



The Wisconsin Department of Transportation (WisDOT) is dedicated to keeping you safe on Wisconsin's roadways. Everyone can play a roll in traffic safety. Working together, we can minimize the number of deaths, injuries and crashes on our state roadways and achieve Zero in Wisconsin.

How do we measure safety?

WisDOT measures safety on Wisconsin roadways in many ways, including:

- ➔ Traffic fatalities
- ➔ Traffic crashes
- ➔ Traffic injuries
- ➔ Seat belt usage

We are seeing dramatic gains in safety on Wisconsin roads

Alcohol-related injuries cut by half over the last 10 years

Fatalities are lowest since 1943

Serious injuries down 33 percent since 2007

Efforts to improve safety

Enforcement
Coordinating efforts with local law enforcement

Engineering
Constructing and operating safer roadways

Education
Promoting safe driving behavior through technology, social media, news media and educational campaigns

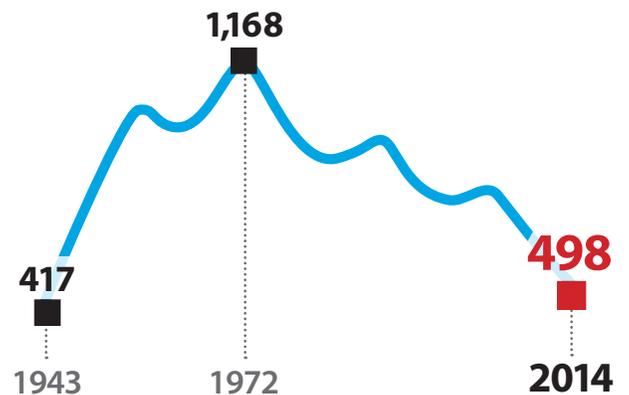
Traffic fatalities

Any traffic death on Wisconsin roadways in one too many. We've experienced a dramatic reduction in traffic fatalities in recent years, but each fatality is a tragedy — a family member who will not be returning home.



How are we doing?

There were 498 fatalities on Wisconsin roads in 2014. This is 5.5 percent less than 2013 and 11 percent less than the five-year average. This is the lowest number of fatalities since 1943.



How do we measure traffic fatalities?

We use traffic fatality data from the national Fatality Analysis Reporting System (FARS).



➔ **GOAL:** Reduce the number of traffic fatalities by five percent from the prior five-year rolling average in support of Zero in Wisconsin.

Traffic crashes



Each crash creates the possible loss of life, debilitating injuries, lost income and productivity for crash victims. Crashes on the road system also affect traffic flow and the timely movement of goods and people to their destinations.

How do we measure traffic crashes?

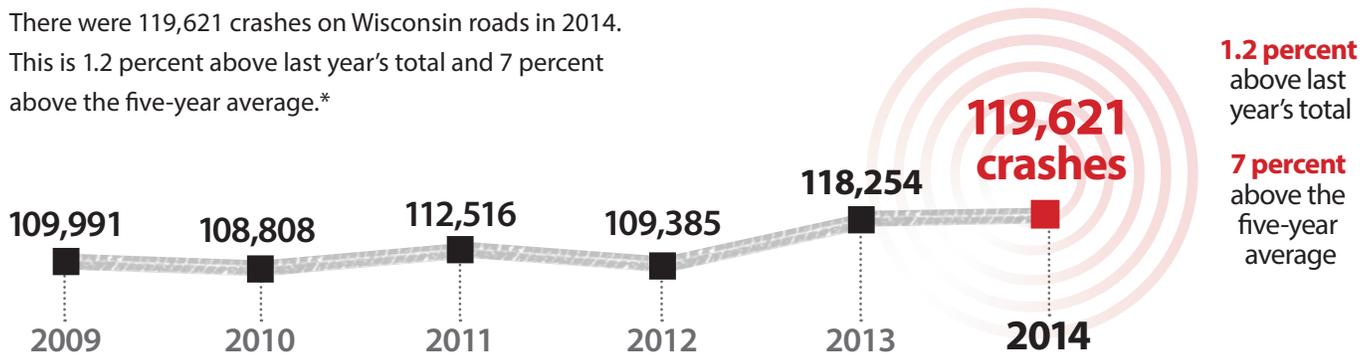


WisDOT uses data compiled from all traffic crash reports submitted by Wisconsin law enforcement agencies.

