

WISCONSIN TRAFFIC SAFETY REPORTER

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You're invited!

by Major Dan Lonsdorf
Director, Bureau of
Transportation Safety

Preparations are progressing for the Governor's Conference on Highway Safety, August 22-23 at the new Holiday Inn Convention Center in Stevens Point.

Last year's conference in Madison drew about 325 registrants, and we received great comments about the speakers and breakout sessions. This feedback helped us plan for an even better conference this year.

Our featured speaker for the opening session will be James Champagne, past national chair of the Governor's Highway Safety Association. Colonel Champagne started his career as a Louisiana state trooper in 1966. He rose through the ranks to become head of the Louisiana Highway Safety Commission and a national leader in innovative efforts to improve traffic safety. He will share his insights into the complex challenges we face, and also on the impact of Hurricane Katrina on his home state.

Our other speaker at the opening session will be Rick Rosenthal, a media relations instructor and former news anchor for several Chicago radio and TV stations, including WGN-TV. He will provide advice on how to partner with the media to communicate traffic safety messages effectively.

Assistant Attorney General David Perlman of the Wisconsin Department of Justice will be our luncheon speaker on August 23. He will give an overview of the state's OWI laws and explain their strengths and limitations. From personal experience, I guarantee his presentation will be enlightening.

We're also planning breakout sessions and discussions that will give new perspectives on critical traffic safety topics and initiatives. This year's theme, "Highway Safety: We've Come a Long Way, but the Trip's Far from Over," will highlight recent successes while also addressing future challenges.

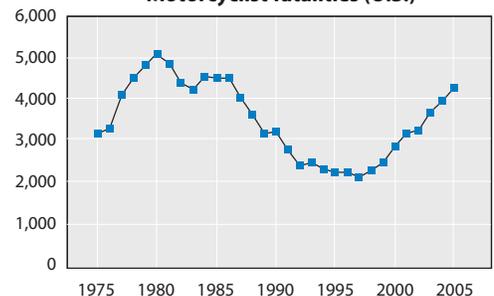
This conference is a tremendous opportunity to learn, grow and, most importantly, get energized. I urge you to register as soon as possible. Contact Vicki Schwabe, BOTS, at (608) 266-0402 or vicki.schwabe@dot.state.wi.us.

Motorcycle safety Rolling up our sleeves

Motorcyclist fatalities declined from 1980 to 1997 nationwide but since then the grim toll has been rising (see graph). The good news though is that a nationwide team of experts has developed a comprehensive plan, the National Agenda for Motorcycle Safety (NAMS), to reverse this trend, and now all sorts of people who care about motorcycle safety in Wisconsin are making new efforts to help.

continued on page 2

Motorcyclist fatalities (U.S.)



They can run ... but they can't hide

When a speeder blasts past you on the highway, do you ever think, "I'd like to see a squad car pull that person over"? Well, sometimes, high over head, a state trooper is thinking the same thing ... and setting the process in motion.

For nearly 40 years, the State Patrol Air Support Unit (ASU) has provided help for ground-based troopers. Currently the unit has seven pilots and three Cessna 172 Skyhawk aircraft. Pilots can easily spot reckless drivers. Using a timing device (VASCAR), they can clock vehicles and radio down to squad cars to make the stop.

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County TSCs

Grassroots traffic safety

Who do you call? You've noticed a dangerous traffic situation in your community; maybe it's a hazardous intersection or a stretch of highway with lots of speeders. People in Wisconsin have a remarkable team of experts they can turn to for help—their county traffic safety commission (TSC). The purpose of a TSC is to monitor local traffic safety issues and coordinate efforts to address problems.

In 1971, Governor Patrick Lucey signed into law Statute 83.013 which requires a community-level, multi-disciplinary traffic safety commission in every county. Since then,

continued on page 4



A State Patrol pilot gets a bird's eye view of the Madison area.

