Program Objectives

- Optimize staffing allocation
- Increase law enforcement visibility in the right locations at the right times to maximize impact on traffic safety
- Enhance incident management capability by reducing response time
- Safer roadways
CRASH – Predict likelihood of serious injury and fatal crashes
OWI – Predict likelihood of alcohol-involved incidents
Incident Management – Predict likelihood of intermediate or major incidents
CMV – Predict likelihood of commercial vehicle crashes
Identifies areas of concern by time of day, day of week and geographic location

Data is presented as a heat map, pin map and table

Staffing is allocated accordingly
Pin Map (Traffic Crashes by Shift)
Heat Map (Traffic Stop Locations)
Combination Crash Location and Traffic Stop Location Mapping
Real Time Tracking of Deployed Resources
Combine Predictive Analytics with Mapped Data to Develop Mitigation Strategies
# Heat Map

**IH 39/90 Segment 1**

**Madison to Illinois State line**

<table>
<thead>
<tr>
<th>Hour</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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<th>17</th>
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# Heat Map – Law Enforcement

**IH 39/90 Segment 1**

- Madison to Illinois State line

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<th>NB Stop PDR</th>
<th>SB Start PDR</th>
<th>SB Stop PDR</th>
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<td>MIDNIGHT</td>
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<tr>
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<tr>
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Heat Map – Alcohol/Speed
Next steps

- Fully develop predictive models for all crash types
- Utilize predictive models to enhance incident management capabilities
- Allocate staff during times and in locations they can be most effective
- Utilize predictive models to better target areas for engineering studies
Contact Information

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