that we would like to continue yearly with the scouts.”

## Community partners

The Saturday, October 26 event was held at the Waukesha County Highway Operations Division building. The scouts, ages 11 to 14, were from the Boy Scouts of America (BSA) Potawatomi Area Council.

Five scout leaders provided instruction, along with Troopers Steven Lindemann and David Hanson from the Southeast Region of the State Patrol. The instruction helped the scouts earn their traffic safety [merit badge](#).

The day started with five sessions:

- Ten Deadly Teen Driver Mistakes
- Choose Your Ride vehicle and [Rollover Convincer](#) (that was provided by the Dane County Sheriff’s Office) with discussion of OWI laws and a demonstration of what happens in a roll-over crash
- [Riding a tricycle](#) while wearing Fatal Vision Goggles
- Roadway Design
- Traffic Signs/Signals

Trooper Lindemann’s presentation included a [4-minute video PSA](#) with a gripping, eye-opening reenactment of a teen driver texting and causing a multiple-fatality crash. “No one said a word during the video,” he recalls. “I try to impress on young people that while driving, a very short distraction can mean the difference between life and death. It’s not like a video game where people get killed and then you hit the re-set button and they’re OK again.”

Pizza for lunch was provided by the Wisconsin Troopers Association.

In the afternoon the scouts went outside and got to use Pro Laser units to clock vehicles during a braking demonstration. For example, two Waukesha County plow trucks—one empty and one loaded—started braking at 25, 35 and 45mph, and the scouts predicted and then measured their stopping distances.

At day’s end, the scouts unanimously reported that they enjoyed the event. The most popular parts were tricycling with the Fatal Vision goggles and the braking demonstration.

The next day, the Milwaukee Journal-Sentinel included a photo montage of the event.

Afterwards, instructors had ideas for improvements:

- Reach out to the [Bicycle Federation of Wisconsin](#) and WisDOT BOTS and develop a bike safety component
- Involve local municipal police officers who enforce traffic laws
- Include a presentation by a driver convicted of multiple OWI offenses

“This was a great experience for the scouts,” says Ivan Correa, district director of the BSA Potawatomi Area Council. “We’re all very happy with this collaborative effort, and we’re looking forward to doing this yearly in October.”

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



Traffic safety merit badge



Scouts learn how to use Pro Laser unit to measure vehicle speeds during the braking demonstration.



Learning about road signs and signals and how they are used to greatest advantage

## High-visibility enforcement

# Improving bike-ped safety in La Crosse

All across the United States, high-visibility enforcement (HVE) is helping boost traffic safety. Prominent examples include the annual *Click It or Ticket* enforcement mobilization during late May and the *Drive Sober or Get Pulled Over* mobilization during the late summer.

In Wisconsin, many police departments are putting HVE to good use, and, last year, the La Crosse Police Department had the idea of using HVE to improve pedestrian and bicyclist safety in their community. The results are promising.

With funding support from the WisDOT Bureau of Transportation Safety, the La Crosse PD's campaign, during May through September of 2013, had 18 deployments, usually with three officers working three-hour shifts. They focused on eight areas of concern that had been identified in the city's 2012 Bicycle and Pedestrian Master Plan. At peak times, the officers, both uniformed and plain clothes, enforced ped, bike and other

traffic laws. There were bike and foot patrols, and regular shift officers helped out as needed. Their goals were to raise public awareness of traffic laws, foster voluntary compliance, and reduce crashes and injuries.

The campaign involved extensive media coverage. This included newspaper articles, interviews on local TV and radio stations, and information via Facebook and Twitter alerting the public about the campaign's goals and about upcoming enforcement actions.

The safety benefits are encouraging. During 2012, the year before the HVE campaign, La Crosse had 90 crashes involving pedestrians and bicyclists. In 2013, the campaign's first year, there were 55.

This success is one result of a broad, collaborative community effort to make La Crosse a pedestrian and bicyclist-friendly city. The [League of American Bicyclists](#) has recognized it as a silver-level bicyclist-friendly community for its recent advances in bike lanes, shared lane markings, trails, and events and programs that encourage bicycling and walking.

"La Crosse PD has done a very good job with the project and will be continuing it this year," says Larry Corsi, BOTS bike-ped state program manager. Encouraged by this success, BOTS is helping fund a similar campaign this year in Wisconsin Rapids, in order to see how this approach works in a somewhat smaller city.