Motorcycle safety

from page 1

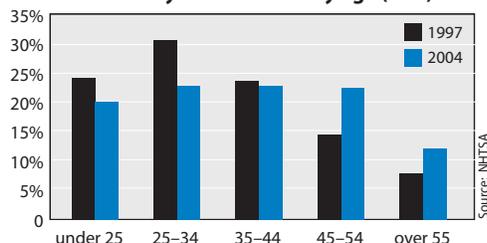
Rising fatalities

Deaths of motorcyclists have skyrocketed nationwide during the past decade, while deaths have decreased among passenger vehicle occupants. In 1997, 2,116 motorcyclists were killed, and by 2005 this had risen 115% to 4,553. For each mile of travel in 2004, the last year with complete data, motorcyclists were eight times more likely to be injured in a crash, and 34 times more likely to die, than passenger vehicle occupants.

Motorcyclist trends (nationwide)	1997	2004	change
Registrations (thousands)	3,826	5,781	+51.0%
Miles traveled (thousands)	10,081	10,048	-0.3%

Another key trend is that motorcyclists are getting older.

Motorcyclist fatalities by age (U.S.)



So in 2004, compared to 1997, there were:

- more motorcycles on the road
- operated by older people
- riding fewer average miles per year, and with higher rider fatality rates both per motorcycle and per mile

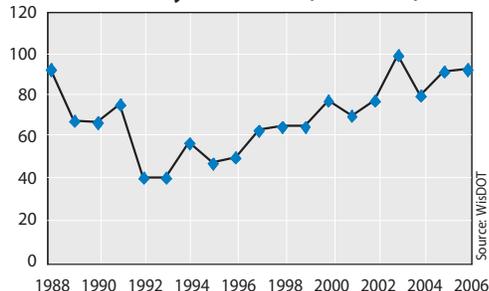
Key problem areas

In 2005, in all fatal motorcycle crashes nationwide:

- 24% of motorcyclists involved weren't properly licensed
- 34% of the fatally injured motorcyclists had been drinking

Last year in Wisconsin, 93 motorcyclists were killed.

Motorcycle fatalities (Wisconsin)



National Agenda for Motorcycle Safety (NAMS)

In 1997, NHTSA partnered with the Motorcycle Safety Foundation to develop the NAMS, a strategic planning document on how to improve motorcycle safety that incorporates input from a broad, multi-disciplinary team that included researchers, law enforcement, traffic safety advocates, the insurance industry and health care professionals. The report, published in 2000, covered research needs and the human, social, vehicle, and environmental factors that influence safety. In 2004, the DOT Bureau of Transportation Safety hosted the NAMS Summit, the first state-level workshop organized around the NAMS report.

"So we don't have to bury another friend"

This quote, from a member of the NAMS team, expresses the group's shared feeling about the plan's goal. Now, to carry the process forward and achieve actual safety improvements, to move from the "what" to the "how", the NAMS Implementation Guide has been published (see sidebar), and a website has been launched to facilitate idea sharing. The focus is on how to implement NAMS recommendations at the state and community levels.

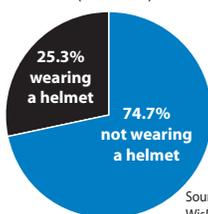
NAMS urgent recommendations

- Research: government and industry should address the critical issues in motorcycle safety through comprehensive, in-depth research as well as studies of specific topics.
 - Continue to discourage mixing alcohol and other drugs with motorcycling.
 - From 2000 to 2005, the number of motorcyclists in fatal crashes with a BAC over the legal limit of .08 rose 32%, from 944 to 1,246.
 - Personal protective equipment: use effective strategies to increase the use of helmets that are FMVSS-218 compliant.
- Helmets are highly effective in protecting motorcyclists' heads. The latest research, using data from 1993-2002, shows that helmets reduce fatalities by 37% and brain injuries by 65%, and they do not increase neck injuries. State helmet use laws are also quite effective. In 2005, helmet use was 79% across all states with a universal helmet law that covers all riders, and 46% across states with no law or one covering only young riders.
- Motorist awareness: educate other motorists to be more conscious of motorcyclists and to share the road.

Along with these urgent recommendations, the NAMS includes 78 other recommendations.

In February, DOT hosted the NAMS II Summit in Madison to bring together the wide range of people who are working to improve motorcycle safety in Wisconsin.

