

# WISCONSIN TRAFFIC SAFETY REPORTER

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## Improving traffic safety in Wisconsin—still a long way to go

by Major Sandra Huxtable, Director  
WisDOT Bureau of Transportation Safety

Over the last several years, we have seen great reductions in traffic deaths on Wisconsin's roads. Last year ended with 567 fatalities. This marked the fourth year in a row under 600 fatalities, levels not seen since the mid-1920s!

But so far in 2012, there have been more traffic fatalities in the state compared year-to-date with last year, and Wisconsin is right around the five-year average for fatalities.

We can do better. We must do better. Lives are at stake! As I say time and time again, all of us play a role in improving traffic safety.

So how do we get this under control? One article in this issue highlights the Strategic Highway Safety Plan, which provides information about safety initiatives conducted by various stakeholders. It covers everything from law enforcement to engineering to educational outreach and policy decisions, providing guidance for how to implement traffic safety improvements and initiatives.

You can also read about the State Patrol's 58th recruit class. Just-graduated officers are now using the knowledge and skills acquired since October to enforce traffic laws and deal with highway incidents. I'm sure they're eagerly beginning their new assignments.

Another topic is the recent study from the UW TOPS Lab showing that roundabouts in Wisconsin are significantly reducing serious intersection crashes. We have a great partnership with the lab and rely on their expertise to help us improve traffic safety.

You will also meet some of our new staff and see examples of our *Zero in Wisconsin* outreach campaign.

I urge you to do your part in helping to improve traffic safety and in encouraging others to do so as well. We all need to continue our efforts to achieve zero preventable deaths in Wisconsin.

## New State Patrol recruit class graduates in March

At a March 23 graduation ceremony, 32 cadets were sworn in as Wisconsin State Patrol officers. Their training has prepared them for careers as either troopers or inspectors. Troopers generally patrol highways to enforce traffic and criminal laws, while inspectors focus primarily on enforcement of motor carrier (large trucks and buses) safety laws and regulations.

There hadn't been a recruit class since 2008 due to the state's recent budget difficulties. In June 2011, WisDOT announced that a new class, the State Patrol's 58th, would be held and recruitment was underway to fill about 40 trooper and inspector vacancies statewide. Classes began in

*continued on page 2*

## Get involved!

### 2011-13 Wisconsin Strategic Highway Safety Plan

WisDOT is encouraging its traffic safety partners to get involved in implementing the 2011-13 Wisconsin Strategic Highway Safety Plan (SHSP), a statewide, data-driven plan that provides a framework for improving traffic safety. The plan was developed under the sponsorship of WisDOT's Traffic Safety Council, a multidisciplinary team that forges

*continued on page 5*

## UW study

### Roundabouts in Wisconsin: safer and more efficient

Roundabouts are safer and more efficient than traditional four-way intersections governed by stop signs or traffic signals, says David Noyce, director of the Wisconsin Traffic Operations and Safety (TOPS) Laboratory at UW-Madison. "In typical traffic engineering, there's a tradeoff between safety and operations. Generally, 'safe' equals 'inefficient,'" he says. "But our research shows that roundabouts offer benefits in both of these."

*continued on page 4*



CREDIT: US ARMY/THE REAL MCCOY NEWSLETTER

**Vehicle contact training: restraining a "suspect"**  
State Patrol cadets learn how to safely position their vehicles and proper approaches to vehicles, including techniques for high-risk and routine traffic stops.

## Mark your calendar!

**38th Annual Governor's Conference on Highway Safety – August 27-29**  
Chula Vista Resort, Wisconsin Dells

Contact Vicki Schwabe, WisDOT-BOTS  
(608) 266-0402 FAX (608) 267-0441, or  
[Vicki.Schwabe@dot.wi.gov](mailto:Vicki.Schwabe@dot.wi.gov).

### Includes:

Traffic Incident Management track sponsored by Wisconsin TIME Program



Roundabout at STH 64/STH 180 with wide truck apron to accommodate oversize-overweight vehicles.