Contact Lt. Pat Hogan, La Crosse PD, at [HoganP@cityoflacrosse.org](mailto:HoganP@cityoflacrosse.org), or Larry at [Larry.Corsi@dot.wi.gov](mailto:Larry.Corsi@dot.wi.gov).

Plain clothes "decoy" officer crosses street at crosswalks, working with chase cars to issue citations, warnings and informational brochures.



## Portable signs Temporary ... but useful

The Bureau of Transportation Safety (BOTS) wants to alert law enforcement agencies statewide about these effective, portable signs. They are highly visible, stable, and easy to put up and move. They come with three Velcro-backed words—including "Speed" and "OWI"—that can be attached to the sign above the permanent words "Enforcement zone".

Over the last several years, some police departments have gotten the signs as part of grants for high-visibility mobilizations such as *Click It or Ticket* (CIOT).

Afterwards, with the signs just sitting in storage, some departments—including in Columbus, La Farge and Viroqua—have had the good idea of putting them to further use. For example, they have used the signs as part of efforts to improve local bike-ped safety.

Their success stories have gotten the attention of BOTS law enforcement liaisons George Silverwood and Bill Gau, and they want to spread the word. The signs are on the list of approved equipment for BOTS traffic safety grants. To learn more, contact your BOTS law enforcement liaison or regional program manager.



### Hi-vis enforcement sign in Columbus school zone

Shortly after this portable sign, motorists come to a "School" sign with flashing amber lights above a "15 MPH when flashing" sign. When not flashing, the speed limit is 25.

Traffic law enforcement is an important priority for Columbus PD Chief Daniel Meister. His department got one of the portable signs as part of a one-time grant for high-visibility enforcement along the USH 51 corridor. Because of safety concerns at some local school crosswalks, he decided to put the sign back into service, and he reports that it is helping improve speed compliance.



The police departments in the villages of La Farge and Ontario in Vernon County share this sign. They use it for CIOT and Drive Sober or Get Pulled Over mobilizations, and also for special local enforcement efforts. Here it is in the 300 block of E. Main Street (STH 82) in La Farge. Citizens had complained about traffic not slowing down adequately when entering town (notice the citizen's "Slow down ... Watch for kids" sign (lower right)). Traffic approaches town with a 55 mph speed limit, then comes to a 30 mph sign, and the portable sign is usually placed about 0.1 mile further on, before the second 30 mph sign.

## Innovative partnerships boost motorcycle safety awareness

Good news! Motorcyclist fatalities in Wisconsin last year were the lowest since 2009. They dropped from 116 in 2012 to 84 last year—a dramatic and encouraging 28% decline.

One factor was the weather. “We had a much shorter riding season in 2013 than we did in 2012, when people rode from March through November,” says Don Lyden, safety research analyst with the WisDOT Bureau of Transportation Safety.

Another factor was the collaborative work of motorcycle groups and state agencies aimed at improving motorcycle safety, work that included campaigns to remind motorists and motorcyclists that they need to share the road.

### First-time billboards

Last year, WisDOT’s Wisconsin Motorcycle Safety Program (WMSP) teamed up with the state Department of Tourism to send a safety message via roadside billboards.

Three billboards were placed in the Milwaukee area, another along the beltline in Madison, and another on I-39 near Tomahawk, site of the annual Fall Ride for the Muscular Dystrophy Association. Some of the billboards are digital and some are not; the digital ones flash an LED image of a rider straddling an invisible motorcycle.

“This was the first year that we used billboards, and I think they really caught people’s attention,” says WMSP manager Greg Patzer. “We also hit the airwaves with a lot of PSAs.” The campaign utilized funding from the sale of *Harley-Davidson/Share the Road* license plates.

Each year, hundreds of thousands of motorcycling enthusiasts visit Wisconsin, so the Department of Tourism is a natural partner for this effort. Along with the billboards and PSAs, posters were placed at Wisconsin visitor information centers.

This year, in connection with “*May is Motorcycle Awareness Month*”, the billboard campaign has been expanded.



Roadside billboard

### Posters distributed statewide

As noted in *BOTS director David Pabst’s column*, another innovative partnership was between WMSP and ABATE of Wisconsin, a motorcyclists’ rights and safety organization with a strong record of providing safety education and raising “share the road” awareness.