Motorcyclist fatalities by helmet use (Wisconsin)



Source: WisDOT

NAMS resources

Implementation Guide

www.nhtsa.dot.gov/people/injury/pedbimot/motorcycle/NAMS2006/images/ImplementationGuide.pdf

Implementation Project

www.implementNAMS.org



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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Attendees included: representatives from DOT who deal with motorcycle safety, public policy, law enforcement and licensing; traffic safety engineers and rider ed instructors; and people from local law enforcement, motorcycle clubs and advocacy groups. The keynote speaker, Jim Hedlund, who wrote the *NAMS Implementation Guide*, said the challenge now is to go beyond the written words of the NAMS recommendations. "Planning is easy," he said, "but now you need to make something happen when you go back home."

Actual improvements

Ron Thompson (see profile on page 7), DOT Motorcycle Safety Program manager, now says, "I'm pleased to see that some of those who attended the summit in February are already moving forward." The following are several examples.

Officer Greg Kamoske, a member of the Madison Police Department's Traffic Enforcement Safety Team (TEST), is one of MPD's three motorcycle officers. Among other duties, they attend motorcycle events to demonstrate safe riding and promote safety campaigns like Project Green-Yellow-Red. Recently, they committed themselves to working some Friday and Saturday nights to help with the cruising problem on East Washington Avenue. MPD has received an alcohol enforcement grant, and a core group of 40 to 60 officers will receive training on alcohol, drugs and other issues related to motorcycle safety.

Kris Stolpa, with the DMV Customer Service Center in Green Bay, trains the examiners who conduct motorcycle road tests for people who haven't taken the Basic Rider Course offered by the state's technical colleges and third party schools. He strives to improve the consistency of



Ron Thompson gets the ball rolling at the NAMS II Summit in Madison in February.



Jim Hedlund, author of the NAMS Implementation Guide.



Planning specific things to do after the summit.

examiner training, and he reports there will be a slight increase in road test availability to accommodate, for example, people who can't get into a rider ed class.

Greg Rodd, a member of ABATE, a rider advocacy group, will be promoting the use of *Riding Straight*, a stand-alone kit offered by the Motorcycle Safety Foundation to rider ed instructors and others who want to conduct seminars or events related to reducing impaired motorcycling (visit www.msf-usa.org and click on "Host an Event").

To learn more about what you can do, contact Ron at (608) 266-7855 or ron.thompson@dot.state.wi.us.



DOT's Motorcycle Safety Program encourages motorists to share the road with motorcyclists and it also fosters ...



Rider ed ...



Getting licensed ...



Gearing up ...



Riding sober

Grassroots traffic safety from page 1

Wisconsin has been the envy of other states for its grassroots approach to traffic safety. Some states have laws that allow—but do not require—cities or counties to establish similar groups; Iowa, for example, has only a handful of them.



Monthly “Staying Safe” call-in radio program: (l-r) WRJN program director Don Rosen, Don Karkow, Racine County TSC chairman, and Sgt. Tim Zarzecki, Mt. Pleasant Police Department

New study

Driving: Through the Eyes of Teens

This research report, by the Children’s Hospital of Philadelphia and State Farm Insurance, gives a comprehensive look at teens’ experiences and perceptions as drivers and passengers. Topics include: the role of parents, safety belt use, speeding, cell phones and distracted driving.

Study available at www.chop.edu/injury



Who they are

A commission is required to include the county’s

- Chief traffic law enforcement officer (or designated representative)
- Highway safety coordinator (if there is one)
- Highway commissioner (or designated representative)

and from DOT

- An engineer from the regional office
- Regional Program Manager (RPM) from the Bureau of Transportation Safety (BOTS)
- State Patrol trooper/inspector

along with representatives from

- Education (e.g., driver ed instructor, high school principal)
- Medicine (e.g., doctor, nurse, EMS provider)
- Law (e.g., DA’s office, municipal prosecutor)

Additional members might include county highway committee members, town board supervisors, civic leaders, safety advocates and the local news media.

What they do

Commissions must meet at least quarterly and state law specifies these duties

- Review local crash data and other traffic safety-related matters
- Prepare “spot maps” showing crash locations on county and town roads and on city/village streets of places under 5,000 population
- For municipalities of 5,000 or more, spot maps aren’t required but the TSC must look at the crash data

Based on their review of this data and reports of citizens’ concerns, TSCs can recommend corrective action to DOT, the county board or highway committee, or any other appropriate branch of government. Recommending to government and responding to citizens often takes some gumption. As Jefferson County TSC coordinator Joe Nehmer says, “We tell them what we think, not necessarily what they want to hear.”