Wisconsin State Patrol Academy



Zero in Wisconsin  
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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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## New graduates *from page 1*

October, with candidates undergoing 23 weeks of basic program training at the academy in Fort McCoy.

## Cadets

“The quality and diversity of cadets in the 58th Recruit Class is tremendous,” says Captain Christopher Neuman, the academy’s director of training. Their ages range from 21 to 44, four are females, one is from Canada and one grew up in Romania. All recruits must have 60 post-secondary-level credits from an accredited college. Some cadets have law-enforcement backgrounds and several have served in the military.

Terry Garrett of Milwaukee applied for the class because working in law enforcement interested him from a young age. “I was waiting for an opportunity to apply since the last class in 2008,” Garrett says. “In the meantime, I did what I could to get ready by getting the 60 credits and also a law-enforcement background.” Having served in the Army from 1996 to 2002, he says, “Going through this training was similar to being in the Army.”

Training at the academy, Captain Neuman explains, strongly emphasizes core values: cadets need to show personal responsibility, trustworthiness, self-motivation and a willingness to learn and work as a team. Computer literacy is increasingly important. Squad car computers are lifelines for troopers out on the road, and Badger TraCS enables electronic reporting of crash and citation data. Neuman stresses that a key value throughout the State Patrol is treating the public and community partners with courtesy and respect.

Details about recruiting and training are on WisDOT’s website.

## Training

The academy, located on 46 acres of the Fort McCoy military installation, provides a unique residential setting, with cadets living there Monday through Friday throughout training. This provides enhanced opportunities for developing bonds of friendship with classmates and future colleagues, participating in extra training and evening study groups, and enjoying recreation together, with access to Fort McCoy’s amenities such as a fitness center and restaurants.

Training is full-time and cadets’ days are busy and structured. The curriculum includes traffic stop contacts, defensive and arrest tactics, traffic management, motor carrier traffic, emergency vehicle operations, firearms proficiency and police pursuits. Training also covers communication skills, crash investigation, criminal and traffic law, and emergency lifesaving techniques.

*continued on page 3*



Cadets learning Standardized Field Sobriety Tests (SFST): here, testing for horizontal gaze nystagmus



Learning to use an Intoximeter



Sgt. Green conducting room inspection, making sure everything is squared away

Teamwork is crucial throughout training, but each individual cadet has to pass numerous exams and also periodic physical fitness tests. Upon graduation, top people in the class get top picks among available assignments, providing extra motivation to excel.

“Recruits are taught how to do things until it’s second nature for them,” says Sergeant Tony R. Green, the class’s program director. “That way they learn to do the right things in a stressful situation.”

Sergeant Green and another program director are aided by two assistant training officers (ATOs), State Patrol officers who volunteer to come directly from the field to support each class. They live at the academy and help with instruction and cadet evaluation. “They serve as mentors to the cadets,” Green says. “Anytime cadets do something, they have to report to the ATOs.”

Carrie Johnson, one of the ATOs, is a trooper in Dunn County and has been with the State Patrol for 17 years. “This is a good taste of being in middle management for me,” she says, “I’m not a sergeant, but as an ATO I learn how to be a sergeant, how to prioritize what needs doing, get the paperwork done, and teach cadets how to work as a team.”

Instructors not only convey information but they also lead by example and provide valuable mentoring based on their years of real-life service. For example, Sergeant Green (see page 6) shares his enthusiasm and love of the work with cadets and also the lessons he’s learned from his years as a trooper. “On the job, I’m always planning in advance,” he explains. “I’m always thinking about ‘what if’ . . . I’ve got a plan, but what if something goes

wrong? Then the next step is to develop a strategy for how to deal with the ‘what if.’”

Traffic safety is a major concern throughout the State Patrol, and much of the cadets’ training focuses on ways to promote safety. “To survive as a trooper, you’ve got to like traffic,” says Sgt. Green. Cadets receive extensive training, for instance, on the various facets of stopping, investigating and arresting motorists for OWI.