Together they developed the concept and design for the “Ride Endorsed” poster, which encourages motorcyclists to get properly trained and licensed. WMSP funded the printing, and ABATE of Wisconsin members will distribute at least 5,000 posters statewide.

Across Wisconsin, motorcycling groups and safety advocates are planning events to help raise awareness. In Milwaukee, for example, a loss of life helped spark community activism. Last year on June 30, a motorcyclist, Vinencia Dawson, was hit and killed by an inattentive driver, and this loss sparked a grassroots movement that has launched Milwaukee’s new Motorcycle Safety and Awareness Week, May 4-10. It culminated on Saturday, May 10 with the *1st Annual Memorial/Awareness Ride* from Milwaukee to Madison, with the goal of reminding everyone to share the road.

WMSP continues to provide a wealth of *innovative resources* to foster motorcycle education and safety. One new resource is a free DVD media kit with WMSP educational and promotional materials. These include: PSAs, information about THE REF mobile educational facility, and material about how to safely operate a moped and how to navigate roundabouts. DVDs are available at rider classes, from THE REF and from Greg Patzer.

Contact Greg at [Gregory.Patzer@dot.wi.gov](mailto:Gregory.Patzer@dot.wi.gov).



(l-r) From ABATE of Wisconsin: John Reblin, deputy director, Tim Tomann, board member, and Dave Charlebois, executive director; and from WisDOT BOTS: David Pabst, director, Greg Patzer, WMSP manager and Randy Romanski, section chief



## Additional Resources



Bureau of Transportation Safety presents  
**Click It or Ticket Media and Outreach Awards**

As a local law enforcement agency, you are producing media as part of your Click It or Ticket mobilization. You may also be conducting other public outreach. We want to recognize the best work.

The Bureau of Transportation Safety will be awarding equipment to the local agencies that most effectively and creatively spread the Click It or Ticket message.

Winners will be showcased at the 2014 Governor's Highway Safety Conference.

For more information on how to submit examples of media and other outreach, see your LEL or RPM.

**LEL | RPM**

### 40th Annual Governor's Conference on Highway Safety

**August 26 – 28**  
**KI Convention  
 Center, Green Bay**

August 26 will feature free trainings, including:

- Traffic Safety Grants Training
- Wisconsin Emergency Traffic Control & Scene Management Guidelines Training
- Traffic Incident Management (TIM) Training for Dispatchers and Transportation Management Center (TMC) Operators
- EMS Refresher Class
- EMS Director's Course

On August 27 – 28 the Conference will feature workshops on:

- Drugged Driving
- Information on Media and Messaging
- High Visibility Enforcement
- Traffic Incident Management
- MACH
- and much more!

Registration information will be available soon.  
 Watch for an email from Event Brite, our online registration partner.