➔ **GOAL: Reduce traffic crashes on Wisconsin roads by five percent each year from the prior five-year rolling average in support of Zero in Wisconsin.**

How are we doing?

There were 119,621 crashes on Wisconsin roads in 2014. This is 1.2 percent above last year's total and 7 percent above the five-year average.*



How can we reduce crashes?

If we can reduce the number of crashes, we lower the potential for fatalities and injuries. Traffic crashes are avoidable events caused by such factors as human behavior, vehicle condition and environmental surroundings. Weather can also have a seasonal impact, especially on motorcycle or bicycle related crashes.



Human behavior



Vehicle conditions



Environmental surroundings



Efforts to improve: Coordinated law enforcement

State Patrol and local law enforcement agencies "team up" in multi-jurisdictional task forces. For example, State Patrol and local agencies coordinate personnel and target funding to conduct Operating While Intoxicated (OWI) task forces. The OWI task forces, combined with other enforcement and education efforts, help reduce fatalities and injuries from alcohol-related crashes. In 2014, State Patrol funded 15 coordinated multi-jurisdictional task forces.

"...Green Bay police work with the Brown County Sheriff, De Pere Police, Ashwaubenon Public Safety, Hobart Lawrence Police, Oneida Tribal Police and the Wisconsin State Patrol to conduct OWI detection and arrests in all jurisdictions in Brown County... this cooperative agreement has reduced alcohol-related traffic fatalities countywide... a steady decline since 2010."

— Lieutenant Karl D. Ackermann, Green Bay Police Department

*Final figures not available until October 2015

Traffic injuries



Each traffic crash creates the possibility of debilitating injuries, which can result in lost income and productivity for crash victims. Any incapacitating injury is one too many.

How do we measure traffic injuries?