The newly graduated officers have now received their initial assignments, working with field training officers (FTOs) who continue the training and mentoring process.

“We want to take responsibility to do our best,” says Captain Neuman, “so we can take pride in the best possible State Patrol and the best possible collaboration with our many community partners.” Now that the cadets have earned their badges, they are “well prepared to meet Wisconsin’s traffic and public safety needs.”

On the day before the recruit class graduated, Superintendent Fitzgerald said, “I’m delighted by the talent and commitment of the cadets and also my colleagues at the academy and the broader State Patrol. I’m almost as excited as the cadets are. This is an important step in their lives, and I still vividly remember the day I graduated.”

Looking ahead, Fitzgerald said the State Patrol is considering ways to improve the recruiting and training process. One possibility is to have smaller recruit classes more frequently, allowing a closer fit with job openings. Another is to focus recruiting on areas with the most job openings, giving recruits from those areas better prospects of receiving assignments close to home so their families don’t need to move.



### *BOTS welcomes Tondra Davis*

Tondra recently joined the Bureau of Transportation Safety, succeeding Don Hagen, who retired as supervisor of the Grants Management Unit after 27 years of state service. Before coming to WisDOT, she worked on community grants and programs with the city of Madison and UW-Extension. Her work includes overseeing the BOTS state program managers and helping develop grant programs. She has a degree in industrial engineering from UW-Madison.

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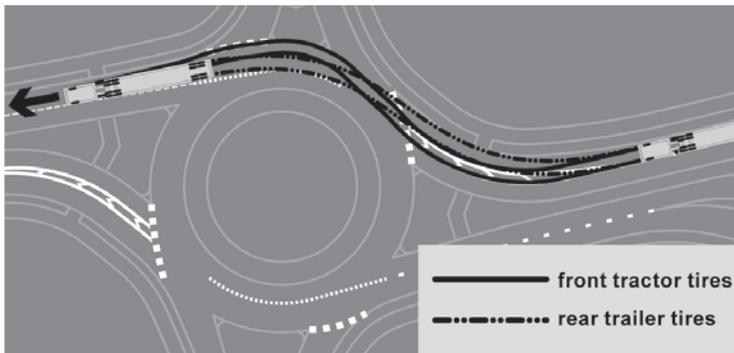
### Accommodating trucks



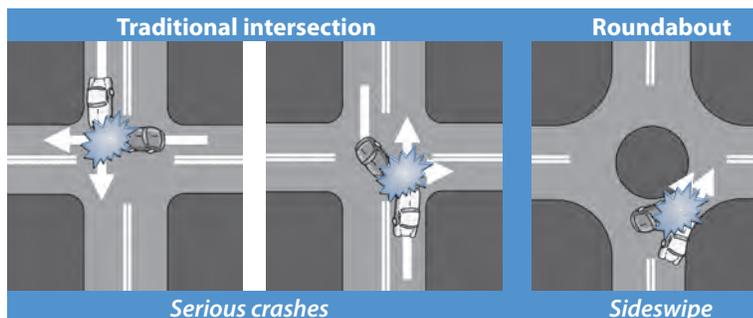
**WIS 30 and Thompson Drive in Madison.** Single white pavement marking line separating the two entry lanes. A large truck can straddle the lanes at entry. Truckers generally try to protect the right side of their vehicles by not allowing other autos from driving on their right (blind) side.



**STH 35 and Hanley Road near Hudson.** Double white pavement marking lines separating the two entry lanes. A large truck can stay in its lane when approaching.



**Double white lines separate the two lanes at entry.** Semi enters roundabout from right lane and drives to the left side of the double white lines, while staying in-lane. Then it proceeds to the far right, outside of the circle, reducing off-tracking into the adjacent left lane. Some roundabouts have an outside lane wide enough to allow trucks to stay in-lane in the roundabout.