DOT provides commissions with crash and citation data for rural state and county highways, and the BOTS RPM provides legislative updates and information on traffic safety initiatives and grant funding opportunities.

TSCs can also

- Ask the State Patrol or local law enforcement to increase patrols in problem areas
- Ask DOT to review possible engineering problems on a state highway, and advise DOT on planned work zones or detour routes
- Review proposals for local traffic safety improvements
- Review fatal or other high-profile crashes. This can be done, for example, via in-squad video or by piling into a bus for a site visit.
- Foster public awareness of traffic safety issues and initiatives (e.g., by working with local news media)
- Encourage/sponsor local activities (e.g., bike rodeos, Safe Routes to School campaigns)

Most TSC coordinators have full-time jobs with law enforcement or emergency management, and their jobs place them close to key decision-makers which can speed problem resolution. Coordinators know their local communities and citizens, and, as BOTS RPM Tom Knoop says, “Spot maps don’t show everything. Nobody knows the local roads better than the people who drive and maintain them day-to-day.”

Dennis Hughes, BOTS policy section chief, works closely with commissions statewide and he observes that “Each county has its own personality and so does each commission. One of the strengths of the Wisconsin model is the flexibility TSCs have to adapt and function in a way that is responsive to the challenges at the local level.” The following are examples of commissions around the state and the work they’re getting done.

Don Karkow has chaired the Racine County TSC for 33 years and his strong media ties have been useful. Having retired from the *Racine Journal Times*, he has helped create the commission’s Staying Safe program, a partnership with the newspaper and a local radio station, WRJN. Each month the paper runs a full-page ad on a timely safety issue. The example shown on page 5 includes the state’s *Move Over* law (also see pg. 8). Four hundred posters are also distributed. A one-hour call-in show on WRJN covers each month’s topic, and the radio station is developing a jingle to highlight the topic throughout the month.

Sgt. Tim Zarzecki of the Mt. Pleasant Police Department, who appears on the show, feels “the Racine TSC has done a great job working with the media and also fostering

collaboration among law enforcement agencies.” When Don talks with sheriffs of other counties about how to develop good relations with the media, he suggests that they go beyond dealing with reporters and reach out to publishers, editors and other prominent members of the community. He also suggests, “Don’t ask for the moon.”

Dodge County highway safety coordinator Robert Sell exemplifies the experience which TSCs encompass. He investigated his first traffic fatality in Vietnam, rose through the ranks with the Dodge County Sheriff’s Department, and has been TSC coordinator since 1980. He notes that over the years the commission has tackled some important issues like establishing 4-way stops on state highways. An example of their routine work: last year a request from the commission prompted an intensive enforcement detail against speeding and aggressive driving on US 41 near Lomira. The effort included Dodge County sheriff’s deputies, Lomira police officers, State Patrol troopers, with a State Patrol plane providing aerial support (see page 1).

Robert writes up frequent press releases that go out to local newspapers and radio stations, and he always encourages citizens to report traffic concerns. As he says, “It’s the neighborly thing to do.”

Captain Randy Schultz, director of the patrol division of the Brown County Sheriff’s Department, chairs his county’s TSC. He says, “I’m lucky that our group is energetic and enthusiastic.” Recent commission efforts include a *Slow Down, Watch for Kids* campaign, with AAA helping with the printing and distribution of 10,000 yard signs.

Their TSC also learned about the ICE (In Case of Emergency) program in Europe, which asks motorists to program their cell phones with contact numbers, listed as “ICE,” which they would want an officer to call in an emergency. Again with AAA help, the TSC developed identification cards for those without cell phones to be placed in the car’s visor. The cards’ availability helped them get media attention for the whole ICE program.

Yes, commissions welcome citizen input, but can an individual really make a difference? Sometimes. One example is State Patrol trooper Keith Young who, acting as a private citizen on his off-duty hours, got involved with an important local issue. Living in Dunn County in 1999, he became concerned about work on the intersection of State Hwy 29 with State Hwy 40/US Hwy 12. DOT was planning to put in an at-grade intersection and then in about 10 years an overpass interchange. But Keith, with backing from local residents and crash data provided by the DOT Regional Office, helped make the successful case, along with the county TSC, that an overpass was warranted sooner.