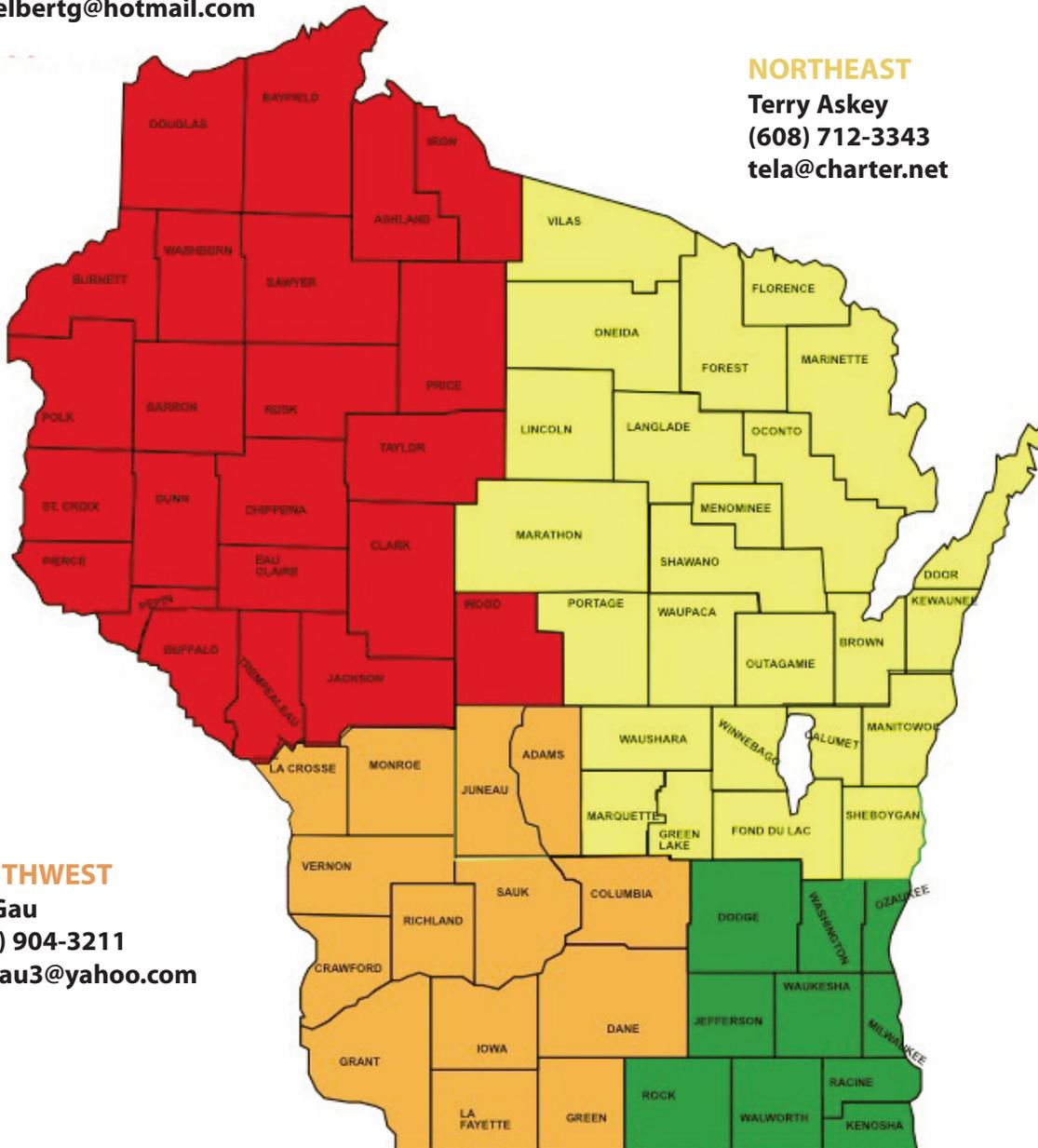
**WisDOT**  
**Bureau of Transportation Safety**  
**2014 Law Enforcement Liaison Territories**