### Roundabouts in Wisconsin *from page 1*

Wisconsin's highway system is now home to more than 150 roundabouts, and there are plans to double this number over the next four years. And there are also many roundabouts cropping up in local communities. Most drivers are gradually getting more familiar and comfortable navigating them, but, for some, they cause confusion, anxiety and even hostility.

But modern roundabouts aren't an annoying fad. Researchers in the United States, and many other countries over the past 25 years have confirmed their benefits:

#### Improved safety

The Federal Highway Administration reports:

- More than 90% reduction in fatalities
- 76% reduction in injuries
- 35% reduction in all crashes: fewer serious crashes, more sideswipes (see diagram lower left)
- Generally safer for pedestrians

#### Improved traffic flow

They reduce congestion, increasing traffic capacity 30-50%.

#### Less expensive

For example, they usually require less overall property to build than a signalized intersection with turn lanes.

#### UW study

How are roundabouts performing in Wisconsin? Wisconsin DOT has teamed up with the TOPS lab to carefully study traffic operations and safety in roundabouts statewide. Their study, *Comprehensive Evaluation of Wisconsin Roundabouts*, is available on the TOPS lab website.

The study focuses on 24 roundabouts that were built with WisDOT oversight. Crash data were collected for three years before roundabout installation and for three years after. The construction year was omitted.

#### Key findings

- Comparing before and after years, 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 across all 24 roundabouts

The study also examined the operational characteristics of 14 multi-lane roundabouts statewide. Using video shot at each roundabout, the researchers examined vehicle type, driving speed, how drivers enter a roundabout and the time gap needed to enter. Andrea Bill, TOPS traffic safety engineering research program manager (profile on page 6) says, "Driver behavior in these Wisconsin roundabouts is very similar to drivers nationwide."

Some of the 24 roundabouts raised concerns; for instance, at seven of the 24, injury crashes increased. So WisDOT and TOPS have now moved on to the next phase, studying the roundabouts that showed problems, with the goal of identifying issues and developing remedies.

TOPS researchers also studied the inner workings of seven software packages for designing roundabouts. They have presented their findings at a Wisconsin legislative hearing and at the Transportation Research Board annual meeting, which draws more than 11,000 transportation professionals from around the world.

### **Public acceptance: national study**

As with anything new, roundabouts take some getting used to. Many communities encounter some resistance when roundabouts are first proposed, but studies show that acceptance quickly rises once drivers become familiar with navigating roundabouts. In 2007, the Journal of the Transportation Research Board published "Long-Term Trends in Public Opinion Following Construction of Roundabouts," a study conducted by Insurance Institute

### **Strategic Highway Safety Plan** *from page 1*

partnerships within the department and with a wide range of safety professionals and advocates statewide. The plan is on WisDOT's website.

"Coordination of safety efforts at the federal, state and local levels," says WisDOT Secretary Mark Gottlieb, P.E., "will enable us to reach our goals, maximize the effective use of available resources, and meet our shared objectives."

In 2005, the SAFETEA-LU surface transportation bill established the Highway Safety Improvement Program (HSIP) as a core federal program. Each state is required to develop an SHSP, a major component of the HSIP, to identify key safety needs and guide investment decisions. FHWA's website provides details on the HSIP and each state's SHSP.

Wisconsin's SHSP, on pages 2-4, describes how WisDOT and its partners developed the plan. Ten top priority issues are identified; e.g., improving design and operation of intersections (including building more and better roundabouts: page 1). For each issue, key action items are noted.

WisDOT has contracted with the UW TOPS lab to shepherd the process of publicizing the SHSP. Lab researcher Andrea Bill (see page 6) says a Powerpoint presentation is available which is easily adapted to various audiences.

An effort is now underway to develop a Framework for a National Strategy on Highway Safety, a consensus document (in effect, guidelines) intended to build upon state SHSPs: e.g., foster standardization of how data is gathered. A draft is on the AAMVA (American Association of Motor Vehicle Administrators) website.