Often a commission’s achievements are modest; for example, a sign gets put up on a dangerous curve. But over the years TSCs have also had some broadly influential successes. Maynard Stoehr, BOTS director during the 1970s and 80s, recalls some of their important accomplishments.

Staying Safe
A Program of the Racine County Traffic Safety Commission and Safe Sober Wisconsin Department of Transportation

YIELD TO EMERGENCY VEHICLES -
Wisconsin State Law requires motorists to yield when approached by an emergency vehicle. In an emergency, minutes can mean the difference between life and death and critical seconds can be lost if drivers don't make way for emergency vehicles. Take sirens seriously. Make way for an ambulance, fire truck or police vehicle. Someday you may be the one calling for help, or the life on the line might be a friend, neighbor or someone you love. For more information see Wisconsin Statute 346.19(1)

What to do when approached by an emergency vehicle -

- Remain calm and maintain control of your vehicle without jeopardizing the safety of others.
- Pull to the right and come to a stop. With few exceptions, moving your vehicle safely to right is the best action when approached by emergency vehicles.
- When on traveling at greater speeds or when there is no room to stop, slow down as much as possible.
- When in the left lane, pull over into the right lane as the traffic in the lane to your right moves to shoulder.
- If you cannot move to the right because of an obstacle or other vehicle, slow down, signal to the right and continue until it is safe to merge. Your prompt action will let the driver of the emergency vehicle know your intentions and choose a safe path around your vehicle.
- When an emergency vehicle approaches you from behind while your vehicle is stationary at an intersection stop sign or red light, do not move unless you can safely move to right.
- When traveling on a one-way street, moving to the right is best, but sometimes due to traffic, you may move to the left curb and yield to the middle lanes. This is one of the appropriate exceptions to the "pull to the right" rule.

WISCONSIN'S MOVE OVER LAW -
When an approaching an emergency vehicle, tow truck, road machinery, or highway maintenance vehicle parked within 12 feet of the roadway and displaying visual warning lights, Wisconsin Law requires drivers to reduce speed and provide ample room prior to passing, the stopped vehicle. For more information see Wisconsin State Statute 346.071.

What to do when approaching a stopped emergency vehicle -

- When traveling on a roadway with multiple lanes in the same direction, merge into the lane away from the stopped vehicle providing an open lane as a buffer to the vehicle stopped on the roadside.
- When traveling on a roadway with a single traffic lane for each direction of travel, reduce and maintain a safe speed until your vehicle is completely passed the stopped vehicle.

What to do when following or parking near emergency vehicles -

- Maintain an interval of at least 500 feet when following an emergency vehicle responding to a call.
- Avoid parking within 300 feet or length of a city block of an emergency vehicle that has stopped for an emergency.

Sponsored by WRJN AM 3400 The Journal Times E2021

Getting the word out: One of the Racine County TSC's ads in the Racine Journal Times

TSCs “did a yeoman’s job” getting their counties to name all local roads, which was an important step in developing accurate crash data, which in turn helps BOTS identify where grant funding should go. Also, with emergencies like 9/11 and Hurricane Katrina, we have all seen how crucial it is that communication systems be coordinated, and county TSCs have helped coordinate systems at the county level.

Looking ahead, Dennis Hughes from BOTS notes that there are always opportunities for improvement. For example, commissions can look beyond the county line and improve communication with peers in other areas. They can provide training for new members and attend workshops at regional and statewide gatherings such as the conference of the Wisconsin Highway Safety Coordinators Association and the Governor’s Conference on Highway Safety (see page 1). Traffic safety is improving in Wisconsin, and TSCs will continue to provide grassroots solutions.

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What to do when approaching a stopped emergency vehicle:

- When traveling on a roadway with multiple lanes in the same direction, merge into the lane away from the stopped vehicle providing an open lane as a buffer to the vehicle stopped on the roadside.
- When traveling on a roadway with a single traffic lane for each direction of travel, reduce and maintain a safe speed until your vehicle has completely passed the stopped vehicle.

What to do when following or parking near emergency vehicles:

- Maintain an interval of at least 500 feet when following an emergency vehicle responding to a call.
- Avoid parking within 300 feet or length of a city block of an emergency vehicle that has stopped for an emergency.