**NORTHWEST**

**Ken Berg**  
 (715) 559-9472  
 lelbertg@hotmail.com

**NORTHEAST**

**Terry Askey**  
 (608) 712-3343  
 tela@charter.net

**SOUTHWEST**

**Bill Gau**  
 (920) 904-3211  
 billgau3@yahoo.com

**NORTHEAST**

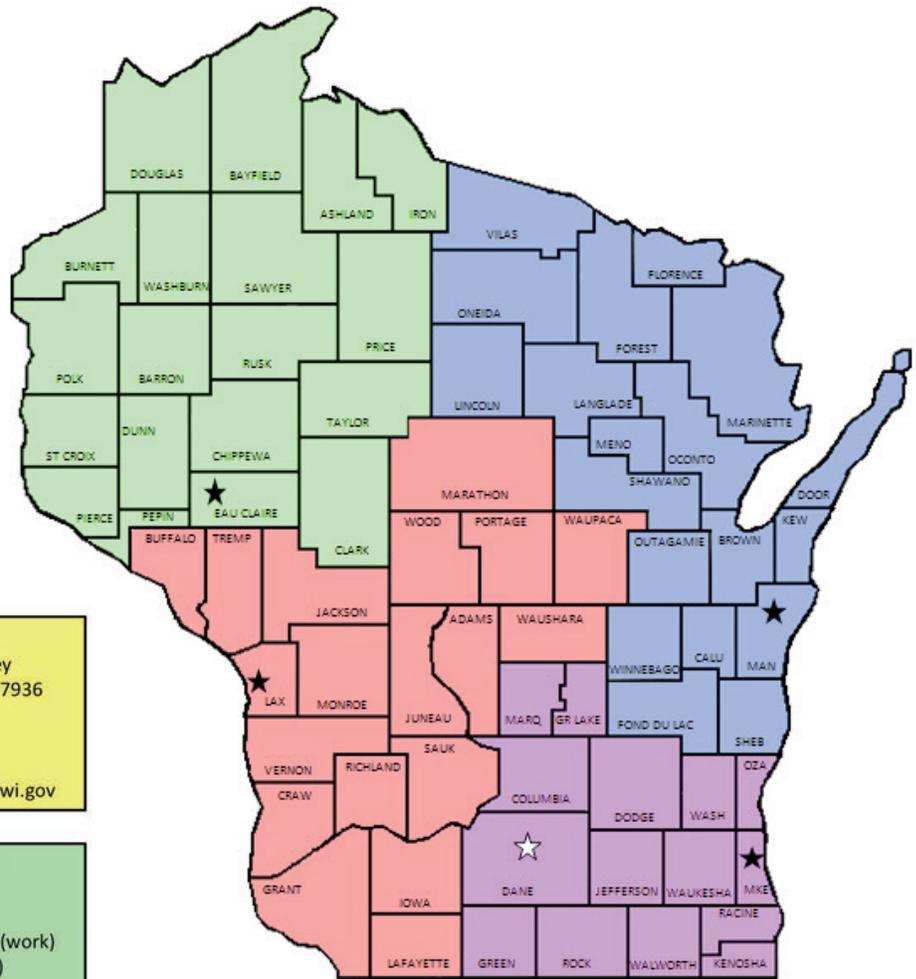
**Dave Heinle**  
 (608) 572-0360  
 dave.heinle.lel@gmail.com

**LAW ENFORCEMENT LIAISON COORDINATOR**

**George Silverwood**  
 Phone: (608) 266-9860  
 Fax: (608) 267-0441

# Bureau of Transportation Safety

State Program Managers (SPMs) and Regional Program Managers (RPMs)



**SUPERVISORS**  
 SPMs: Tondra Davis  
 WisDOT/BOTS PO Box 7936  
 Madison, WI 53707  
 608.267.7520  
 608.267.0041 (fax)  
 Tondra.Davis@dot.wi.gov

RPMs: Laura Vande Hey  
 WisDOT/BOTS PO Box 7936  
 Madison, WI 53707  
 608.267.5136  
 608.267.0041 (fax)  
 Laura.VandeHey@dot.wi.gov

**NORTHWEST REGION**  
 SPM: Katie Mueller  
 WisDOT/BOTS PO Box 7936  
 Madison, WI 53707  
 608.266.0094  
 608.267.0041 (fax)  
 Katie.Mueller@dot.wi.gov

RPM: Dennis Johnson  
 5005 Hwy 53 South  
 Eau Claire, WI 54701  
 715.839.3800 ext 134 (work)  
 715.579.1430 (mobile)  
 715.839.3873 (fax)  
 Dennis.Johnson@dot.wi.gov

**SOUTHWEST REGION**  
 SPM: Colette Brown  
 WisDOT/BOTS PO Box 7936  
 Madison, WI 53707  
 608.266.3557  
 608.267.0041 (fax)  
 ColetteM.Brown@dot.wi.gov

RPM: Bob Bott  
 3550 Mormon Coulee Road  
 La Crosse, WI 54601  
 608.785.9684 (work)  
 920.246.1835 (mobile)  
 608.785.9969 (fax)  
 Robert.Bott@dot.wi.gov

**NORTHEAST REGION**  
 SPM: Larry Corsi  
 WisDOT/BOTS PO Box 7936  
 Madison, WI 53707  
 608.267.3154  
 608.267.0041 (fax)  
 Larry.Corsi@dot.wi.gov

RPM: Mike Panosh  
 3651 Dewey Street  
 Manitowoc, WI 54220  
 920.683.4960 (work)  
 920.360.2858 (mobile)  
 920.683.4811 (fax)  
 Michael.Panosh@dot.wi.gov

**SOUTHEAST REGION**  
 SPM: Vacant

RPM: Corey Foster  
 433 W. St. Paul Avenue  
 Milwaukee, WI 53203  
 414.224.1944 (work)  
 608.216.8153 (mobile)  
 414.227.2165 (fax)  
 Corey.Foster@dot.wi.gov