Contact Andrea at [bill@wisc.edu](mailto:bill@wisc.edu), or Randy Romanski, WisDOT BOTS, at [randy.romanski@dot.wisconsin.gov](mailto:randy.romanski@dot.wisconsin.gov).

on Highway Safety researchers.

In six communities nationwide, telephone surveys were conducted six weeks before, six weeks after, and one to five years after roundabout construction. The percentage of drivers in favor of roundabouts ranged from 22% to 44% before construction compared with 48% to 67% soon after they were built, and 57% to 87% after roundabouts were in place for at least one year. Most drivers of all ages favored roundabouts after one year or more, but support was higher with younger drivers (ages 18 to 34) and lower among drivers ages 65 and older.

### **Accommodating trucks**

The trucking industry is an important part of Wisconsin's economy, and WisDOT is improving how roundabouts accommodate trucks and fit in with the state's trucking network. Design features such as wide truck aprons (photo page 1) help make roundabouts more accessible for trucks. The recently updated Commercial Driver's Manual (BDS115) has roundabout guidance for truckers (see page 4).

WisDOT is participating with seven other states in a Transportation Pooled Fund Study sponsored by the Kansas DOT and titled "Accommodating Oversized/Overweight Vehicles at Roundabouts." It is also conducting a joint study with Minnesota DOT to investigate design concepts to accommodate large legal semi-trucks in roundabouts. The Motor Carriers Associations in Minnesota and Wisconsin are also involved.

On October 6, 2011, the Wisconsin legislature's Senate Committee on Transportation and Elections held an informational hearing on roundabouts (see Resources).

WisDOT's Rory Rhiensmith and Jerry Zogg presented the TOPS lab study results and explained the careful process WisDOT uses in evaluating how to improve intersections. The department reaches out to communities to get their input, and Zogg said WisDOT is proceeding cautiously. He said the TOPS study showed that roundabouts in Wisconsin have been generally delivering the expected benefits, and the follow-up TOPS study will explore specific roundabouts with performance issues.

Overall the news is good: roundabouts improve safety and traffic flow, and public acceptance gradually grows to quite high levels. "The biggest advantage to roundabouts," says Scott Langer, City of Madison traffic engineer, "is that fewer people are getting hurt in them."



At traditional signalized intersections like this one, as in roundabouts, trucks with oversize loads can have difficulty turning.

### **Resources**

#### **WisDOT**

Raising public awareness is key. WisDOT's website includes a video "All About Wisconsin's Roundabouts," diagrams of specific roundabouts with driving tips, and an interactive animation demonstrating car, truck, EMS, pedestrian and bicyclist roundabout use. [www.wisconsinroundabouts.gov](http://www.wisconsinroundabouts.gov)

Wisconsin Senate Committee informational hearing on roundabouts [www.wiseye.org/Programming/VideoArchive/EventDetail.aspx?evhdid=5293](http://www.wiseye.org/Programming/VideoArchive/EventDetail.aspx?evhdid=5293)

#### **FHWA**

<http://safety.fhwa.dot.gov/intersection/roundabouts/>

#### **IIHS**

"Research & statistics" section and *Status Report* newsletter, for example, vol. 45, no. 11, 11/3/10: "Roundabouts are reducing crashes in Carmel, Indiana, where they outnumber intersections with signals" [www.iihs.org](http://www.iihs.org)



**Sergeant Tony R. Green**

Wisconsin State Patrol  
Academy

## Highway Safety Partners

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



**Andrea Bill**

Wisconsin TOPS Lab  
UW-Madison

During Camp Badger Exploring Engineering, Andi shows 8th grade students the TOPS lab's new driving simulator. With a Ford Fusion and screens that immerse drivers in 270 degrees of simulation, it is allowing researchers to test diverse driver behaviors, many of which aren't economically or ethically possible to test on real roads.

For the 58th Recruit Class that graduated in March (page 1), Sgt. Green served as program director. Since he was assigned to the academy in 2000, he has led the training of recruit classes and helped with training field training officers (FTOs), county/municipal officers training, in-services, supervisor training, and dozens of other training programs for State Patrol officers.