Renee Callaway

DOT Safe Routes to School coordinator



Renee talks the talk ... and races the race.

Highway Safety Partners

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

"An early-morning walk is a blessing for the whole day."

– Henry David Thoreau

Walking and biking can be fun, they reduce fuel consumption and air pollution, and they're great for our health. Renee's job is to help Safe Routes to School (SRTS) coalitions around the state develop effective programs that encourage children in grades K-8 to walk and bike to school. This can be achieved, for example, with new sidewalks and bikeways, traffic calming initiatives, educating parents and children, and organizing a "Walk to School Day."

Renee grew up near Yuba, but it wasn't until she got to UW–Madison that she became a biking enthusiast, including racing. She got involved in advocacy and went on to manage the university's alternative transportation program, which fosters



commuting by bike and carpooling and includes the university's comprehensive late night transportation system. She became DOT's SRTS coordinator last summer.

Over the last 35 years, the percentage of children walking and biking to school has plummeted from more than 50% to about 15%. This decline has had an adverse effect on traffic congestion, air quality and bike/ped safety around schools. Also, children leading increasingly sedentary lifestyles are at risk for health problems such as obesity, diabetes and cardiovascular disease.

To reverse this trend, grassroots SRTS programs are cropping up internationally (www.saferoutesinfo.org). The 2005 federal transportation act, SAFETEA-LU, provides funding to state DOTs to help create and administer SRTS programs. Funding is now available for local educational and promotional projects and small-scale capital improvements that fill gaps in the existing bike/ped system.

Renee's work ties in with organizations such as Wisconsin Walks, and she sits in with the Governor's Bicycling Coordinating Council. Also she is in touch with diverse community coalitions around the state. Schools and neighborhoods often have unique circumstances and Renee says, "We stress that there isn't just one solution." So far community interest is strong—for the first grant cycle, 162 applications were received.

Contact Renee at (608) 266-3973 or renee.callaway@dot.state.wi.us and visit www.dot.wisconsin.gov/localgov/aid/saferoutes.htm.



Ken Berg

BOTS law enforcement liaison
Eau Claire County Sheriff's Office, retired

Contact Ken at luberg@charter.net

Traffic safety is of course a life or death matter, but when does its importance really sink in for us? Just reading this newsletter, we tend to skim over the statistics and graphs. But then we come upon a story like the one on page 8 about Milwaukee County Sheriff's Deputy Tim Johnson, and the importance of the state's Move Over law hits home. How much more so for people who work directly with such real-life tragedies, like law enforcement officers who routinely risk their own lives and deal with the aftermath of traffic crashes.

Ken grew up in Marathon County, attended UW–Eau Claire and Chippewa Valley Technical College, and graduated from the FBI National Academy. He joined the Eau Claire County Sheriff's Office in 1974 and worked in patrol operations and management, retiring as a captain after 32 years of service. He recalls that back in the 1970s, when traffic fatality rates were much higher, dealing with crash scenes and promoting traffic safety were a big part of a deputy's job.

For 26 years he was coordinator for the Eau Claire County Traffic Safety Commission (TSC). (See article

on page 1 about TSCs.) The sheriff's office provided good support and training, and his work as coordinator enabled him to participate in statewide groups like the Safety Belt Task Force. He twice served as president of the Wisconsin Highway Safety Coordinators Association which fosters networking and holds an annual training conference.

Ken is now a BOTS law enforcement liaison, helping law enforcement agencies in northwest Wisconsin improve how they promote traffic safety. One of the BOTS liaisons' recent efforts is a grant incentive program to encourage traffic enforcement efforts by small agencies (as reported in the last issue of this newsletter). Ken says, "What I hear a lot from both large and small agencies is budget concerns." Staff reductions can reduce traffic enforcement because the remaining officers are needed to answer calls and investigate crimes. Also, officers have less time to visit schools to promote safe driving and help with programs to prevent alcohol and other drug abuse.

The BOTS liaisons are now encouraging agencies statewide to get involved in the *Over the Limit, Under Arrest* law enforcement mobilization around Labor Day.

They can run ... but they can't hide

from page 1

Sgt. Chris Jushka of the ASU notes that some drivers are amazed at how they were caught, and some are dismayed that their expensive radar detector didn't enable them to break the law with impunity. Then there are the would-be speeders who think better of it, aware that a trooper might be flying the friendly skies above.