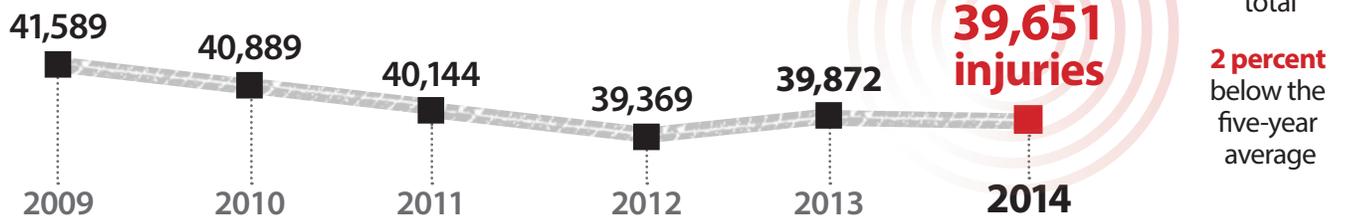


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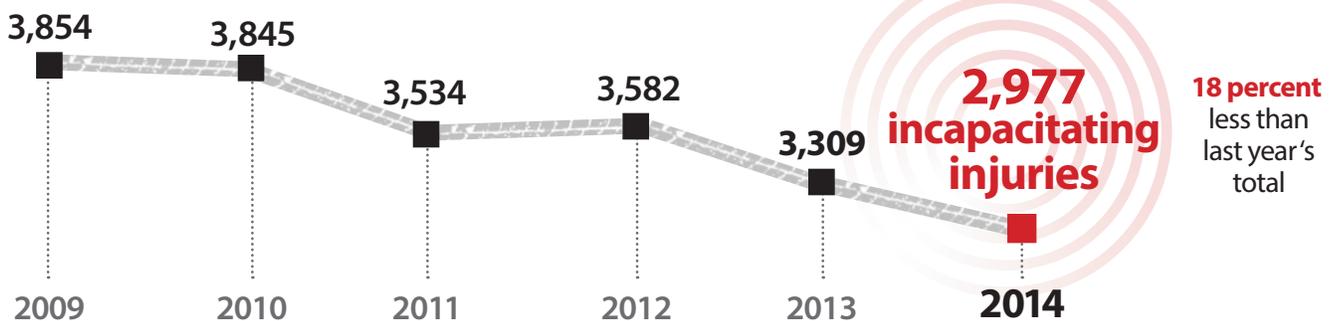
- ➔ **GOAL: Reduce the number of personal injuries from traffic crashes by five percent each year from the prior five-year rolling average in support of Zero in Wisconsin.**

How are we doing?

There were 39,651 injuries on Wisconsin roads in 2014. This is 0.6 percent less than last year's total and 2 percent below the five-year average.*

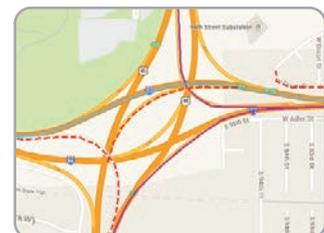


Serious injuries are down as well. Of the 39,651 injuries in 2014, 2,977 were classified as incapacitating injuries. This is 18 percent fewer incapacitating injuries than last year's total.*



Efforts to improve: Engineering

Transportation engineers work to identify safety issues on existing roadways and when designing new roads. Engineers can design roadways to improve environmental surroundings and add safety features such as rumble strips, shoulders, centerlines or cable barriers.



*Final figures not available until October 2015

Seat belt use



Wearing seat belts save lives. Buckling a seat belt every time, on every trip, decreases the risk of being ejected or thrown about your vehicle in a crash.

How do we measure seat belt use?

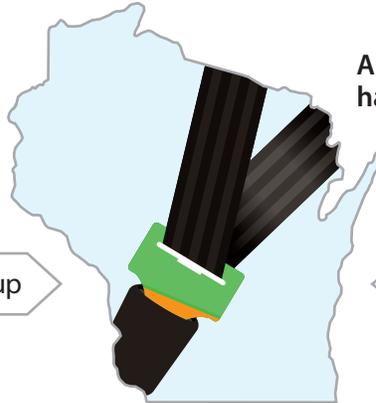
The State Patrol conducts a seat belt use survey each spring along with the annual "Click It or Ticket" campaign. This survey data gives us a statistical sample of seatbelt usage in Wisconsin.

➔ **GOAL: Increase seat belt use to 86 percent for all passenger vehicle occupants by 2016 in support of Zero in Wisconsin.**

How are we doing?

2014
All time high!

84.7 percent buckle up



All neighboring states have 90 percent+ seat belt use

1 in 6 don't buckle up



Efforts to improve: Education



Drive Sober App

60,000 downloads since 2013

App features:

- Find a ride
- Blood alcohol estimator
- Designated driver selector



Click It or Ticket

This annual spring campaign combines a concentrated 14-day period of broadcast TV, radio and social media messaging encouraging seat belt usage with the coordinated efforts of over 400 Wisconsin local law enforcement agencies.

Consistent seat belt use is the single most effective way to protect drivers and passengers in a crash.

MAPSS
Performance
Improvement



Complete details on all measures are on the web:

www.mapss.wi.gov

Mobility
Accountability
Preservation
Safety
Service



“ Dear Trooper: I wanted to thank you for your professionalism and courtesy this morning. Finding oneself in a traffic accident is upsetting and stressful. Your pleasant and calm demeanor was greatly appreciated. I've been replaying this in my mind all day, and I keep thinking how your interaction contributed to easing my anxiety!”

— David, Wisconsin resident



Visit the Wisconsin State Patrol online at wisconsin.gov!