Tony grew up in Racine and, looking back, he values the inspiration provided by his parents and by his family's participation in their spiritual congregation. His father, for instance, passed along a "can do" attitude and the importance of being dependable. When Tony was 20 years old, he had bought a house and then was laid off from his factory job, but he was never late on a mortgage payment.

He became interested in a career in law enforcement, and this was boosted when a state trooper stopped him for a routine check and treated him with outstanding courtesy.

In 1990, he graduated from the academy and initially served as a motor carrier inspector. He transferred to the Waukesha Post to specialize in salvage vehicles, an opportunity to learn about traffic laws, and then became a trooper in La Crosse County. During traffic stops, he found most people to be reasonable, and, with the few who weren't, he developed the skills of remaining courteous while continually focusing on the "what ifs," developing



Inspecting cadets of the 58th Recruit Class

strategies for dealing with whatever might come up.

He enjoys working with cadets and officers from a wide variety of agencies. His enthusiasm and directness help encourage and motivate those he is training, and he shows by example the State Patrol's standard of treating others with respect. "I love my work," Tony says, "and I truly like people. I treat others as I would like to be treated." Key qualities in a good teacher and leader.

Contact Tony at [Tony.Green@dot.wi.gov](mailto:Tony.Green@dot.wi.gov).

Andi is the TOPS lab traffic safety engineering research program manager. She was one of the researchers on the lab's recent study of roundabouts in Wisconsin, and she is now helping with the process of publicizing the 2011-13 Wisconsin Strategic Highway Safety Plan (page 1).

Founded in 2003 in coordination with WisDOT, the TOPS lab brings together a balance of public agency, private sector and academic perspectives, with a focus on improving traffic operations and safety in Wisconsin and across the Midwest through service partnerships, research and training.

Andi grew up in Columbus, Ohio, and from an early age she has loved horseback riding. Now a Hooper

Riding Club instructor, she says, "I've found that I like teaching almost as much as I love riding."

At Mount Holyoke College she majored in Latin and physics. She was attracted to problem solving and became interested in how engineering can help make our world a better place. After graduating, she went on to earn a civil engineering degree from the University of Massachusetts Amherst. She then worked at MassSAFE, where her senior thesis advisor was David Noyce. He came to Madison to found the TOPS lab, and, in 2004, she entered the graduate program in civil engineering at UW-Madison. She is now working to complete her PhD.

Working with partners such as the WisDOT Bureau of Traffic Operations, Andi's research generally has a statewide perspective, such as the lab's recent roundabout study. It took a careful look at how roundabouts are performing in Wisconsin. They found generally improved safety and efficiency, but also some that were performing less well, which they'll now study more carefully.

Many exciting prospects are on the lab's horizons, including using its new driving simulator for research related to driver behavior such as how people perceive signage, effects of impairment, older driver performance and distracted driving.

Contact Andi at [bill@wisc.edu](mailto:bill@wisc.edu).



## Get to know ...

### Major Sandra Huxtable

Director, WisDOT Bureau of Transportation Safety

In July 2011, the Bureau of Transportation Safety (BOTS) welcomed Major Huxtable as its new director. She succeeded Major Dan Lonsdorf, who retired after a distinguished 31 year career in the Wisconsin State Patrol.

Sandy has taken over leading BOTS at a time when important progress has been made in improving traffic safety statewide (see her column on page 1) but a wide variety of challenges remain. With tight budgets at all levels of government, she says, "a strong focus is needed, more than ever, on careful program evaluation, identifying innovative and promising efforts, and enhancing collaboration with our partners statewide."

Sandy grew up on her family's farm near Gleason in northern Wisconsin. When she was in 7th grade, one of her cousins was killed in a crash. This loss was an important influence on her decision to pursue a career in law enforcement. "I became interested in this field," she says, "because I like challenges, variety, and helping people."