But the ASU does much more than catch speeders. Pilots can quickly identify crashes or disabled vehicles and dispatch squads to locate injured motorists. They can also route traffic around large crash scenes, reducing the chances of further crashes.

ASU works closely with the State Patrol's Technical Reconstruction Unit. They use photogrammetry to extract 3-dimensional measurements from photographs to map large scenes. Using aerial photographs along with ground-based mapping systems, they can efficiently map, for example, a large crash scene, allowing highways to be re-opened more quickly.

As the only statewide police aerial support unit, the ASU is receiving more requests from other enforcement agencies for help with covert surveillance, searches for missing persons or fugitives as well as aerial crime scene photography and homeland security efforts.

Contact Sgt. Jushka at (608) 846-8500 or christopher.jushka@dot.state.wi.us

A very important law

from page 8

focuses on clearing roadway obstructions such as disabled vehicles and crashes. (See *TSR* Vol. 9, No. 3 for more details.) Naturally safety is a big concern, and FIMT has helped DOT develop the outreach brochure shown on page 8, and also created the logo for the bumper sticker which DOT has printed.

"Promoting this law has long been a FIMT priority," says Anne Reshadi, the Statewide TIM Engineer. "This multi-disciplinary group feels it is key to highlight that the law applies not only to law enforcement, fire and EMS, but also to any highway maintenance or tow truck workers on the side of the road."

DOT has also installed *Move Over* law signs on major highways entering Wisconsin.

At the press conference, Deputy Johnson, the father of two children, thanked local advertisers and media who created and posted *Move Over* billboards in Milwaukee County. He also thanked those who have helped him on his long road to recovery. His goal is to get back to work as soon as he can, back to helping make our roadways safe. As his wife Erica says, "He talks about it every day. He never stops talking about going back."

Let's not forget that we all need to pay attention and help protect the protectors.

STATE LAW
MOVE OVER OR SLOW
DOWN FOR STOPPED
EMERGENCY VEHICLES

Get to know ...

Ron Thompson

Manager, Wisconsin Motorcycle Safety Program
DOT Bureau of Transportation Safety (BOTS)

"I was in the right place at the right time," Ron says, describing how he got involved in motorcycle safety back in the early 1970s.

After graduating from high school, he served as a machinist mate in the Navy and then entered UW-Whitewater in 1967. At the time a big bicycling enthusiast, he received his bachelor's degree in safety education and sociology, and later his master's in traffic safety. He joined what is now BOTS in 1973, and one of

his early assignments was to return to UW-Whitewater to develop DOT's Wisconsin Pedestrian and Bicycle Safety Plan. Then for seven years he worked with communities on implementing the plan.

For many years he worked closely with Professor Fred Hoffmeister, first chief instructor for the motorcycle safety instructor program at UW-Whitewater and the father of motorcycle rider ed in Wisconsin. For the last 25 years Ron has managed DOT's Motorcycle Safety Program.

Motorcycling is growing in popularity, with many aging baby boomers reliving their earlier biking days. But safety remains a big issue; motorcycles make up just 5% of vehicle registrations but 12% of traffic fatalities are motorcyclists (93 last year).

"Education continues to be our most effective tool for improving safety," Ron says, and one of his core achievements has been building up rider ed in the state. With support from the Motorcycle Safety Foundation, rider ed is available via technical colleges and other third parties. Since 1982, enrollment has soared.

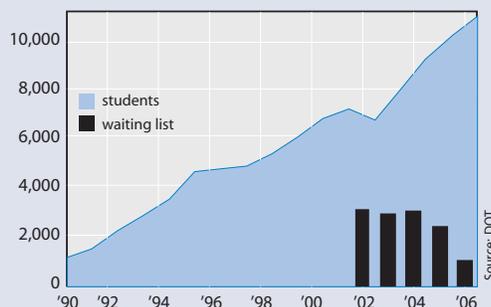
Ron has helped raise awareness of the National Agenda for Motorcycle Safety (NAMS) and is now encouraging people to implement its recommendations locally (see page 1). His work has always centered on collaboration with diverse partners such as the technical colleges, DOT's MoSAC (Motorcycle Safety Advisory Council) and various rider organizations.