After graduating from UW-Platteville in 1983 with a BA in criminal justice, she began her career with the State Patrol as a member of the 33rd recruit class. Her first assignment was as a trooper in Lafayette County. She enjoyed her 12 years as a trooper, including the strong partnerships with deputy sheriffs. In 1996, she was promoted to inspector sergeant, and then to lieutenant, responsible for Motor Carrier Programs. Promoted to major, she then served as director for the Bureau of Field Services and Training. In 2007, she became director of training at the State Patrol Academy (page 1).



While involved in field operations, Sandy sometimes worked on BOTS-funded programs. Now, as BOTS director, she is immersed in efforts such as helping determine the bureau's funding priorities. BOTS coordinates a statewide behavioral highway safety program, using federal funds given back to the state through NHTSA, along with state

taxes and other resources. Funds are used mainly to change driver behavior by supporting traffic law enforcement, increasing violators' perception of the likelihood of being ticketed, and fostering injury prevention, including for child passengers, motorcyclists, bicyclists and pedestrians. Through analysis and targeting, BOTS provides leadership, innovation, and program support for a wide variety of traffic safety partners.

The 2012 Highway Safety Performance Plan (available on the WisDOT website) provides details about BOTS procedures, priorities and programs. For example, pages 2-3 present performance measures, agreed upon by NHTSA and the Governors Highway Safety Association, used in developing the plan. Pages 59-60 explain how funding is targeted to law enforcement agencies statewide.

Sandy and her colleagues are exploring ways to foster innovative and successful programs. For instance, the effectiveness of high-visibility enforcement (HVE) has been well established nationwide, and BOTS has been supporting successful HVE programs in places such as Milwaukee and Brown Counties. Now BOTS is also funding several agencies that were targeted because of an interest in innovative approaches to changing driver behavior. Their safety belt HVE takes place primarily at night, when there's generally more risk-taking.

Recently BOTS hired a staff person who will focus on driver behavior: Wisconsin has a wealth of resources in this area, including UW-Madison researchers specializing in distracted driving (see driving simulator on page 6).

Sandy is married to a Capitol Police sergeant and has two children.

"The group I'm working with is fantastic," she says, looking forward to the life-saving challenges ahead. She and her colleagues welcome your input on how BOTS can help improve traffic safety in Wisconsin, and also on the process of publicizing and implementing the 2011-13 Wisconsin Strategic Highway Safety Plan (page 1).



*Sandy at a distracted driving prevention program at Seneca High School in March. A driving simulator gave students a feel for the dangers of texting while driving, and the AT&T documentary "The Last Text" conveyed wrenching true stories of texting and driving, lives lost, and the impact on family and friends. "LOL" ... and a person is killed. "We hope," says Principal David Boland, "our students took away this simple message: no text is worth dying over." Sandy says, "It's gratifying if we can help young adults make better decisions."*



# Wisconsin Department of Transportation

Bureau of Transportation Safety

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PRSR STD  
US POSTAGE  
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The Dane County Sheriff's Office developed this PSA to be shown in movie theaters. See full video at: [www.zeroinwisconsin.gov/mediaspots.html](http://www.zeroinwisconsin.gov/mediaspots.html)

## Zero in Wisconsin

*targets young males who are disproportionately involved in numerous traffic safety issues: not buckling up, speeding and impaired driving.*

New ZIW videos, designed to interest young males, have been developed for TV, radio and the Internet, including YouTube. They make use of elements popular with their target audience, including popular sports. Daredevils Dare Not features skate-



boarders and BMX riders who have the good sense to buckle up and drive sober. Videos include background on filming stunts, and a skateboarder, Carlos Rios (below left), describes a real multiple-fatality crash he survived. Donald Driver says he always

buckles up, then "Brad," who doesn't, becomes a crash victim, and a trooper, driving a cart used for picking up injured players, gives him a ticket.



Visit [zeroinwisconsin.gov](http://zeroinwisconsin.gov) and *Zero in Wisconsin* on YouTube.