Planning to retire next summer, Ron will stay in touch with organizations like the National Association of State Motorcycle Safety Administrators; he was chairperson from 1997-98 and still serves on the executive committee and as a standing committee. Looking back over 34 years with BOTS, he reflects, "A lifetime of work in traffic safety has been very satisfying."

Contact Ron at (608) 266-7855 or ron.thompson@dot.state.wi.us.



Rider education enrollment (Wisconsin)



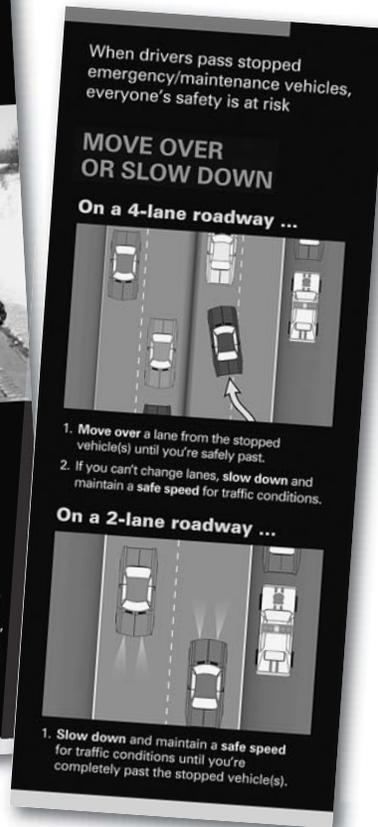
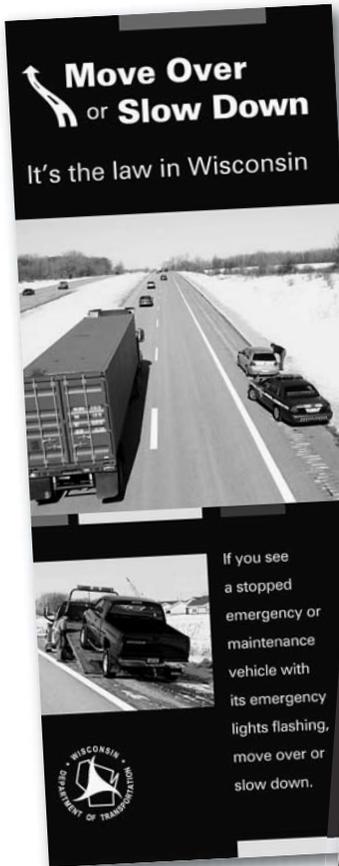
"It's a very important law."

At an April press conference, this is what Milwaukee County Sheriff's Deputy Tim Johnson said about the state's *Move Over* law, and he knows its importance all too well.

On the early morning of January 12, he had responded to a four-car crash near the on-ramp to the stadium interchange. Emergency lights and flares warned motorists to slow down. But at 6:21 an approaching motorist



Deputy Tim Johnson (LEFT) and Tim's brother Deputy Kevin Johnson discuss the importance of the *Move Over* law at an April press conference.



To receive an order form for brochures (two of four pages shown at left) and bumper stickers (above), contact Statewide TIM Engineer Anne Reshadi at anne.reshadi-nezhad@dot.state.wi.us.

tried to stop suddenly and spun out of control on the wet pavement. The car struck Deputy Johnson, throwing him into the concrete median and causing severe head injuries.

Passed in 2001, the *Move Over* law is designed to protect law enforcement officers, emergency responders, tow operators and highway maintenance personnel. The brochure shown here explains its requirements.

But far too many people are still unaware of the law or disregard it, resulting in serious injuries and fatalities, as when two employees of the Winnebago County Highway Department were hit and killed while working on the shoulder of a road in March 2006. In 2005 nationwide, 155 officers were killed in the line of duty, with 16% struck by vehicles.

Fortunately, efforts are underway to raise public awareness. Wisconsin State Patrol Superintendent David Collins says, "Law enforcement officers strive to make our highways and streets safe for motorists. Now, we're asking motorists to help us do our jobs safely."

One group doing outstanding work is the Freeway Incident Management Team (FIMT) which is part of the TIME (Traffic Incident Management Enhancement) Program, based at the DOT Statewide Traffic Operations Center in Milwaukee. Traffic incident management

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